

Wednesday April 6, 2005

L. Hunter Lovins

President of Natural Capitalism, Inc and co-author of '*Natural Capitalism – Creating the next industrial revolution*'.

"The Natural Advantage of Nations – Australia's Opportunity for Sustainability"

L. Hunter Lovins, nominated for the Telstra Address by Professor Frank Fenner, was the recipient of the 1983 Right Livelihood Award (often called the 'alternative Nobel Prize') was named a *Hero of the Planet* by Time Magazine in 2000. A renowned author and champion of sustainable development for over 30 years, she has managed international non-profits, taught at major universities and business schools, advised citizens' groups, governments and corporations, created several corporations, and is in great demand internationally as an inspirational speaker and effective consultant. Hunter believes that citizens, communities, governments and companies working together within a market context are the most dynamic problem solving force on the planet.

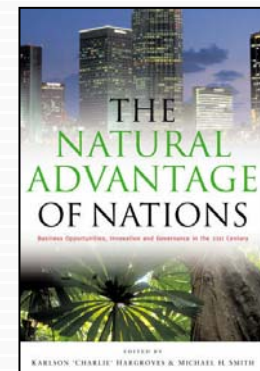
As part of Hunter's recent Australian/New Zealand tours, hosted by *The Natural Edge Project* (TNEP), Hunter has engaged with over 50 organisations, governments, companies, universities and professional bodies. Hunter's address to the National Press Club is the culmination of the two and a half week 2005 Australian tour featuring the Australian launch of the publication '*The Natural Advantage of Nations*' (Earthscan 2005) with the RT. HON. Sir Ninian Stephen at the National Business Leaders Forum for Sustainable Development. The publication by TNEP has been developed in partnership with a number of international experts such as Hunter Lovins, Bill McDonough, Amory Lovins, Dr. Paul Weaver and Alan AtKisson together with Australian leaders such as Prof. Alan Pears, Dr Chris Ryan, Dr. Steve Dovers, Prof. Peter Newman, Em. Prof. Val Brown, Dr Jeff Kenworthy, Dr Roger Burritt and Mark Diesendorf.

Hunter will discuss the opportunities for Australia to achieve a more sustainable economy by embracing the principles of Natural Capitalism, a concept that enables organizations to increase profitability, efficiency and productivity while becoming more environmentally and socially responsible. Hunter will point out that the nature of business competition has changed over the last two decades. Those companies positioned strategically to win have strategies based on eco-innovation and resource productivity. Hunter believes that Australian business can seize these opportunities and will discuss many ways to do so.

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Australian book to be launched by Hunter and Sir Ninian Stephen.



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The Natural Capitalism principles and approaches will help companies but are also essential to rebuild nations like Afghanistan (where Hunter and her team are currently working supported by TNEP), Iraq and the recently Tsunami-affected nations. The Natural Capitalism paradigm that Hunter co-developed is the best approach for achieving world development goals and providing nations with the opportunity to achieve sustainable genuine progress.

Prof. Frank Fenner, the Prime Minister's Science Prize winner in 2002, and recipient of numerous international awards said in his recommendation to the Press Club that Hunter is 'a lively and interesting speaker'. Additional commendations have been received from Engineers Australia, CSIRO, Nature and Society Forum, Australian National Universities National Institute for Environment, Environment Business Australia (EBA), ACT Office for Sustainability, Australian Association of Environmental Education - ACT Branch, Canberra Conservation Council and the Australian Green Development Forum - Canberra Branch.

"Engineers Australia believes that Hunter Lovins is performing a crucial service in promoting the key issue of global sustainability. She is a passionate and compelling speaker. We believe that the NPC will perform a significant service towards promoting sustainability issues by televising the address by Hunter Lovins."

Prof Andrew Downing, National President 2005, Doug Jones, National President 2004, Dr Peter Greenwood, National President 2003

"R&D partnerships between business and government are vital for commercialization of innovation in Australia. I believe that Hunter's world wide experience and expertise in these areas would be of great interest to many, including those of us in CSIRO... I have no doubt the issues Hunter and the book (NAON) address are of great importance and deserving of a wider debate."

Steve Morton, Group Executive, Environment and Natural Resources

"The first step is the most difficult when setting out on a challenging journey. Hunter Lovins was a pragmatic inspiration for our State, and with that inspiration Western Australia has taken a leap toward genuine economic sustainability through natural capitalism and the design of a hyper-efficient economy."

Andrew Higham, Policy Officer, WA Department of Premier and Cabinet

"Hunter's legendary knowledge and insights into the pressing challenges for our industry and the globe generally were nothing other than an inspiration to the listeners."

Philip Bangerter, Hatch Associates

In the address Hunter will address the following questions;

- What will be the next wave of innovation? How can Australia position itself to be a part of it?
- How can Australia become more competitive? What are new sources of productivity growth?
- What business opportunities are there to mobilize the private and public sectors to profitably address the situation when Australia runs out of domestic oil?
- The Kyoto Protocol has just been ratified. Should Australia sit it out? What are the options?
- How best can Australia and the USA reduce vulnerability to terrorism and natural disasters?
- How best can international aid money in Afghanistan, Iraq and Tsunami-affected countries be spent to sustainably rebuild these nations?



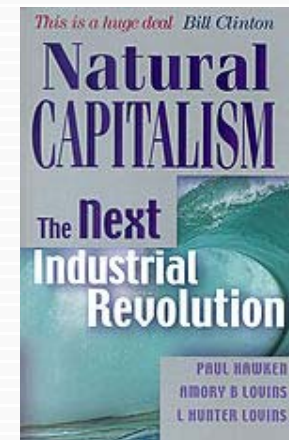
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Background on Hunter Lovins

Hunter Lovins develops creative solutions to achieve sustainable development. Coupled with 25 years of traveling the world (including spending 5 weeks touring Australia and New Zealand), advising Fortune 500 companies, energy and water utilities, universities, professional bodies and governments, Hunter Lovins is uniquely positioned to share a global perspective on current issues of national and global importance to Australia.

Her latest book *Natural Capitalism: The Next Industrial Revolution* is an international phenomenon being translated into 12 languages. Bill Clinton and numerous other leaders have said of this book "This is a Huge Deal" and have been recommending it around the world. MIT Professor Peter Senge, whose own book has been rated in the top ten of all time by the Harvard Business School said of Natural Capitalism. "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." Hunter was named one of four people from North America to serve as a delegate to the UN's prep conference for Europe and North America for the World Summit on Sustainable Development. She was a commissioner in the State of the World Forum's Commission on Globalization, co-chaired by Mikhail Gorbachev, Jane Goodall, George Soros and others. In 2003, she created Natural Capitalism Inc. as a way to implement the ideas of Natural Capitalism and sustainable development on a global scale. She also helped found, and is now a Professor of Business at Presidio World College, the first school to offer an accredited MBA in Sustainable Management.



Hunter and her team at Natural Capitalism Inc work in partnership with the Australian team from The Natural Edge Project. Current projects include developing a tool for business (*The Sustainability Helix*), and writing a new book for business (*Sustainable Business Practice: The Fieldguide to Natural Capitalism*). Recent work has included the 'Opportunities for Greenhouse Gas Reduction' report and training module for the Chicago and European Climate Exchanges. Hunter last toured Australia 12 months ago for four weeks and spoke to packed audiences five times a day in most capital cities. This National Press Club talk will mark another two week packed tour advising and meeting with business and government. Hunter's non-partisan, non-ideological, practical approach to problems is so respected globally she has addressed world leaders and key forums from the World Economic Forum to the U.S. Congress. This is a once in a lifetime opportunity to hear one of the world's true practical visionaries.

"Hunter Lovins brings a fresh, valuable perspective to the world of business, one that is long overdue. Her passion, insights and enthusiasm will go a long way to ensure that we have a sustainable business environment for generations to come."

Dr Paul McDonald, Victoria MBA Director (NZ)



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Further Information

Books and articles written and co-authored by Hunter (www.natcapsolutions.org/resources.htm)

Natural Capitalism: The Next Industrial Revolution, is downloadable from (www.natcap.org)

Summary biography of Hunter (www.natcapinc.com/publications_files/HL_bio.pdf)

The Natural Advantage of Nations, online companion (www.thenaturaladvantage.info)

The Natural Edge Project (www.naturaledgeproject.net): Natural Capitalism, Inc. (www.natcapinc.com)

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National Press Club



Address

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President of Natural Capitalism, Inc and co-author of 'Natural Capitalism – Creating the next industrial revolution'.

**"The Natural Advantage of Nations –
Australia's Opportunity for Sustainability"**

Wednesday April 6th 2005 12 noon to 2.00 pm

National Press Club Telstra Room
16 National Circuit Barton ACT (prices include GST)
\$45.00 NPC Members,
\$35 Student Members
\$59.00 Guests

Book Now at www.npc.org.au



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