

Physicist Amory Lovins is cofounder, Chairman, and Chief Scientist of Rocky Mountain Institute (www.rmi.org) and Chairman of Fiberforge, Inc. (www.fiberforge.com). Published in 29 books and hundreds of papers, his work has been recognized by the “Alternative Nobel,” Onassis, Nissan, Shingo, and Mitchell Prizes, a MacArthur Fellowship, the Benjamin Franklin and Hapgood Medals, nine honorary doctorates, honorary membership of the American Institute of Architects, and the Heinz, Lindbergh, Jean Meyer, World Technology, and Time “Hero for the Planet” Awards. He advises governments and major firms worldwide on advanced energy and resource efficiency, and has led the technical redesign of \$30 billion worth of facilities in 29 sectors to achieve very large energy savings at typically lower capital cost.