



Rocky Mountain Institute

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ENVS 634-660

April 13, 2004

About RMI...

- Founded in 1982 by Hunter and Amory Lovins
- Original focus on energy policy
- Headquarters: green building in Snowmass, CO
- Currently: 40 full-time staff and \$6M budget



Source: RMI.org

Focus Areas

- Energy
- Buildings and Land
- Businesses
- Communities
- Climate
- Transportation

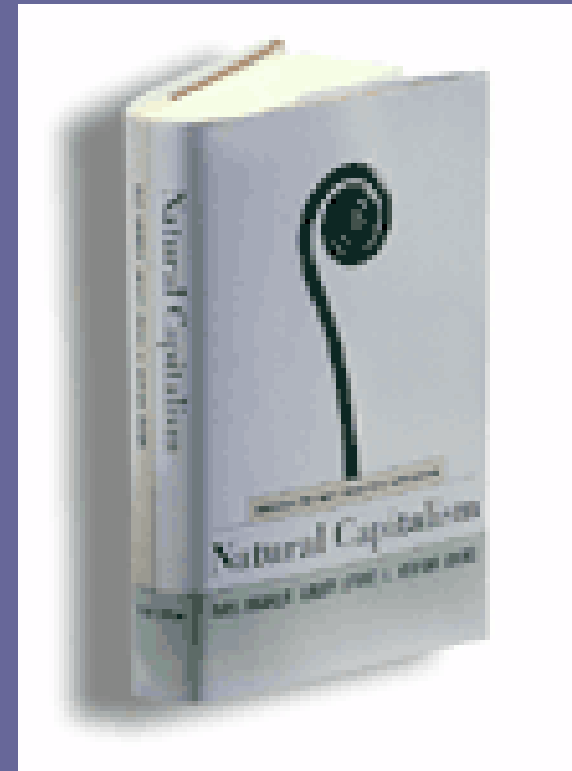
Education & Outreach

- Speaking engagements and lectures
- Publications
- Seminars and charrettes
- Newsletters
- Op-eds

Natural Capitalism

Four Principles

1. Increase productivity of resource use
2. Biologically inspired production
3. Shifting business model from things to services
4. Reinvest in natural and human capital



Publications

- *Green Development: Integrating Ecology & Real Estate*
- *Natural Capitalism: Creating the Next Industrial Revolution*
- *A Primer on Sustainable Building*
- “Greening the Building and the Bottom Line: Increasing Productivity Through Energy-Efficient Design”
- *Why Build Green?*

Natural Capitalism: MBA Classes

“...helping students change their mental models of business and environmental performance – helping them realize that the two of them do not have to be in opposition to each other.”

- Professor Thomas J. Dean, Leeds School of Business, University of Colorado

Community Economic Renewal

- Empowering communities to develop sustainably
 - Self-reliance
 - Inclusive decision-making
 - Diversity
- RMI provides:
 - Techniques, concepts, and tools
- Local people use tools to carry out project

La Pine, Oregon

- Community Design Charrette
- La Pine was experiencing 5% growth
- Purpose: identify best locations of community services and facilities
- RMI facilitated process w/ sustainable design tools
- Results:
 - New town center
 - Traffic calming and improved “walk-ability”
 - New community gateways



Source: “La Pine Community Design Charrette,” April 2000

Newsletters

- Spring 2004 Issue
 - Helping Communities Find the Benefits of Efficiency
 - An Introduction to Biophilia and the Built Environment
 - Mad as a Hatter – Greening Up Boston's Healthcare Systems and Facilities
 - Sustainability and the U.S. Army – Fort Bragg's Remarkable Efforts

Consulting

- Green Development Services
 - Work with developers, architects, and facility managers to integrate green design practices
 - Over 300 projects:
 - “Greening” of the White House
 - Four Times Square
 - LucasFilm’s Presidio Studios
 - Sydney 2000 Olympic Village

Green Design Case Studies

- Analysis of over 100 case studies
- Study led to report: “Greening the Building and the Bottom Line: Increasing Productivity Through Energy-Efficient Design” & CD-Rom *Green Developments*
- Documented improved worker productivity through improved building designs

Policy Strategies

- Provide private briefings or expert testimony to:
 - Heads of state
 - Corporate boards
 - Government advisory boards
 - Business and Law Schools

Sources

- www.rmi.org
- Lovins, Amory, Lovins, L. Hunter and Hawken, Paul, *Natural Capitalism: Creating the Next Industrial Revolution*, 1999.
- “Making a Difference,” Rocky Mountain Institute’s 2002-2003 Annual Report.
- “La Pine Community Design Charrette,” April 2000.