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From: Hunter Lovins

Sent: 30 April 2007 17:52

To: Martin Charter; Rebecca Osmond

Subject: Greetings to the conference

Dear Martin,

In a perfect world, I would be with you now in Surrey.

Instead, I am in Colorado, fighting a respiratory infection that has me under doctor's orders not to fly until it resolves.

For a nomad, orders to stay home are not entirely unwelcome, but I had so looked forward to being with you to share ideas and learn from the impressive cast of participants you have assembled.

The conversation in which you are engaged is vital. The world faces grave challenges: from global warming, high and rising energy prices - perhaps peak oil - to the ongoing loss around the world of most major ecosystems. Population demographics, the urgent need to alleviate poverty, the impact of Chindia on global economics and increasing political instability in many regions all make clear the critical need for sustainable innovation.

The issues that you will be addressing are essential if the world is to craft a vision all living things can share. Your conclusions will determine whether a high quality of life can be preserved and extended, or whether such apocalyptic tragedies as pundits like James Lovelock come true. As innovators have always known, the future is not fate but choice.

Had I been with you, I would have described how the world's leading companies are enhancing what we call the Integrated Bottom Line (IBL). John Elkington's concept of the Triple Bottom Line was a real contribution, but if companies are only asked to impose the cost centers of people and planet to their real bottom line of profit, the transition to a more sustainable way of doing business will be slow indeed.

In contrast, the best companies are realizing that behaving responsibly enhances every aspect of shareholder value, from increasing profits by reducing costly waste, attracting and retaining the best talent, increasing labor productivity with green building designs and healthier workplaces, reducing risks (and costs) by aggressively reducing carbon emissions, better accessing the capital markets by authentically branding themselves in ways that are attractive to socially responsible investors, driving innovation by setting such "big, hairy, audacious goals" as carbon neutrality or 100% renewable power.

These and other components of the Integrated Bottom Line are the rewards to companies that successfully embrace sustainability. More information on how to do this can be found on our website:

[www.natcapsolutions.org](http://www.natcapsolutions.org), and in the paper "The Business Case for Climate Protection," you can download from there for free.

Again, I deeply regret that I cannot be there with you, but I will be eagerly awaiting the results of this session. Never doubt that what you are working on is of the greatest importance. The future of the world is in your hands.

With warmest regards,

HL

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No trees were destroyed in the sending of this message.  
A significant number of electrons, however, were terribly inconvenienced.