



# The Right Livelihood Award

*for outstanding vision and work on behalf of our planet and its people*

## Amory and Hunter Lovins (USA)

(1983)



*"...for pioneering soft energy paths for global security."*

Hunter and Amory Lovins

Hunter and Amory Lovins worked together as analysts, lecturers and consultants on energy, resource and security policy in over 50 countries during 1979–2002, and were married until 1999. Their prophetic analyses caused Newsweek to place Amory among the Western world's most influential energy thinkers and The Wall Street Journal to include him among 39 people in the world most likely to change the course of business in the 1990s. The Lovinses shared the 1983 Right Livelihood Award, the Mitchell, Nissan, and Shingo Prizes, and Time magazine's Hero for the Planet Award.

L. Hunter Lovins has degrees in Law, Political Studies and Sociology and several honorary doctorates. She is a member of the California Bar, and teaches at the Presidio School of Management. For six years she was assistant Director of the California Conservation project. After co-founding Rocky Mountain Institute with Amory Lovins in 1982 and co-leading it for nearly 20 years, she left in 2002 to found and direct Natural Capitalism, Inc., which provides training and consultancy about the themes of *Natural Capitalism* (1999) which she coauthored with Paul Hawken and Amory Lovins.

Amory B. Lovins is a consultant experimental physicist, educated at Harvard and Oxford, who has written 29 books (nine with Hunter) and hundreds of papers. He has held various academic chairs (most recently at Stanford), received ten honorary doctorates, and consulted for hundreds of firms, governments, and organizations worldwide. He has received the Delphi, Blue Planet, and Volvo Prizes, the Heinz, Lindbergh, World Technology, Jean Meyer, and National Design Awards, and the Happold and Benjamin Franklin Medals, and is an honorary member of the American Institute of Architects and a Foreign Member of the Royal Swedish Academy of Engineering Sciences. He is chairman and chief scientist of the Rocky Mountain Institute.

The Rocky Mountain Institute (RMI) is an independent, entrepreneurial, non-profit think-and-do tank whose 87 staff drive the efficient and restorative use of resources. Its strategic focus is on speeding the shift from oil and coal to efficiency and renewables. RMI has spun off five for-profit firms,

including [E Source](#), [Fiberforge](#), and [Bright Automotive](#).

### Quotation

*"The 'soft energy path' we foresaw in 1976 is coming true, only more so. Now, powerful new techniques for resource efficiency are spreading into many major industries. From these efforts in turn are emerging practical and profitable ways to protect the environment, create durable local economies and build real security - not at a cost but at a profit."*

Hunter and Amory Lovins

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