



Since 1982, Rocky Mountain Institute has been hatching gamechanging innovations to help make the world richer, fairer, cooler, and safer.

Now, we are bringing together all of our 27 years of innovation to engage the world in our most ambitious and important work yet. Put simply, this effort is aimed at changing the way most people have been getting and using energy since the Industrial Revolution.

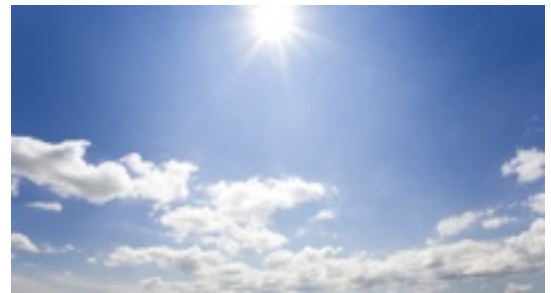
We mean to speed the transformation from pervasive waste to elegant frugality, from causing scarcity by inattention to creating abundance by design, from liquidating energy capital to living better on energy income.

In short, we are ***Reinventing Fire: driving the business-led transition from oil, coal, and ultimately gas, to efficiency and renewables.***

Reinventing Fire is a “grand synthesis” that will systematically combine decades of intellectual capital, both ours and others’, into a practical map of the road beyond fossil fuels. Reinventing Fire weaves together a resilient, multi-layered web of connected, efficient, renewable replacements for fossil fuel, chiefly in the U.S. but in a global context.

This will require tapping, in particular, the two biggest motherlodes of energy, efficiency and the sun. Efficiency can save half of U.S. oil and gas at about a fifth of their current price, and probably three-fourths of U.S. electricity at about an eighth of its price.

But the Reinventing Fire story is not just about efficiency, the sun, wind, and other renewables. In the third of a century since our Co-founder, Chairman and Chief Scientist Amory Lovins articulated a “soft energy path,” a powerful new force has begun to reshape society: modern information technology. Putting IT to work can speed the leap from fossil fuels to efficiency and renewables. The Federal Energy Regulatory Commission has found up to 188 billion watts of such “demand response” potential in the United States; we suspect there may be even more.



Modern society is built from fossil fuels. They are the root source of our society’s wealth and power. But as their rising costs to our security, wallets, and habitat become ever more intolerable, we see one system dying and another struggling to be born.

The evolving tools to reinvent fire have at last caught up with the vision that has been hatching for decades. And it’s a revolutionary moment because we can at last move beyond just conceiving answers to actually getting off oil, coal, and gas by integrating, articulating, and applying what we know.

Today we need not convince the world that Reinventing Fire is necessary. Instead, we must work together to make it happen.

The pieces of the most complex jigsaw puzzle in human history are falling into place. The world that we at RMI imagine, and that we strive daily to create, is starting to take shape. We need to form it even faster, because humanity, as Dana Meadows said, has “exactly enough time—starting now.”

Please join us as we embark on one of the most important phases in the 27-year history of Rocky Mountain Institute.