

# Natural Capitalism, Inc.

P.O. Box 3125 • Eldorado Springs, CO 80025 • Tel: 303-554-6550

## Who we are:

### Company overview

Natural Capitalism, Inc. (NCI) is a Colorado-based organization that helps companies, governments, academic institutions, and communities around the world become simultaneously more profitable and environmentally / socially sustainable. NCI was founded in September 2003 by L. Hunter Lovins, a world-renowned leader in sustainability policy and strategies.

### Our principles

Co-author of the acclaimed business book *Natural Capitalism – Creating the Next Industrial Revolution*, Ms. Lovins helped develop the original Natural Capitalism Principles, a leading whole-system sustainability framework. Ms. Lovins has recently lead the effort to rework these principles in order to help clients capture the economic advantages of sustainability by identifying opportunities that reduce capital investment and operating costs and generate market leadership advantages. The three Natural Capitalism Principles utilized by Natural Capitalism Inc are<sup>1</sup>:

#### 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 measures to solve many of the environmental challenges can buy the time needed now 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. **Management for Prosperity and Sustainability:**

The emerging practice of Sustainable Management<sup>2</sup> can enable companies and communities to enhance core business value and reinforce competitive advantage through achieving greater resource efficiency and effectiveness. This will allow us to restore, enhance and sustain human and natural capital, as well as manufactured and financial capital.

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<sup>1</sup> These principles are the work of Hunter Lovins and other co-developers including Paul Hawken, Amory Lovins, Walter Link, Janine Benyus, David Orr, Michael Braungart, and Bill McDonough. They were first stated in the Harvard Business Review May- June 1999. Their evolution will be described in Hunter's forthcoming book, *The Human Dimensions of Natural Capitalism*.

<sup>2</sup> NCI founder Hunter Lovins is one of the creators of this approach and is a Professor of Business and Sustainable management at Presidio World College

# What Others Say about Us

Translated into a dozen languages, *Natural Capitalism* has drawn praise from business and political leaders, economists and environmentalists around the globe. President Clinton said, "This is a *huge* deal!" The Economist stated that, "It will leave every reader with the hope that the old battle between business and the environment can reach a peaceful and constructive conclusion." Business author Peter Senge called it the bible for the next industrial revolution.

It is being used as a text in numerous university and business school courses, and has been discussed at numerous conferences. Simply put, it shows that it is now profitable for businesses to behave in environmentally responsible ways. It describes why, increasingly, competitive advantage will flow to businesses that better value the ecosystem services on which all life and thus all economic activity, depends.

Companies are finding this approach particularly useful as a way to distinguish themselves, build brand equity and core business value and increase their competitive advantage.

*"Inspired by the rapid return on its investment in lighting, **Xanterra has embraced Natural Capitalism**, running the organization in a manner that is good for the environment and its bottom line...We are protecting the natural capital of the earth by using resources more efficiently"*

From an article in Lodging Hospitality Magazine July 1, 2003

*"If anyone were to ask me how to create a leading-edge program in Sustainable Management, I would say: call in Hunter Lovins...."*

Richard Gray, Founder Presidio World College

*"Hunter's presentation and her whole life shows that environmental protection and economic prosperity can and must and shall go hand in hand."*

John Howard, Federal Environmental Executive

*"Hunter possesses that rare combination of spunky spontaneity and down-home credibility. She presents well and in that I mean, she has the remarkable ability to deliver powerful statistics from years of research, coupled with the solutions that turn those discouraging statistics into practical applications for a sustainable future. And Hunter is down right fun!"*

Bell Starr Coordinator, SofFest Arizona

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# Our Partners

Natural Capitalism Inc. works with key consulting groups in the sustainability field to meet clients' needs. NCI is currently developing a global network of leading experts in the sustainability field.

Some of the many experts in the field with whom NCI works include:

- **On the Frontier (OTF Group)**, led by Michael Fairbanks, author of *Plowing the Sea*,<sup>3</sup> advises companies, industries, regions and nations how to innovate, increase productivity, and create new competitive advantages while improving long-term economic, environmental and social conditions. Specializing in post-conflict sustainable development, OTF Group works on many projects throughout the world.
- **The Natural Edge Project (TNEP)** led by Karlson Charlie Hargroves and Michael Smith, editors of *The Natural Advantage of Nations*<sup>4</sup>, is an Australian non-profit, created to assist individuals, business and government to achieve a natural edge, thus developing a synergy between the economic, social and environmental outcomes. The project seeks to assist in bringing together and developing robust frameworks, operational methodologies and best practice for sustainability.
- **AtKisson, Inc.** led by Alan AtKisson, author of *Believing Cassandra*<sup>5</sup>, are professional consultants, trainers, facilitators, researchers, writers and designers, with bases in the U.S, Europe, and Australia. AtKisson, Inc is also one of the premiere developers of sustainability indicators for businesses and communities.

## What we do:

### Sustainability Strategy

NCI will work with your staff to develop a comprehensive strategy to incorporate current business priorities, employee incentives and cultural change management. NCI's detailed approach can enable your business to design a custom built strategy to enhance profitability and build brand equity. It will introduce you to all elements of an effective plan to guide your company toward sustainability.

### Implementation Plan

The best plan needs to be competently implemented. NCI consultants have worked with international companies like Royal Dutch Shell, International Finance Corporation, and Interface, as well as national, state and local governments, and small non-profits to help them turn intentions into action. NCI can provide planning, training and help identifying resources to tackle specific problems. NCI works closely with management to make sure that your project stays on track and results in measurable increases in revenues.

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<sup>3</sup> Fairbanks, M and Lindsay, S (1997) *Plowing the Sea: Nurturing the Hidden Sources of Growth in the Developing World*, Harvard Business School Press, Boston.

<sup>4</sup> Hargroves, K and Smith, M (2004) *The Natural Advantage of Nations: Business Opportunities, Innovation and Governance in the 21st Century*, Earthscan, London.

<sup>5</sup> AtKisson, A (1999) *Believing Cassandra, An Optimist looks at a Pessimist's World*, Chelsea Green.

## **Strategic Audit & Benchmarking**

NCI uses a variety of tools to analyze your business or community and identify opportunities for profitable improvements. We assess the financial benefits of implementing various strategies.

## **Access to Leading Experts**

An independent advisory board with wide ranging sustainability expertise is a powerful resource to help a company deal with the challenges of sustainability. NCI can help your organization assemble a team of experts drawn from our global network of leading consultants and thinkers to guide your efforts to become more sustainable.

## **Business Plan Consultation**

How can your business improve financial performance while decreasing its environmental impact? A creative reassessment of your business plan can help answer this. Our team of experts can help your executives think through your current business model and identify opportunities for change. NCI has also advised start-ups and has helped entrepreneurs create more responsible businesses. It also offers this service to non-profits.

## **Community Economic Development**

NCI's principals have consulted for a wide array of communities in the United States, Europe, the Caribbean and Asia on ways to build more sustainable, locally based economies. Skilled at economic development, eco-tourism, sustainable agriculture, rural energy analysis, green development, resource productivity and urban forestry, NCI can help your community preserve and enhance its quality of life.

## **Eco-Efficiency Review**

One of the easiest and most dramatic ways to begin a sustainability program is with an eco-efficiency review. Does your enterprise use energy, water and other natural resources as productively as is cost effective? Are you taking advantage of newly emerging technologies to dramatically reduce resource use and waste? With expertise in the most advanced efficiency technologies, NCI can perform a comprehensive ecoefficiency audit of your operations and a detailed analysis of where investment will give you the best return.

## **Corporate Training**

The most difficult aspect of organizational change is bringing your people along. When it is time to communicate a new strategy to your team and help them understand their important role in its implementation, effective training is critical. NCI has extensive experience to helping both middle management and senior executives with change management, and in understanding the "human dimensions" of sustainability.

## **Public Speaking**

NCI speakers offer not only an exciting introduction to Natural Capitalism, but also a fresh perspective on diverse issues of social and environmental sustainability. Our president Hunter Lovins has presented over 1,000 times in her career with a focus on the operational realities within both a business and policy climate.

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