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Communication on Engagement

March 16, 2016

With this letter, Natural Capitalism Solutions expresses its continued support for the UN Global Compact and renews its ongoing commitment to the initiative and the Ten Principles.

Natural Capitalism Solutions promotes the UN Global Compact and its principles through its daily work, both regionally and abroad.

Natural Capitalism Solutions' mission is to educate senior decision-makers in business, government and civil society about the principles of sustainability. Natural Capitalism is regenerative of human and natural capital while increasing prosperity and quality of life. In partnership with leading thinkers and groups, Natural Capitalism Solutions creates innovative, practical tools and implementation strategies for companies, communities and countries.

Natural Capitalism Solutions (NCS) helps business leaders and senior decision-makers around the world implement more regenerative practices. As founder and president of NCS, I led a delegation to the Climate Summit in Paris, spoke at the High Level Corporate session inside the Blue Zone, and helped negotiators build the resulting agreement. NCS has been helping communities, companies and countries build cost effective solutions that are regenerative to all of humanity.

NCS staff pioneered the business case that communities can thrive and companies can make more money by behaving in ways that protect the climate. We created the concept of the Integrated Bottom Line, and the first community economic renewal tool kit. For over three decades we have empowered individual change agents, NGOs, and governments to build more resilient communities, implement profitable climate protection programs, and embed sustainability throughout their operations.

The principles used by Natural Capitalism Solutions are:

1. Buy time by using resources dramatically more productively.
 - This slows resource depletion, lessens pollution, and increases employment in meaningful jobs. It lowers costs for business and society, halts the degradation of the biosphere, makes it more profitable to employ people, and preserves vital living systems and social cohesion.
2. Redesign industrial processes and the delivery of products and services to do business as nature does, using such approaches as biomimicry and cradle to cradle.
 - This approach enables a wide array of materials to be produced with sunlight using processes that emulate nature's genius. It emphasizes Walter Stahel's concept of the



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circular economy and cradle to cradle manufacturing in which waste is eliminated, materials are reused, and products are remanufactured.

3. Manage all institutions to be regenerative of natural and human capital.
-Such approaches implement the concept of ecological economics to create sustainable prosperity “improving human well-being and social equity, while significantly reducing environmental risk and ecological scarcities.” This supports the ability to produce more wealth in intact communities with abundant ecosystem services and natural resources.

NCS helps clients implement innovative yet pragmatic solutions to corporate sustainability challenges. Our approach is grounded in corporate reality, helping clients seize opportunities, increase profitability and create competitive advantage while responding to pressing global challenges. Through our work, NCS has consulted for companies representing 3 percent of the U.S. GDP – collectively saving over \$4 Million for these companies through energy efficiency and sustainable design over the past three years.

To scale the adoption of sustainability and further NCS’ mission and promote the principals of the UN Global Compact, we undertake projects that have the potential to create real and meaningful change.

Below are summaries of our key projects:

- Economy in Service to Life: Natural Capitalism Solutions will convene a team of scholars to craft a new narrative for an economy in service to life, to counter the current economic system that results, for example, in unsustainable consumption and climate disruption. Based on sustainability, entrepreneurship, and a respect for human dignity and ecosystems, this new story will counter the current one of austerity, inequality, corporate dominance, and resource extraction. Natural Capitalism Solutions is convening experts from sustainability, ecological economics and marketing to frame a narrative and systems change strategy for what Buckminster Fuller called a world that works for 100% of humanity.
- Leading for Wellbeing: NCS and the Humanistic Management Network will Inspire the world’s major institutions (governments, businesses, communities) to make their mission well-being for all. To do this we will:
 - Issue an invitation to a learning journey to a diverse group of people and leaders from all parts of society who are interested in building a thriving world to co-create the narrative, and adopt new practices and routines to share the narrative and increase awareness of connection to others, nature, and future generations



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- Identifying and connecting the institutions and leaders that have made societal well-being core to their missions and (a) amplifying their stories, (b) helping build on their strengths and bringing their work to scale.
- Developing stories and memes that create a new narrative that inspires people to pursue well-being in their personal lives and through their roles in society
- Making that new narrative the default...so that sustainable/thriving choices – in people's lives, in business, and in government and systems – flow naturally
- Converging around key qualitative and quantitative measures of well-being for institutions to leverage
- Changing mindsets and reaching:
 - Geo-political leaders through...
 - Students and young people through...
 - Business leaders through...
 - Economists and economic thought leaders through...
 - Etc
- Animal Welfare Coalition: NCS is working with Darden Corporation in order to develop initial stages of a forum for industry leaders committed to accelerating sustainable sourcing related to animal rights and welfare in the restaurant industry.
 - Accelerate sustainable sourcing related to animal rights and welfare
 - Analyze animal welfare standards/certification programs & existing best practices
 - Identify best practices and gaps in existing standards/programs
 - Leverage pooled resources to *inform internal policy* followed by industry-wide adoption
- Sustainability Action Plan for Colorado Mountain College: We are working with Colorado Mountain College to implement a campus wide (11 campuses total) sustainability action plan. NCS set out to prioritize those actions that are most cost effective, feasible, and relevant for Colorado Mountain College to be able to reduce GHG emissions, and create a healthier and more resilient future for students and
- Campbell Hall: NCS is working with Campbell Hall, a K-12 school in California to create an Energy Management and Sustainability Plan. We will provide Campbell Hall with an effective evaluation of its sustainability programs and a clear picture of which programs will best serve the school's needs for reaching its sustainability goals.

Natural Capitalism Solutions is committed to integrating the United Nations Global Compact (UNGC) Principles into internal operations. It also supports the incorporation of these principles into its programs and activities to include the four areas of Human Rights, Labor, Environment and Anti-Corruption. We look forward to our growing partnership with the UN Global Compact



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and businesses around the globe to support our shared principles and co-create a flourishing world and an economy in service to life.

Yours sincerely,

A handwritten signature in black ink, appearing to be "H. Lovins", written in a cursive style.

Hunter Lovins
Founder and President, Natural Capitalism Solutions