

Natural Capitalism: Creating the Next Industrial Revolution

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Natural Capitalism

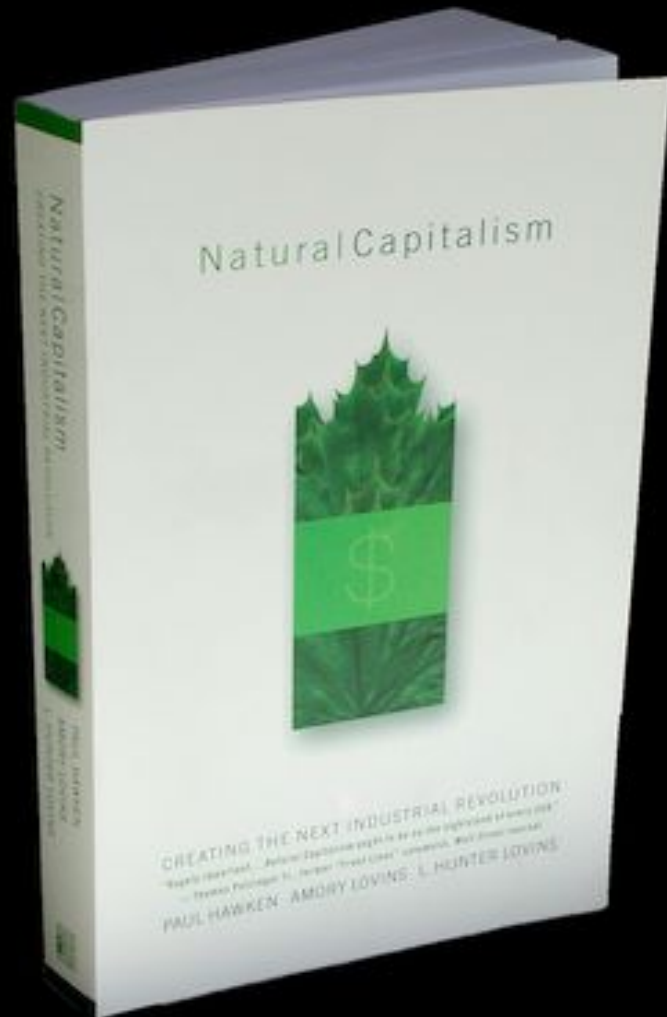


CREATING THE NEXT INDUSTRIAL REVOLUTION

"Highly important... *Natural Capitalism* ought to be on the nightstand of every CEO."

— Thomas Petzinger Jr., former "Front Lines" columnist, *Wall Street Journal*

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Facts

- 1999
- translated into a dozen languages
- subject of a Harvard Business Review summary

Ideas

- critical **interdependency** between the production and use of human-made capital and the maintenance and supply of natural capital
- through **recognizing** this essential relationship with the Earth's valuable resources can businesses, and the people they support, continue to exist.

Fundamental questions

- What would an economy look like if it fully valued all forms of capital?
- What if an economy were organized not around the abstractions of neoclassical economics and accountancy but around the biological realities of nature?

Fundamental questions

- What if generally accepted accounting principles recognized natural and human capital not as a free amenity in inexhaustible supply but as a finite and integrally valuable factor of production?
- What if in the absence of a rigorous way to practice such accounting, companies started to act as if such principles were in force?