



Creating the next industrial revolution

Paul Hawken, “Natural Capitalism”

Momentum *Quick Takes*

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Arlex



The Next Industrial Revolution

- ◆ Capitalism, as practiced, is a financially profitable, non-sustainable aberration in human development.
- ◆ It neglects to assign any value to the largest stocks of capital it employs – natural resources.



Valuing natural capital is critically important

- ◆ GDP not only masks the breakdown of the social structure and the natural habitats upon which economy – and the life itself – ultimately depend; worse, it portrays such breakdown as economic gain



There 4 Central Strategies of Natural Capitalism

- ◆ Radical resource productivity
- ◆ Bio-mimicry
- ◆ Service and flow economy
- ◆ Investing in natural capital

Making the World

- ◆ Opportunities to wring out waste are expanding faster than they're being used
- ◆ “Green development”
- ◆ “Extended product responsibility:



Industrial Capitalism liquidates, without valuing, both natural and human capital – capturing short-term gains in ways that destroy long-term human prospect and purpose

