

Rocky Mountain Institute



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Rocky Mountain Institute is a nonprofit research and educational organization whose mission is to foster the efficient and sustainable use of resources as a path to global security.

The Institute shows individuals, communities, corporations, and governments how to meet the challenges they face in ways that create more wealth and protect the environment—simply by doing what they do more efficiently.

RMI brings a unique perspective to resource issues. Its defining features are an emphasis on market-oriented solutions; a trans-ideological, non-adversarial approach; and a knack for seeing the big picture and finding potentially profitable interconnections between issues normally viewed as unrelated. Much of RMI's work is with corporations, which it believes possess the unique combination of skills, resources, and motivation necessary to solve the problems facing humanity today.

RMI was established in 1982 by resource analysts Hunter and Amory Lovins. What began as a small group of colleagues focusing on energy policy has grown into a broad-based institution with 45 full-time staff and a \$4-million annual operating budget.

Its researchers work in several fields, including:

- **Energy.** RMI speeds the market adoption of a “soft energy path”—a profitable blending of efficiency and renewable energy sources to provide the same or better services while saving money, abating pollution and climate change, and enhancing security.
- **Transportation.** To reduce the impacts of one of the world's most energy-intensive and polluting sectors, RMI has pioneered the development of superefficient “Hypercars,” and is now working with industry to bring them to market.
- **Real-estate development.** The Institute advises architects, developers, and other real-estate professionals on creating cost-effective, environmentally sound construction practices and on overcoming institutional barriers to green design.
- **Climate change.** RMI shows policymakers, industry leaders, and citizens how to reduce greenhouse-gas emissions profitably, turning what many assume to be a costly environmental burden into a business opportunity.
- **Water.** RMI encourages policy and implementation innovations that help utilities and customers profit by raising water productivity in buildings, factories, and farms.
- **Corporate practices.** RMI and its network of technical consultants help firms reduce costs and gain competitive advantage by making their products and processes more efficient, changing business logics and cultures, and reinvesting in natural capital.

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- **Community economic development.** RMI's toolkit of sustainable development techniques offers practical solutions for communities in transition, enabling them to choose their own future through a well-tested collaborative process.

RMI's Natural Capitalism Practice provides consulting and advisory services in all these areas.

Working mainly in the United States, but with a global perspective, Rocky Mountain Institute devises new solutions to old problems—or, better yet, new ways to *avoid* problems altogether.