Energy, Technology, Oil, People, Life, Design, Inspirational, Long, Way, Nature,
Cost, Environmental, Wind, Environment, Lag, Fate, Fantasy, Reason,
Leadership, Men

What if we could make energy do our work without working our undoing?

~Amory Lovins

We've got 21st century technology and speed colliding head-on with 20th and 19th century institutions, rules and cultures.

~Amory Lovins

Fire made us human, fossil fuels made us modern, but now we need a new fire that makes us safe, secure, healthy and durable.

~Amory Lovins

Nature does not compromise; a pelican is not a compromise between a crow and otter, it is just a pelican. Nature makes no compromises; any inefficient products are recalled to the manufacturer!

~Amory Lovins

The markets make a good servant but a bad master, and a worse religion.

~Amory Lovins

Energy-saving technologies keep improving faster than they're applied, so efficiency is an ever larger and cheaper resource.

~Amory Lovins

I'm a practitioner of elegant frugality. I don't feel comfortable telling other people what to do, so I just try and lead by example.

~Amory Lovins

I once met an economist who believed that everything was fungible for money, so I suggested he enclose himself in a large bell-jar with as much money as he wanted and see how long he lasted.

~Amory Lovins

If you ask me, it'd be little short of disastrous for us to discover a source of clean, cheap, abundant energy because of what we would do with it.

~Amory Lovins

Economies are supposed to serve human ends.. not the other way round. We forget at our peril that markets make a good servant, a bad master and a worse religion.

~Amory Lovins

The barriers that renewables and efficiency face come less from our living in a capitalist market economy and more from not taking market economics seriously.

~Amory Lovins

By skimping on design, the owner gets costlier equipment, higher energy costs, and a less competitive and comfortable building; the tenants get lower productivity and higher rent and operating costs.

~Amory Lovins

I am a man without a furnace. My windows are insulated by 19 sheets of glass which cost less than installing a heating system.

~Amory Lovins

Many business leaders are asking fundamental questions about what business they're in, why they are doing it and how it can be used as a means of healing human and natural communities.

~Amory Lovins

We'd find more energy in the attics of American homes (through energy conservation measures) than in all the oil buried in Alaska.

~Amory Lovins

Rely on renewable energy flows that are always there whether we use them or not, such as, sun, wind and vegetation: on energy income, not

depletable energy capital.

~Amory Lovins

Facts are more mundane than fantasies, but a better basis for conclusions.

~Amory Lovins

The reason the U.S. lags so badly is that we have obsolete rules that favor big over small, supply over efficiency, and incumbents over new market entrants.

~Amory Lovins

Many analysts now regard modest, zero, or negative growth in our rate of energy use as a realistic long-term goal.

~Amory Lovins

Nuclear power has died of an incurable attack of market forces and is way beyond any hope of revival, because the competitors are several-fold cheaper and are getting rapidly more so.

~Amory Lovins

A package of 35 improvements to typical industrial motor systems can save around 50% of their metered energy…with a simple payback under 16 months.

~Amory Lovins

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