



Rocky
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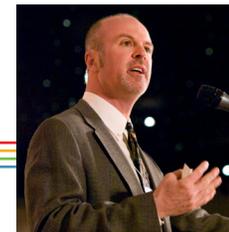
Rocky Mountain Institute is an independent, entrepreneurial, nonprofit think-and-do tank. Co-founded in 1982 by Amory Lovins, who remains an active thought leader as Chairman and Chief Scientist, the Colorado-based organization now has approximately 75 full-time staff, an annual budget of nearly \$12 million, and a global reputation.

WHO WE ARE

RMI's mission is to drive the efficient and restorative use of resources. Our vision is a world thriving, verdant, and secure, for all, for ever.

RMI excels in radical resource efficiency and the integration of renewable energy sources. We drive progress chiefly by transforming design, identifying and busting barriers, and spreading innovation. We collaborate with business, government, and civil society to show that:

- A new energy era, based on efficiency and renewables, improves security, economy, environment, and health.
- Whole-system thinking reveals interconnections and systemic solutions, which are often simpler and can solve multiple problems with single investments.
- Saving resources is cheaper than buying them.



RMI's strategic focus is to drive the business-led transition from fossil fuels to efficiency and renewables by 2050. In autumn 2011, we published an ambitious synthesis—*Reinventing Fire: Bold Business Solutions for the New Energy Era*—showing how that shift can be led by business for profit.

OUR STRATEGIC FOCUS

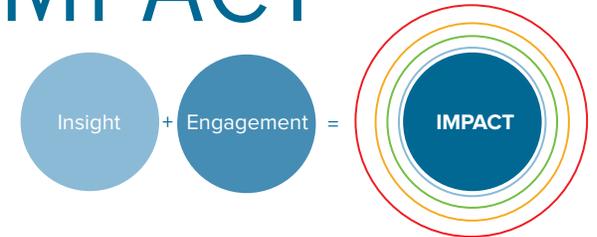
Built on 30 years of research and collaboration in the four energy-consuming sectors of the economy—buildings, electricity, industry, and transportation—*Reinventing Fire* maps pathways for running a 158 percent-bigger U.S. economy in 2050 but needing no oil, no coal, no nuclear energy, and one-third less natural gas. This transition costs \$5 trillion less than business as usual, counting all externalities at zero, and is attainable with no new inventions nor Acts of Congress.

“At Rocky Mountain Institute we are practitioners, not theorists. We do solutions, not problems. We do transformation, not incrementalism.”
—Amory Lovins, co-founder, Chairman, and Chief Scientist

Whether you care about profits and jobs, public health and environmental stewardship, or national security, speeding the shift to the new energy era makes sense and makes money.

RMI generates breakthrough insights and drives their adoption by engaging with leading players in key industries. That's why we call ourselves a “think-and-do” tank. Our donor-funded research reveals novel, often transdisciplinary solutions to tough problems. Our collaborations with society's most effective change agent, business, test and refine our ideas and accelerate the depth, scale, and speed of progress.

DRIVING IMPACT



“At RMI, we work on the toughest energy challenges—problems often avoided by others due to their size and complexity. This is where the greatest opportunity for real transformation exists.”
—Michael Potts, Chief Executive Officer

No individual or organization alone can solve today's energy challenges. RMI engages with creative and powerful partners to understand and overcome barriers that stand in the way of a clean, reliable, and secure energy system. Through our work in each of the four sectors that use fossil fuels, we are helping to transform energy forever.





Buildings

Buildings consume 42 percent of the nation's energy and 72 percent of its electricity. RMI envisions an energy efficiency revolution that could revitalize the real-estate sector, create jobs, and help to rejuvenate the national economy while dramatically reducing the need for fossil fuels. This can save \$1.4 trillion net present value; the savings are worth four times their cost. Two initiatives focus on driving long-term improvements:

RetroFit aims to save at least half the energy used by U.S. existing commercial buildings by 2050 by catalyzing the widespread adoption of deep energy retrofits. These retrofits—timed, scoped, and integrated to ensure they are profitable—transform existing buildings into state of the art, adding major value and boosting human health and performance.

Superefficient Housing aims to drive superefficiency (60 percent better than code) through example and outreach, at the same initial cost, via improved design, technology, and construction. This initiative's initial priority is on the affordable, student, and military housing segments.



Electricity

Fossil fuels generate 70 percent of the nation's electricity. But RMI's analysis shows that, after profitable efficiency measures, at least 80 percent of electricity in 2050 can be reliably and affordably produced from wind, solar, and other renewable sources.

RMI's **Next Generation Electricity** initiative seeks to accelerate the transformation from an aging electricity system reliant on fossil fuels to one that is clean, reliable, affordable, and customer-centric, using mainly renewable resources widely distributed rather than centralized in big power plants. RMI is building the understanding and credibility of, and commitment to, this competitive and secure electricity future. We are developing practical solutions to technical, economic, institutional, and regulatory barriers and are working with leading utilities, regulators, and customers to implement them.





Transportation

The U.S. burns 13 million barrels of oil a day, three-fourths of its total oil use, for transportation. The hidden costs of U.S. oil dependence are roughly \$1.5 trillion a year, twice what we pay for the oil, bringing its total cost to one-sixth of GDP—plus any costs to independence, security, stability, health, and environment.

RMI has targeted trucking, electric vehicle infrastructure, and vehicle lightweighting as primary focus areas. **Project Get Ready**, a collaboration with numerous partners and technical advisors, helps communities and electric utilities plan and create the infrastructure for vehicle electrification. RMI is also driving a program focused on lightweight and advanced-composite materials and manufacturing to help resolve design and automaking challenges for safe, ultralight, and superefficient vehicles.

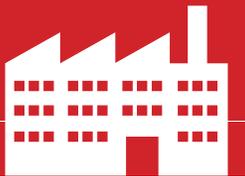


Industry

U.S. industry generates more than 40 percent of the country's GDP and employs almost 20 million people. Doubling its energy efficiency by 2050 can economically invigorate and de-risk the sector, creating jobs and driving global competitiveness. RMI works on design challenges for industrial processes and equipment, including electricity-hungry users like data centers and high-tech manufacturing.

“We work with some of the best engineers in the world, who feel that RMI really adds something to their products, investments, capabilities, and strategies.”
—Robert “Hutch” Hutchinson, RMI Managing Director

Factor Ten Engineering (10xE) captures RMI's core design process insights and is shaping the educational toolset used in our industrial, building, and vehicle projects. We aim to use 10xE insights to transform design education—disseminating 10xE via a network of partners including educators, universities, and professional organizations.



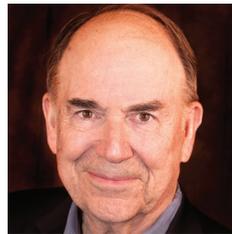
RMI's work is made possible through the generous support of our donors. Their support is critical to accomplishing rigorous research projects such as *Reinventing Fire*, unique client collaborations, and the ability to convene diverse stakeholders, all designed to drive lasting impact. Philanthropic support is leveraged first by RMI's collaboration with industry leaders, and further by their adoption and scaling of transformational practices.

YOUR SUPPORT

Through donor support, RMI has the freedom to apply its unique expertise in areas where others cannot venture, to pursue public benefit with a long view, and to choose projects that make our vision of a world thriving, verdant, and secure become reality.

“It's very important to me to find those organizations and individuals who have found a way to effect rapid, effective, and breakthrough change. That's what distinguishes RMI from many others.”

–Peter Boyer, RMI donor and long-time Chair of RMI's National Solutions Council



“When your shareholders in this decade, and later your grandchildren in your retirement, ask what you did to meet humanity's supreme energy challenge, how will you answer?”

– *Reinventing Fire: Bold Business Solutions for the New Energy Era*



Rocky Mountain Institute (RMI) is an independent, entrepreneurial, 501(c)(3) nonprofit organization. We drive the efficient and restorative use of resources to create a world thriving, verdant, and secure, for all, for ever.

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When possible, we use digital media to reduce our impact.