

Presented by
ASSOCIATION FOR THE ADVANCEMENT
OF SUSTAINABILITY IN HIGHER EDUCATION (AASHE)
& WRIGLEY LECTURE SERIES

Natural Capitalism, Path to Sustainability in Education—and a Lot Else

Friday, October 6, 2006 • 6:00 PM
Memorial Union • Room 207 • Arizona State University, Tempe campus



L. HUNTER LOVINS

A world facing climate change and deteriorating natural systems is a challenging place to do business. Hunter Lovins argues that the best way to achieve true competitive advantage in today's world is exactly the sort of behavior that will solve the problems facing us. She will describe a new approach to business, *Natural Capitalism*, that enables communities, companies, and universities to gain this competitive advantage, now and far into the future.

Using resources more productively, redesigning products and processes in the way that nature does business, and managing institutions to be restorative can enhance every aspect of shareholder value. Such increases in sustainable business behavior improve profitability, attract and retain the best workers, reduce risk, and make business more fun. Hunter will present real-life applications of this philosophy in a business and university context.

Lovins is president/founder of the nonprofit corporation, Natural Capitalism Solutions (www.natcapsolutions.org). Trained as a sociologist and lawyer, she co-founded the California Conservation Project, subsequently the Rocky Mountain Institute, which she led for 20 years. Lovins has co-authored nine books (including *Natural Capitalism*) and hundreds of papers, and was named "Hero of the Planet" in 2000 by *Time* magazine.

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For more information, call 480-965-2975 or go to <http://sustainable.asu.edu>.

