Amory B. Lovins, a 56-year-old American consultant physicist, 1993 MacArthur Fellow, and 1997 Heinz Awardee, has been active in energy, resource, environmental, and security policy in roughly 50 countries for 32 years, including 14 years based in England. After two years at Harvard, he transferred to Oxford and two years later became a don at 21, receiving in consequence an Oxford MA and, later, nine honorary doctorates. He has been Regents' Lecturer at the University of California both in Energy and Resources and in Economics; Grauer Lecturer at the University of British Columbia; Luce Visiting Professor at Dartmouth College; Distinguished Visiting Professor at the University of Colorado; and Oikos Visiting Professor at the Business School, University of St. Gallen.

During 1979–2002, Mr. Lovins worked as a team with Hunter Lovins (BA, BA, JD, LHD h.c.), his wife 1979–99, who is a lawyer, sociologist, political scientist, and forester. They shared a 1982 Mitchell Prize (for work on utility policy), a 1983 Right Livelihood Award, often called the "alternative Nobel Prize," the 1999 Lindbergh Award, and Time's 2000 Heroes for the Planet Award. In 1989 he won the Onassis Foundation's first DELPHI Prize, one of the world's top environmental awards, for their "essential contribution towards finding alternative solutions to energy problems." That contribution included the "end-use / leastcost" redefinition of the energy problem (in Foreign Affairs in 1976)—asking how much energy, of what quality, at what scale, from what source, will do each task in the cheapest way. This economically based approach first permitted successful foresight in the competitive energy-service marketplace. In 1993 he received the Nissan Prize for inventing superefficient ultralight-hybrid cars, to which ~$10 billion has been committed, and in 1999, partly for that work, the World Technology Award (Environment). He also received the 1994 regional Award of Distinction from the American Institute of Architects, its highest award for nonarchitects, and the 2000 Happold Medal of the [UK] Construction Industry Council.

In 1982, the Lovinses cofounded Rocky Mountain Institute (w w w.rmi.org) , an independent, entrepreneurial, nonprofit applied research center whose ~50 staff foster the efficient and restorative use of natural and human capital to help make the world secure, prosperous, and life-sustaining. The Institute's ~$6-million annual revenue is half earned by programmatic enterprise, chiefly private-sector consultancy; the rest comes from grants and gifts. More than 400 commercial, technical, and policy organizations worldwide subscribe to E SOURCE (w w w.esource.com) , the premier source of information on advanced electric efficiency. The Lovinses founded it at RMI in 1986, spun it off in 1992, and sold it in 1999 to the Financial Times group. Ms. Lovins was co-CEO of RMI until her resignation in June 2002 to pursue the same work in a different setting; Mr. Lovins is now sole CEO. He led the energy design for RMI's headquarters, whose ~99% savings in space- and water-heating energy (to –44°C or –47°F) and ~90% in home electricity paid back in ten months with 1983 technology. An $18-million utility experiment he cofounded and -steered, PG&E's "ACT2," proved ~97%-saving office-air-conditioning retrofit design, and houses comfortable with no air conditioner at up to +46ºC (+115°F) yet costing less to build. He founded and chairs RMI's fourth spinoff, Hypercar, Inc. (w w w.hypercar.co m) , developing breakthrough vehicles, and is RMI's lead practitioner in implementing for major firms the thesis of Natural Capitalism (w w w.natcap.or g) , which in 2001 shared the Shingo Prize (Research), the "Nobel Prize for Manufacturing."

Jointly or singly, the Lovinses have advised, often at top levels, such firms as Allstate, Anheuser-Busch, Bank of America, Baxter, Borg-Warner, BP/Amoco, Bulmer, Carrier, CIBA-Geigy, Coca-Cola, Dow, Equitable, General Motors, Hewlett-Packard, Interface, Invensys, Lockheed Martin, Mitsubishi, Monsanto, Motorola, Norsk Hydro, Phillips Petroleum, Prudential, Royal Ahold, Royal Dutch/Shell, Shearson Lehman Amex, STMicroelectronics, Sun Oil, Union Bank of Switzerland, Westinghouse, Xerox, major real-estate developers, and over 100 electric and gas utilities. Public-sector clients have included OECD, UN, International Federation of Institutes for Advanced Study, Resources for the Future, the Australian, Canadian, Dutch, German, and Italian governments, 13 state governments, and the U.S. Congress and the Energy and Defense Departments.

Mr. Lovins has briefed 18 heads of state, given expert testimony in eight countries and 20+ states, and published, mainly in collaboration with Ms. Lovins, 29 books and several hundred papers, as well as poetry, landscape photography, music (he was a pianist and composer), and an electronics patent. In 1980–81 he served on the U.S. Department of Energy's senior advisory board, and in 1999–2001, on a Defense Science Board panel. In 1984 he was elected a Fellow of the American Association for the Advancement of Science "for his book Soft Energy Paths and many other noteworthy contributions to energy policy," in 1988, of the World Academy of Arts and Sciences, and in 2001, of the World Business Academy. Dr. Alvin Weinberg, ex-Director of Oak Ridge National Laboratory, called him "surely the most articulate writer on energy in the whole world today"; Newsweek, "one of the Western world's most influential energy thinkers." Dr. John Ahearne, then Vice President of Resources for the Future, remarked that "Amory Lovins has done more to assemble and advance understanding of [energy] efficiency opportunities than any other single person." The Wall Street Journal's Centennial Issue named him among 39 people in the world most likely to change the course of business in the 1990s; Car, the 22nd most powerful person in the global car industry.

An occasional advisor to the National Association of Regulatory Utility Commissioners and World Business Council for Sustainable Development, Mr. Lovins has addressed the leading energy, environment, and development groups, and scores of fora sponsored by such organizations as The Engineering Foundation, Association of Energy Engineers, ASHRAE, Society of Automotive Engineers, National Academy of Sciences, International Association for Energy Economics, Montreux Energy Forum, Institution of Electrical Engineers, Merrill Lynch, Urban Land Institute, Industrial Development Research Council, American Institute of Architects, Edison Electric Institute, Electric Power Research Institute, Central Research Institute of the [Japan] Electric Power Industry, Georgetown Center for Strategic and International Studies, Hoover and Brookings Institutions, Royal Institute of International Affairs, Council on Foreign Relations, Commonwealth Club, Keidanren, Conference Board, World Economic Forum, World Bank, Global Business Network, Naval Postgraduade School, Naval War College, National Defense University, Royal Society, and Royal Society of Arts.

Mr. Lovins can be reached at Rocky Mountain Institute, 1739 Snowmass Creek Road, Snowmass CO 81654-9199, USA, 970 927 3129, fax –4178, ablovins@rmi.org.