

40 YEARS  
CELEBRATING



Read more inside

1970s Oil Crisis  
Amy Lovins becomes interested in energy efficiency. In "Energy Strategy: The Road Not Taken," published in Foreign Affairs in 1976, he introduces the soft energy path, which forms the cornerstone for RMI's future work.

How Our History is Shaping Our Future

OUR FOUNDATION  
FOR IMPACT  
Our successes, aha moments, and lessons learned over the last 40 years are too numerous to make bite-sized. To mark our anniversary and reflect on the building blocks that are helping us secure a clean, prosperous, zero-carbon future for all, we've assembled some standout bright spots here and on the full online timeline.



22830 Two Rivers Road  
Basalt, CO 81621 USA

Dear [FIRSTNAME],

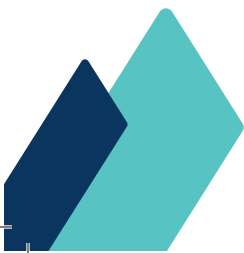
This month, RMI celebrates our 40th anniversary. In place of our usual quarterly impact report, we're taking a moment to reflect on our history and how this foundation is enabling the solutions needed for a clean energy future.

**Because in the face of an impending climate catastrophe, we must focus forward.**

**The future is now, and there is no time to waste.**

For your partnership in the work we have ahead, and all your critical contributions, we thank you.

Jules Kortenhorst  
CEO, RMI



## 1982

RMI, founded with a data-led focus on efficiency, whole systems analysis, and using business to drive change, begins its work to transition global energy systems away from fossil fuels.



## 1990s & 2000s

RMI's ideas start to take hold. People and organizations turn to us to co-create the soft energy standards of the future.



## 2010s

RMI continues transforming corporate and building efficiency and takes big strides in delivering carbon-free mobility solutions. Blueprints we develop for phasing out fossil fuels result in bold commitments by the world's biggest emitters. We step beyond our U.S. roots to ground our work in China, India, and the Global South.



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Countdown

## 2020s

Before we officially turn 40, we've begun nurturing a new generation of climate-tech. Our programs grow to help accelerate climate-aligned finance, green hydrogen, EV infrastructure, carbon-free deliveries, and so much more to come. We center equity in our work, acknowledging that climate change solutions must work for everyone, regardless of income or access to resources.



## April 2022

Since its inception, RMI has planned for the long game while pushing for near-term urgency. As we enter our fifth decade, we are leaning heavily into the final word of our "Think, Do, Scale" approach to deliver truly transformational results.



## Explore how our history is shaping our future

To see the full timeline, scan this QR code using the camera app on your smartphone, or type this URL into your browser's address bar: [info.rmi.org/impact-apr2022](https://info.rmi.org/impact-apr2022).