



SUSTAINABLE BUSINESS TRAINING



✦ *Organizations as diverse as the International Finance Corporation, Ft. Carson Army Post, DuPont, Presidio School of Management, the City of Boulder, the Dolphin Head Trust of Jamaica and the New England Small Farms Institute have sought the advice of Hunter Lovins and her Natural Capitalism team.*

- ✦ *Interface, Inc. avoided costs of over \$230 million in the last seven years by implementing the principles of Natural Capitalism.*
- ✦ *Xanterra (the largest park and resort management company in the U.S.) uses the principles of Natural Capitalism to reduce water, energy and waste at Yellowstone, the Everglades, the Grand Canyon and other parks. Retrofitting incandescent bulbs saved approximately \$186,400 in labor, lamp replacement and energy costs—a return on investment of 138 percent.*

[Natural Capitalism Solutions](http://www.naturalcapitalismsolutions.com), Inc. (NCS) will show your organization how to increase profitability and efficiency while becoming a more environmentally and socially responsible business. Natural Capitalism will help your organization manage an “integrated bottom line,” combining profitability, environmental awareness and social responsibility, while fostering greater levels of operational effectiveness.

NCS training will show your organization how to implement a whole-systems approach. This approach enables you to increase core business value. Using resources more productively and operating in ways that are restorative of people and the planet can deliver increased profitability and greater competitive advantage in your industries.

This approach was outlined in the best-selling book *Natural Capitalism: The Next Industrial Revolution*. First published in 1999, it has sold over 100,000 copies in 12 languages and continues to receive rave reviews.

**YOUR ORGANIZATION CAN CAPTURE THESE OPPORTUNITIES.
ALL TRAINING SESSIONS ARE INDIVIDUALLY DESIGNED.**

BUSINESS TRAINING SESSIONS

The Natural Capitalism team is available world-wide and can come to your location to deliver sessions. If you want to train senior executives, engineers, designers, accountants and/or your entire staff, NCS can accommodate any group size. Sessions feature lecture-delivered content, and emphasize an interactive dialogue. Length can range from half-day workshops to five-day intense charrette formats and can include ongoing consultation. Two of NCS' Business Training Sessions are described below.

"So I urge you to all read a book—I'll hawk a book here—Natural Capitalism, by Paul Hawken and Amory and Hunter Lovins. It basically proves beyond any argument that there are presently available technologies, and those just on [the] horizon, which will permit us to get richer by cleaning, not by spoiling, the environment."

--PRESIDENT CLINTON

INTRODUCTION TO SUSTAINABLE BUSINESS MANAGEMENT

What can sustainability mean to your organization? This training will provide your organization with the business case for Sustainable Business Management. Grounded in an historical overview of the concept, the training introduces the major sustainability frameworks, Natural Capitalism, The Natural Step, Cradle to Cradle, etc. The session will help you define sustainability in ways that make sense for your unique situation, enabling you to:

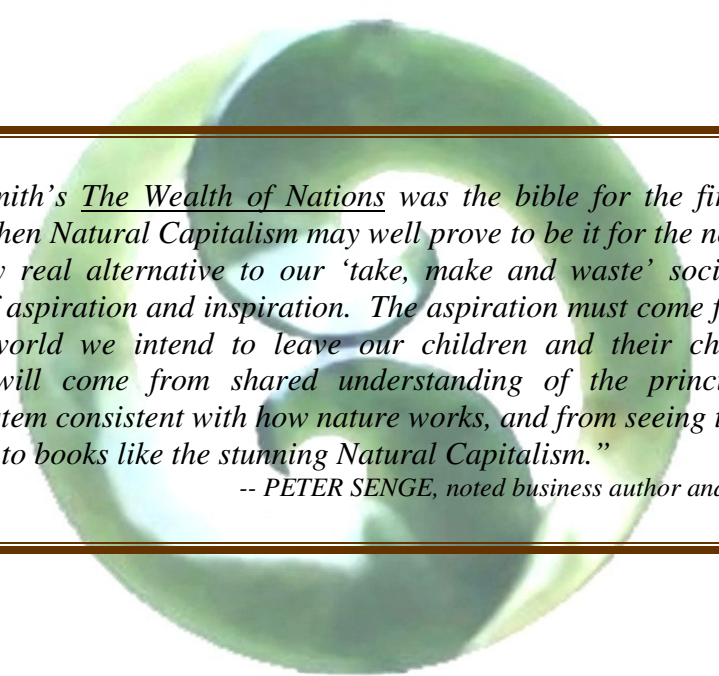
- Define what sustainability means for your organization;
- Develop a vision of how your company will become truly sustainable; and
- Develop a strategy to reach this vision, which includes identifying obstacles and creating systems to overcome them.

Even if your organization already has a vision of sustainability and is working towards implementation, this session will show how you can use the three principles of Natural Capitalism in your strategy.

- 1. Radical Resource Efficiency:** Radically increase the productivity with which all resources are used, including energy, water, materials and people. The growing number of profitable solutions to environmental challenges can buy the time needed to implement measures that will attain true sustainability.
- 2. Design for Sustainability:** Such innovative design processes as Biomimicry, Cradle to Cradle and other forms of green design enable businesses to harness nature's wisdom to drive innovation. These approaches allow us to create systems that eliminate waste and toxics while delivering superior products and services.
- 3. Manage for Prosperity and Sustainability:** Employ the emerging practice of Sustainable Management to restore, enhance and sustain the natural and human capital needed for continuing financial prosperity. Effective Sustainable Management enables companies and communities to enhance core business value and reinforce competitive advantage.

IMPLEMENTING SUSTAINABLE BUSINESS MANAGEMENT

Progressive companies are already making strides towards implementing a “sustainability plan” or an “Environmental Management System.” Natural Capitalism helps such organizations achieve sustainability through using ***The Management Helix for the Sustainable Organization***. This training session enables a company to progress from an initial exploration of the business case for sustainability to becoming fully restorative. It covers what positive actions may be taken at each stage across such business activity streams as strategy, management, operations, human resources, R & D, communications/marketing and management of external stakeholders/supply chains. NCS will help your staff identify issues specific to your organization, how to motivate your people to achieve high performance goals and when to use the various sustainability tools (from energy efficiency and carbon neutrality to life cycle assessments and design for environment to Biomimicry and green building approaches). Specific compliance issues can be discussed as well as other issues unique to your organization and/or industry.



“If Adam Smith’s The Wealth of Nations was the bible for the first Industrial Revolution, then Natural Capitalism may well prove to be it for the next. I believe that the only real alternative to our ‘take, make and waste’ society lies in a revolution of aspiration and inspiration. The aspiration must come from us, from seeing the world we intend to leave our children and their children. The inspiration will come from shared understanding of the principles for an economic system consistent with how nature works, and from seeing that it can be done, thanks to books like the stunning Natural Capitalism.”

-- PETER SENGE, noted business author and MIT professor

NCS ALSO OFFERS TRAININGS IN THE FOLLOWING AREAS:

- Climate Change
- Community Economic Development
- Corporate Social Responsibility
- Energy
- Globalization
- Green Real Estate Development
- Sustainable Land Management
- Sustainability Leadership
- Business, Government and Society
- Risk Management



Natural Capitalism Solutions (NCS) is a 501(c)(3) non-profit organization. NCS' mission is to educate senior decision-makers in business, government and civil society about the principles of sustainability. NCS shows how to restore and further enhance the natural and human capital while increasing prosperity and quality of life. In partnership with leading thinkers and groups, NCS creates innovative, practical tools and implementation strategies for companies, communities and countries.

MEET THE NATURAL CAPITALISM TRAINING TEAM



L. Hunter Lovins is President and Founder of Natural Capitalism Solutions, Inc. For 20 years the founding CEO of strategy for Rocky Mountain Institute, she has served on numerous government and private-sector boards, taught at universities in the US and Europe, and is in high demand as a business speaker. A member of the California Bar; she has authored dozens of papers and nine books, including *Natural Capitalism*. She has consulted for governments and the private sector, briefing senior management at the International Finance Corporation, DuPont, Xanterra, Interface Inc., Bank of America, Allstate, Royal Dutch/Shell and many other companies. She holds a J.D. from Loyola University and various honorary doctorates. In 2000 Hunter was named a “Hero of the Planet” by *Time Magazine*. She is a founding Professor of Business at Presidio School of Management.

Paul Sheldon specializes in organizational development, and staff training. He has consulted widely to non-profit and philanthropists as well as serving as an Underwriting Consultant to California's State Workers' Compensation Insurance Fund. He has consulted to General Motors, Bank of America, Muzak and various cities. Paul also has extensive business experience in wholesale and retail travel, hospitality, real estate and insurance industries. He helped to organize the California Conservation Project, Friends of the Los Angeles River, and many other non-profit organizations. Paul has B.A. and M.A. degrees in Human Development and holds a lifetime college teaching credential in Business and Industrial Management. In the last two years Paul and Hunter have taught “Sustainable Business Management” and “Implementing Sustainability” at Presidio School of Management, the first fully accredited M.B.A. program in Sustainable Management.





NATURAL CAPITALISM SOLUTIONS



Christopher Juniper has been an innovator in economic development practices and policies for eighteen years as a consultant, as Policy and Business Development Manager for the Portland Development Commission (Oregon), and as Executive Director of the SouthWestern Colorado Economic Development District (Durango). He served as Rocky Mountain Institute's first Natural Capitalism Practice Director, and has developed tools for organizations to use Natural Capitalism including a complete Field Guide, EMS integration tool and Life-Cycle Analysis tool. His academic training at The Colorado College (B.A. Economics) and advanced studies at Colorado State University focused on environmental economics and land-use planning.

Pablo Páster holds a B.S. in Manufacturing Engineering from Cal Poly, and will complete his MBA in Sustainable Management at Presidio School of Management in June of 2006. Before working with Natural Capitalism Solutions, Pablo served as Manufacturing Engineer for DEL Ozone and Design Engineer for Clearwater Tech, LLC, both in San Luis Obispo. In 2003 Pablo was an intern at the Wuppertal Institute in Germany where he worked on a project to improve the eco-efficiency of textile production in the developing world. While at the Wuppertal Institute he worked closely with the developers of MIPS, a tool for assessing the material intensity of products and services. At Cal Poly, Pablo founded the Campus Sustainability Initiative (CSI) which led to the adoption of numerous campus sustainability policies as well as the California State University (CSU) system's recent announcement of the country's strongest sustainability policy for a university system.



Photo: Eldorado Springs, CO