



## Multimedia Library Collection: Environmental TED Talks (videos)

### “A 40-Year Plan for Energy”

Lovins, Amory

Lovins, Amory. “A 40-Year Plan for Energy.” Filmed March 2012. TED video, 27:01.  
[http://www.ted.com/talks/amory\\_lovins\\_a\\_50\\_year\\_plan\\_for\\_energy](http://www.ted.com/talks/amory_lovins_a_50_year_plan_for_energy).

In this intimate talk filmed at TED’s offices, energy innovator Amory Lovins shows how to get the US off oil and coal by 2050, \$5 trillion cheaper, with no Act of Congress, led by business for profit. The key is integrating all four energy-using sectors—and four kinds of innovation. (Source: [TED](#) )



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#### Further readings:

- Hawken, Paul, Hunter Lovins, and Amory Lovins. a href="http://www.environmentandsociety.org/node/6670">*Natural Capitalism: Creating the Next Industrial Revolution*. New York: Little, Brown & Company, 1999.
- Lovins, Amory B. *Soft Energy Paths: Towards a Durable Peace*. New York: Harper & Row, 1979.

#### Related links:

- Rocky Mountain Institute  
<http://www.rmi.org/>
- Amory Lovins’ Bio and Blog Posts  
<http://www.rmi.org/Amory+B.+Lovins>
- Die 4. Revolution: Energie Autonomie [The 4th Revolution: Energy Autonomy] (Film Profile)  
<https://www.environmentandsociety.org/mml/die-4-revolution-energie-autonomie-4th-revolution-energy-autonomy>

**Websites linked in this text:**

- [http://www.ted.com/talks/amory\\_lovins\\_a\\_50\\_year\\_plan\\_for\\_energy](http://www.ted.com/talks/amory_lovins_a_50_year_plan_for_energy)