

# Bio Paul Hawken

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Rocky Mountain Institute



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**Paul Hawken** is a business leader, environmentalist, and author. He is considered one of the leading architects and proponents of corporate reform with respect to ecological practices. He has founded several companies, and has written such best-selling books as *The Ecology of Commerce* and *Growing a Business*. He helped found The Natural Step in the United States and internationally, and advises many major companies on sustainability issues.

Paul Hawken began his career as an entrepreneur in the 1960s, when he founded Erewhon Trading Company, a natural foods wholesaling business. He went on to co-found Smith & Hawken, the retail and catalog company, in 1979, and Datafusion, a knowledge synthesis software company, in 1995.

Mr. Hawken turned his entrepreneurial experience into the best-selling book, *Growing a Business* (1987), and a 17-part PBS series of the same name, which he hosted and produced. The series, which was broadcast in more than 115 countries, explored the challenges and pitfalls of starting and operating socially responsive companies.

His next book, *The Ecology of Commerce* (1993), has become a classic text on business and the environment, and continues to have a large impact on government and business. George Gendron, editor-in-chief of *Inc.* magazine, wrote of it: "This book...will challenge you to reexamine everything you believe about business as it is currently practiced, how we create meaning in our lives, and the fabric of the legacy we are weaving for our children. No doubt some businesspeople will read this book and think it describes a future that is threatening and foreboding. I think it describes a present that is exhilarating and ennobling. *The Ecology of Commerce* is nothing less than a masterpiece by the poet laureate of American capitalism."

Mr. Hawken is also the author of *Seven Tomorrows* (with Peter Schwartz and Jay Ogilvy; 1980) and *The Next Economy* (1983). His books have been published in more than 50 countries and translated into 27 languages.

Paul Hawken served as co-chair of The Natural Step-International, a non-profit educational foundation whose purpose is to develop and share a common frame-

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work comprised of easily understood, scientifically based principles that can serve as a basis to move society toward sustainability. The Natural Step assists business and government leaders throughout the world in establishing a long-term commitment to environmental sustainability as a core part of their overall policies.

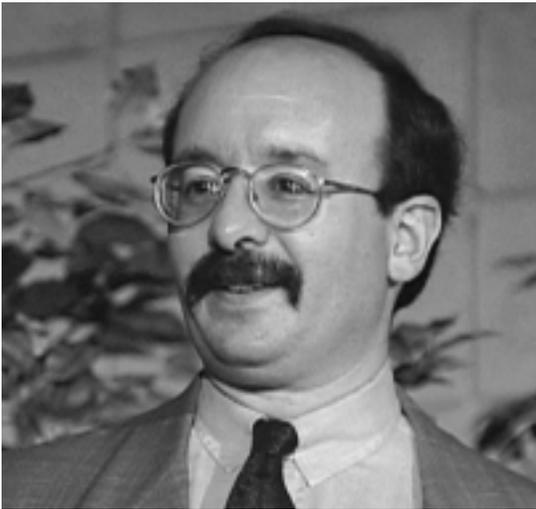
As a consultant on sustainability issues, Mr. Hawken is currently working with corporations, island nations, and educational institutions. He has served on the board of many environmental and nonprofit organizations, including Point Foundation (publisher of the Whole Earth Catalogs), the Center for Plant Conservation, Conservation International, the Trust for Public Land, and the National Audubon Society. Among his many honors are the Small Business Administration's Entrepreneur of the Year (1990), the Council on Economic Priorities' Environmental Stewardship Award (1991), and the Green Cross Millennium Award for International Environmental Leadership (1999). In 1995, he was named by *Utne Reader* one of "100 Visionaries Who Could Change Our Lives."

# Bio Amory B. Lovins



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**Amory Lovins** is renowned for his wide-ranging intellect and unique problem-solving approach, which he has used to make major breakthroughs in fields ranging from automobiles to energy. His work has consistently focused on harnessing market forces to promote resource efficiency as a solution to a variety of social, economic, and environmental problems.

Trained as an experimental physicist, Mr. Lovins rose to prominence during the oil crises of the 1970s when, still in his 20s, he infuriated the energy industry and provoked Congressional hearings by challenging conventional supply-side dogma and urging that the United States instead follow a “soft energy path.” His controversial recommendations were eventually acknowledged by the industry, his projections of potential energy savings proved to be (if anything) conservative, and his book *Soft Energy Paths: Toward a Durable Peace* (1977)—a work of resounding common sense—went on to inspire a generation of decision-makers.

With Hunter Lovins, he co-founded Rocky Mountain Institute (RMI), a Colorado-based resource policy think tank, in 1982. Mr. Lovins continues to serve as CEO of the nonprofit institute, whose 45 staff research and consult in a variety of fields. They also co-founded E source, a for-profit spinoff that RMI sold to the Financial Times Group in 1999, and Amory chairs Hypercar, Inc., another for-profit subsidiary of RMI.

In addition to *Soft Energy Paths*, Mr. Lovins has authored or co-authored 25 books and hundreds of papers, including *Energy/War: Breaking the Nuclear Link* (1980), *Brittle Power: Energy Strategy for National Security* (1982), and *Factor Four: Doubling Wealth, Halving Resource Use* (1997). Frances Cairncross of *The Economist* called the latter “essential reading for anyone who wants to understand the ways technology can be put to the service of the environment.”

He has received six honorary doctorates and numerous major awards, including a 1997 Heinz Award, a 1993 MacArthur Fellowship, and the Onassis Foundation's first Delphi Prize in 1989, and with Hunter Lovins he has shared a 1999 Lindbergh Award, a 1993 Nissan Prize, a 1983 Right Livelihood Award. *The Wall Street Journal* named Mr. Lovins one of 28 people world-wide “most likely to change the

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course of business in the '90s"; *Newsweek* has praised him as "one of the Western world's most influential energy thinkers"; and *Car* magazine ranked him the 22nd most powerful person in the global automotive industry.

As a consultant to many of the world's largest corporations, Mr. Lovins has helped shape the futures of the electricity, oil, real-estate, automobile and semiconductor sectors. He has advised, often at top levels, such firms as Allstate, Bank of America, BP, Dow, General Motors, Interface, Lockheed Martin, Mitsubishi, Royal Dutch/Shell, STMicroelectronics, Xerox, and more than 100 electric and gas utilities worldwide. His public-sector clients have included the UN and OECD, various U.S. federal and state agencies, and the governments of five foreign countries.

Mr. Lovins has appeared on numerous television shows, including *60 Minutes*, *Good Morning America*, *American Agenda*, *McNeil/Lehrer NewsHour*, *Digital Journey*, *Future Quest*, and dozens of news programs. A sought-after public speaker, he has addressed such audiences as the World Economic Forum at Davos, the State of the World Forum, the Commonwealth Club, the Urban Land Institute, the Conference Board, the Council on Foreign Relations, the U.S. Naval War College and National Defense University, and the Hoover and Brookings Institutions.

# Bio Hunter Lovins



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**L. Hunter Lovins** is a former co-CEO of Rocky Mountain Institute, a Colorado-based nonprofit resource policy think tank. She holds a BA from Pitzer College, a JD from Loyola University School of Law with the Alumni Award for Outstanding Service to the School, and an honorary LHD from the University of Maine.

Trained as a lawyer, she helped establish and for six years was Assistant Director of the California Conservation Project ("Tree People"), an innovative urban forestry and environmental education group. She was 1982 Henry R. Luce Visiting Professor at Dartmouth College, and has taught at several other universities. In 1982, with Amory Lovins, she co-founded RMI, now a 45-person organization that conducts research and provides consulting services in a variety of fields. They also co-founded E SOURCE, a for-profit spinoff that RMI sold to the Financial Times Group in 1999.

Ms. Lovins has co-authored eight books, notably *Energy/War: Breaking the Nuclear Link* (1980), *Brittle Power: Energy Strategy for National Security* (1982), and *Factor Four: Doubling Wealth, Halving Resource Use* (1997). Frances Cairncross of *The Economist* called the latter "essential reading for anyone who wants to understand the ways technology can be put to the service of the environment."

She has consulted for governments and the private sector, briefing senior management at such groups as Interface, Mitsubishi, Bank of America, Allstate, Calvert Social Investment Fund, Royal Dutch/Shell Group, and numerous utility companies. Ms. Lovins's public-sector clients have included the U.S. Defense Civil Preparedness Agency, the U.S. Environmental Protection Agency, the Bonneville Power Administration, the Solar Energy Research Institute, and the German Federal Environment Agency.

With Amory Lovins she has shared a 1999 Lindbergh Award, a 1993 Nissan Prize, a 1983 Right Livelihood Award (often called the "alternative Nobel Prize"), and a 1982 Mitchell Prize.

Ms. Lovins has appeared on numerous television shows, including *60 Minutes*,

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*Good Morning America*, and dozens of news programs. A sought-after public speaker, she has addressed such audiences as the U.S. Congress, The World Economic Forum at Davos, the Continental Congress of the Daughters of the American Revolution, the World's Fair Energy Symposia, the Industrial Designers Society WorldDesign, the Epiphany service at the Cathedral of St. John the Divine, the State of the World Forum, and hundreds of conferences and college symposia.

She sits on the boards of five for-profit and nonprofit companies. In her spare time, she serves on the local fire/rescue service as an EMT, trains horses, competes at polocrosse, and rides rodeo.