

2009

a complete product and service reference



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BIO-MIMICRY

[From the Greek *bios*—life and *mimesis*—imitation]

+

GUILD

Nature's translators for creating a new bio-inspired ethos
around sustainable design and leadership

+

30,000,000 species

+

(biological knowledge x 2)/every 5 years

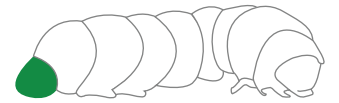
∞ possibilities
for innovation (and) sustainability





a 21st century design process

Biomimicry is a design and leadership discipline that seeks sustainable solutions by emulating nature's time-tested ideas. The vision is to create products, processes, organizations, and policies—new ways of living—that are well-adapted to life on earth over the long haul.



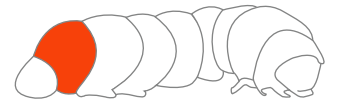
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go deeper

The Biomimicry Guild is the first and only innovation consultancy in the world to use a deep knowledge of biological adaptations to help others implement sustainable practices that create conditions conducive to all life.



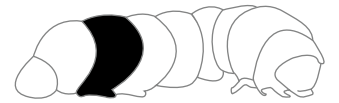
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look beyond the surface

The Guild's process of consulting life's genius utilizes a clear, proven design methodology, complete with effective implementation tools, developed over a decade of work with Fortune 500 companies, entrepreneurial organizations, universities, governments, and non-profits.



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see the unseen

* thermographic image made by Arno Vlooswijk & Coen Boonen < www.worldofwarmth.com >

We are interested in creating systemic change that makes a real difference in the world. By translating nature's genius we hope to reveal a world of potential for our clients.



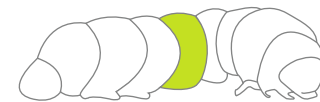
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play with depth of field

Our tools—the Biomimicry Design Spirals, the Life's Principles Butterfly, our proprietary database, and AskNature: Biomimicry Design Portal—bridge the gaps of terminology and specialization that separate biologists, chemists, and other researchers from industrial designers, engineers and other developers and strategists in industry.

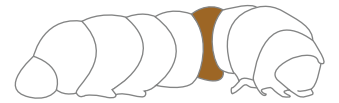
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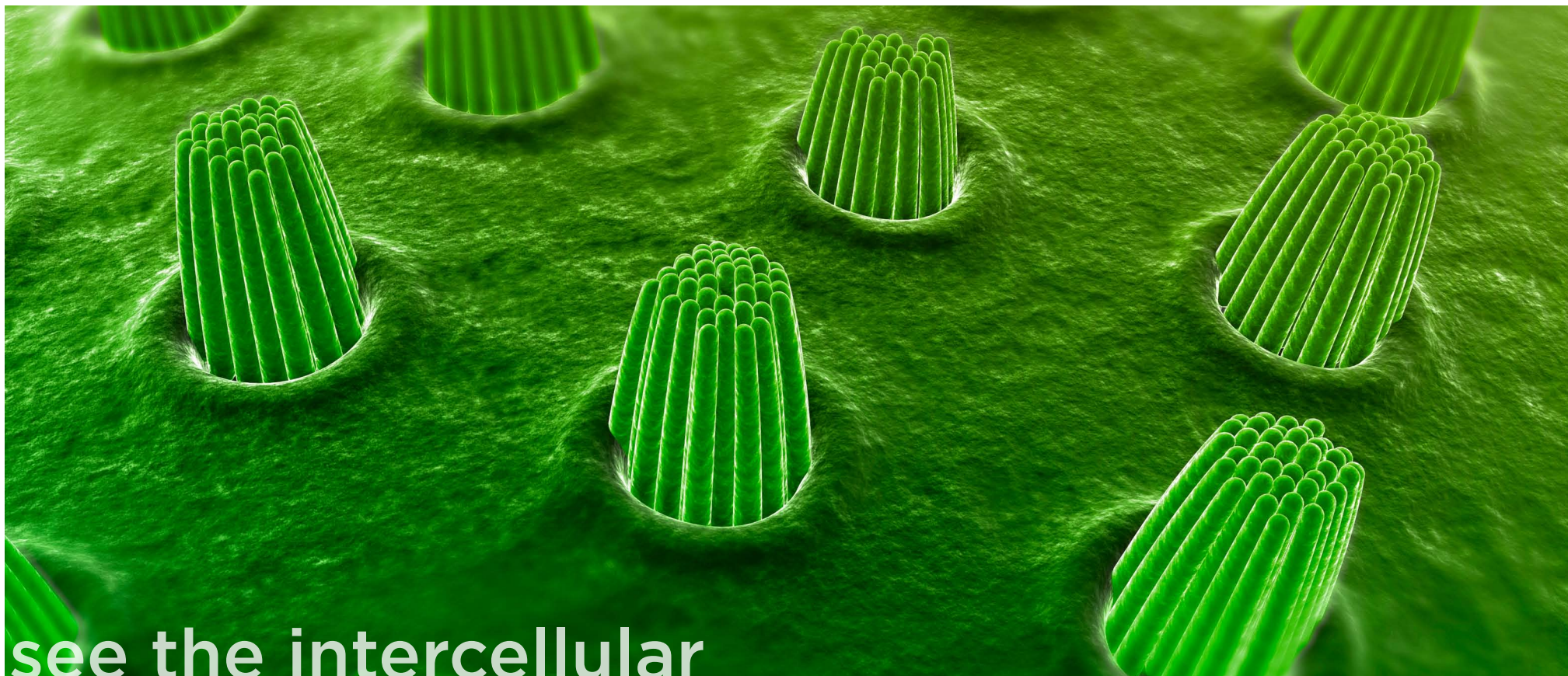
quiet human cleverness

Using our tools, we have discovered how to effectively translate the wisdom of our teachers—the organisms and ecosystems of the natural world—into designs and systems that become sustainable innovations and evolve into a bio-inspired ethos for our clients.



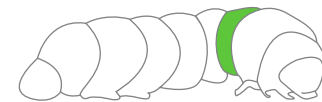
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see the intercellular

As the industrial age moves into the biological age, modern scientific techniques are allowing us to gaze deeper into nature's secrets and helping us understand and learn from her elegant designs. Our in-house expertise allows us to access this constantly expanding knowledge base and to translate it for relevant application to our client's design challenges.



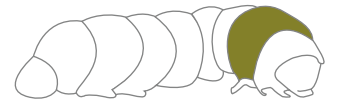
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leap with nature

After 3.85 billion years of R&D, nature has learned:
What works.
What is appropriate.
What lasts.



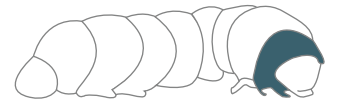
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find a new perspective

The Biomimicry Guild can help you see nature.
Nature can help you see differently.



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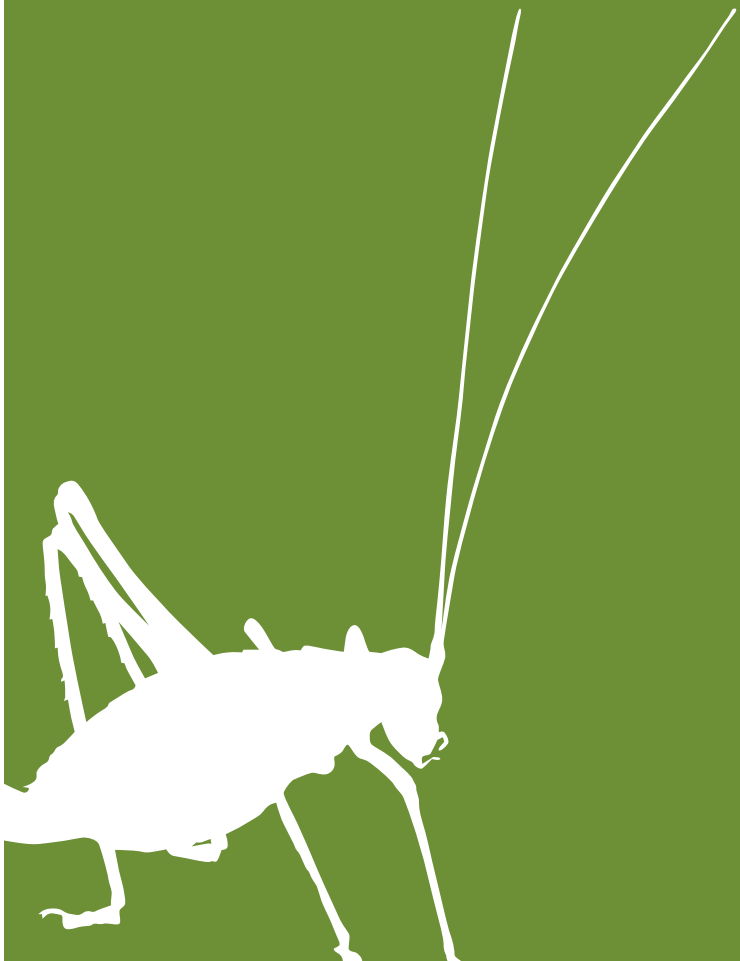
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Inspiration and Discovery

Introductory services for organizations new to biomimicry and to the Biomimicry Guild

Introductory Biomimicry Presentation and Discovery Assessment

An inspiring and practical introductory presentation introducing case studies and ideas relevant to your organization's specific challenges. Following the presentation and Q&A, meetings with design and leadership teams uncover areas where the Guild may make the most effective contribution.

Watering Hole Sessions

A series of dialogues with in-house teams to assess how specific organization/division challenges could be addressed through utilizing biomimetic methods and systems. Each session includes an interactive discussion and brief brainstorm of biological strategies and biomimicry methodologies as well as an introduction to nature's design principles.

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Inspiration and Discovery

Introductory services for organizations new to biomimicry and to the Biomimicry Guild

Introductory Biomimicry Training

This specialized training teaches practitioners the practical application of biomimicry as a design tool. Participants learn biological and ecological principles relevant to design, the functional interface with biology, and how to apply biomimicry to the design of sustainable products, processes, and systems. Once trained, professionals become the internal biomimicry team capable of adding biomimicry insights throughout your organization's design process.

Biomimicry Thought Leader Workshop

Guild co-founders, Janine Benyus and Dayna Baumeister, PhD, work with leadership to introduce how biomimicry can be utilized at your organization to create a new ethos for leadership and design. This workshop emphasizes visioning and high-level strategic thinking to seed the system-wide plan for moving forward.

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Inspiration and Discovery

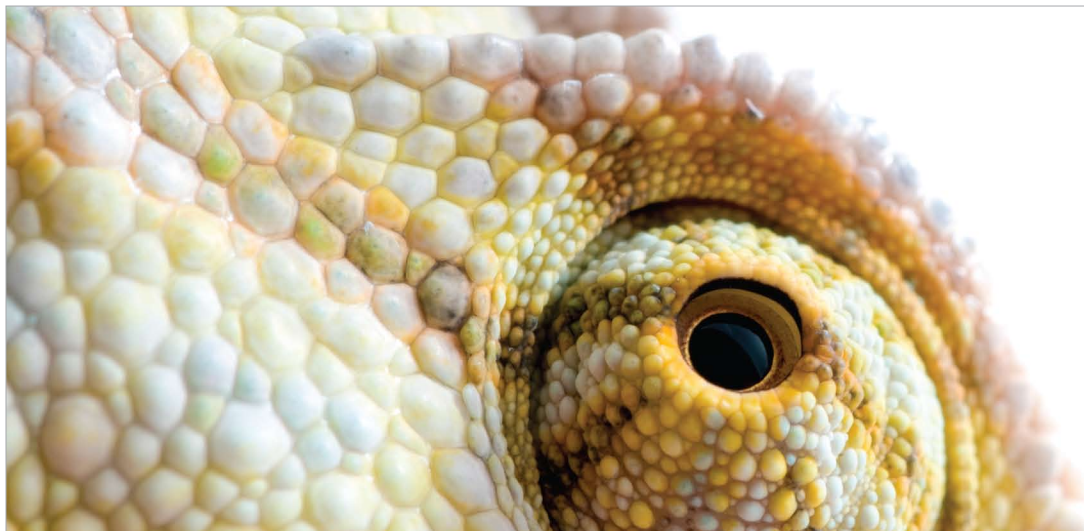
Introductory services for organizations new to biomimicry and to the Biomimicry Guild

Custom Workshops

Our trainings can be customized to your organization's culture, challenges, and logistical needs. Depending on the length and depth, the workshop may include pre-work, workshop materials, the workshop, and a post-workshop report. The hands-on learning is designed to be directly applicable to your organization and is held in a local or remote natural setting.

Tailored Biomimetic Product Report

A customized catalog of biomimetic products and processes, current and in development, addresses functions relevant to your organization or industry. The report includes information about the manufacturers of the products and their contact information as well as a rudimentary assessment of how sustainable and biomimetic each product is. Optionally, we can facilitate the specifying of these products and processes for your organization.



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Biologist at the Design Table

Design charrettes and ideation sessions for sustainability and innovation

Biological wisdom at your fingertips

Bringing nature's sustainable innovations to your design table, our biologists participate and facilitate design charrettes and ideation sessions. The greatest opportunities and innovations arise when nature's lessons are invited in particularly at the earliest stages.

Our Biologists at the Design Table are:

- Biologists who are uniquely adept at combing through nature's R&D labs and translating nature's strategies into strategies that effectively meet your organization's challenges. This makes our research service fast, thorough, and highly cost-effective for clients.
- Biologists who are trained in the biomimicry design methodology and excel at helping develop products and processes that are innovative, effective, cost-saving, and sustainable.
- Biologists who move easily from biology to business, taking complex biological data and translating it into language digestible by any department, from marketing to R&D.
- Biologists who can be part of your organization's team from brainstorm to prototype, continually adding biological insight to the process.



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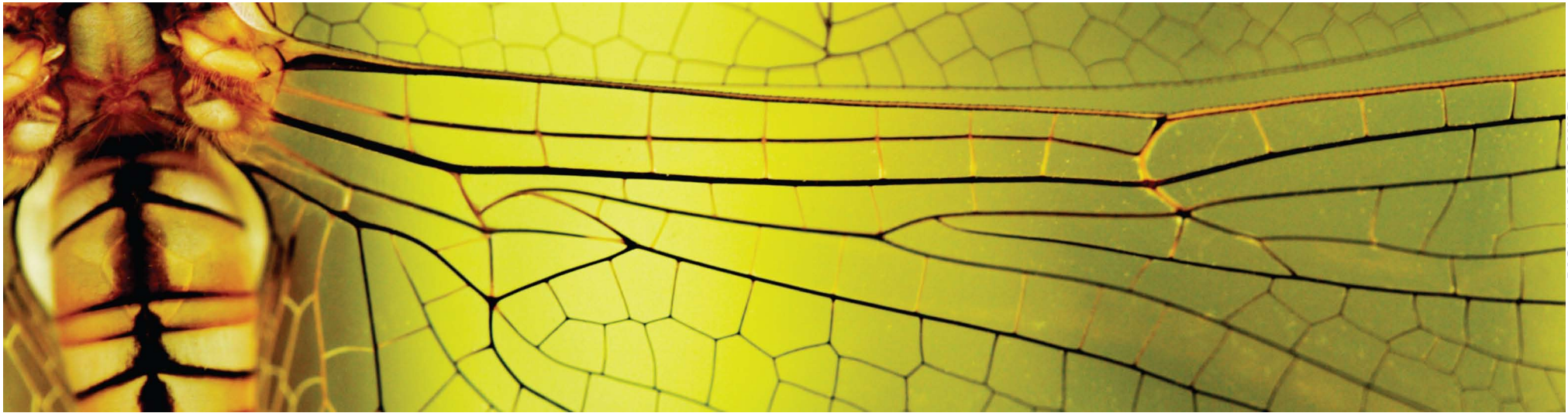
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BioBrainstorming

Facilitated application of biomimicry methodology

Overview

One of the best ways to evolve a bio-inspired in-house practice, develop leadership, and build the biomimicry skills of your internal practitioners is through the facilitated bio-brainstorming process. Guild BaDT's (Biologists at the Design Table) work directly with your designers, engineers, architects, managers and others who already have a basic understanding of biomimicry. We help brainstorm and research biological strategies relevant to a specific design challenge and facilitate the process of moving through each relevant biomimicry design spiral. Following each design charrette or ideation session the Guild delivers a Biomimicry Perspectives report covering the main concepts from the session(s).

"[Biomimicry] Introduces a concept worthy of wide exploration in a world dazzled by the industrial artifacts around us... Over the millions of years, nature's life forms through natural selection have had to live with the constraints of the entropy law on a solar budget."

~ Wes Jackson, The Land Institute



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Custom Innovation Habitat

In-house biomimicry resource center

Overview

The Innovation Habitat serves as the nucleus for biomimicry within your organization. This physical space establishes an atmosphere of creative possibility, and provides the resources, tools, materials, and concepts for encouraging the in-house creation of sustainable biomimetic innovations. The extensive training, information, and support provided by the Guild ensure that the

customized Innovation Habitat is utilized effectively to nurture continued success. The Habitat includes dozens of biomimetic samples, living systems for study, and a host of activities and tools—including our proven process for conceiving, capturing, and developing your best biomimetic ideas.

< innovation habitat components >



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Custom Innovation Habitat

In-house biomimicry resource center

Innovation Habitat Components

Nature's Technology Summaries

To keep your organization on the leading edge we provide access to the vast knowledge of nature's R&D labs. Our experts invest extensive, valuable time developing these summaries. Delivered in a digestible format, the summaries include information on the organism, the function its strategy meets, the life's principle the solution represents and potential application areas.

Biomimetic material and product samples

Your Habitat will be seeded with samples from commercially available and lab prototypes of bio-inspired products and materials. The samples are tagged with a brief description of the technology and how it is, and might be, applied.

Ideation and design tools and exercises

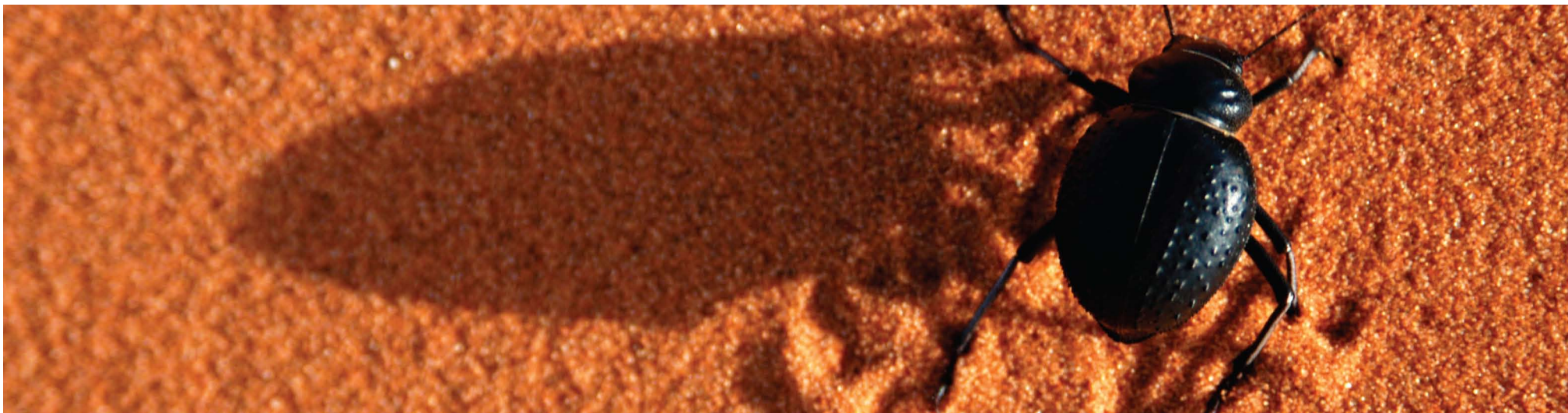
To help foster in-house bio-inspired ideation for self-guided design sessions, we also include tools working with the biomimicry methodology, systems exploration and intervention, and Life's Principles.

Expedition pack

Includes field guide, binoculars, hand lenses, and more for local strategy exploration field trips.

Biomimicry Brainstorming System

Your hands-on training on the Guild's proven brainstorming system through a series of in-house, project-specific ideation sessions.



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Amoeba through Zebra

Deep research addressing specific challenges

Overview

A recent comparative analysis of nature's strategies and the US patent database revealed just 12% overlap in design solutions*. The Guild's most extensive research package, spanning the taxa—Amoeba through Zebra, is designed to reveal much of the remaining 88% of novel solutions to your specific design challenge. Our comprehensive survey of nature's strategies includes a taxonomy of solution sets based on deep design principles. The package also generates a deeper dive into the most promising strategy and delivers an analysis and development plan for implementation. Additional relevant support helps your organization achieve a well biomimicked end product.

*Vincent, J. et al (2006). *Biomimetics—its practice and theory*. Journal of the Royal Society Interface 3, 471-482.

"Janine Benyus is obsessed with patterns, connections, and the beauty of life, intertwined. Biomimicry focuses on finding structures, processes, strategies, and mechanisms that nature has been using for a billion years, that we can emulate and use in modern design."

~ Terry Tempest Williams, Author



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Ecological Performance Standards

Performance codes based on local ecologies

Overview

Taking our cue from native ecosystems, we set aspirational metrics for large-scale projects. Planners and developers can set aspirational goals for ecological performance that match the local ecology by knowing performance data such as how many tons of CO₂ are normally sequestered by local native ecosystems per year, how many gallons of water stored per storm or filtered per month, and how many species are supported per acre, etc. Setting ecological performance standards moves designs toward performing at least as well as the local ecosystems displaced.

"Janine Benyus has been instrumental in interpreting the principles of biomimicry to the designers and product developers at Patagonia. She has been inspirational, practical, and engaging in helping us incorporate our respect for the natural world into the creation of our products."

~ Yvon Chouinard, co-founder, Patagonia



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Genius of Place

Locally attuned strategies for design

Overview

For site-specific design challenges, particularly in the built environment, our Genius of Place offering brings an understanding of the pre-tested, locally attuned strategies adopted by the local organisms specific to your design challenge. We honor the local wisdom and actively look and listen for ways local geniuses manage water, build soil, deal with changes in climate, and other challenges of that particular land. We encourage “locally attuned” strategies that match local operating conditions and ecologies. In addition to optional site visits, the Genius of Place package may include several of the following components depending on the level of investment (SEED, TREE, or FOREST).

Genius of Place Components

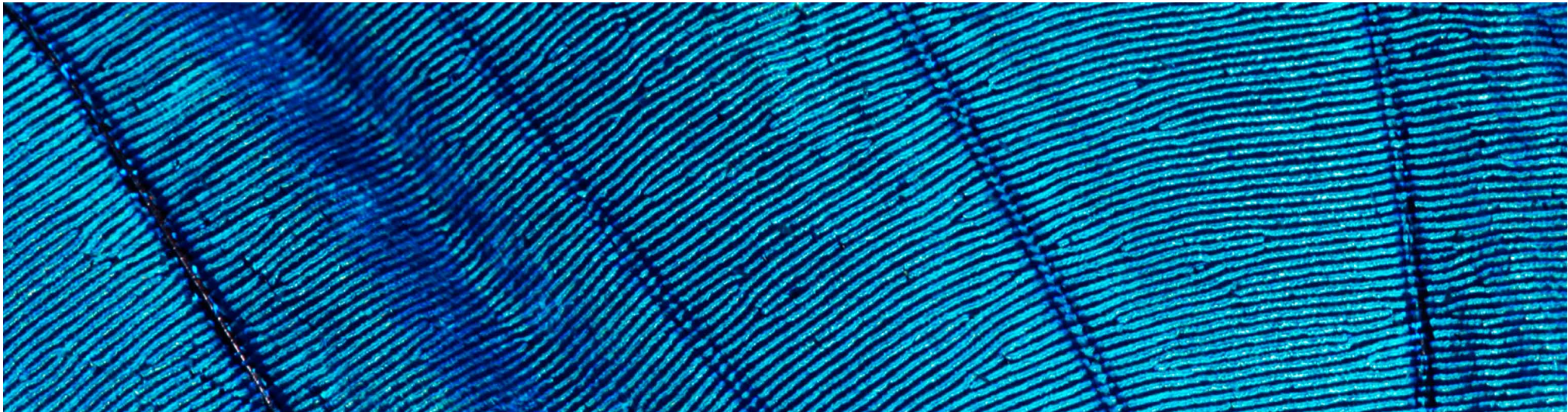
Ecosystem Dynamics

Sets the stage by addressing the ecological realities of the system. Provides an overview of the opportunities and limits, and includes what the organisms have to work with and what they have to respond to. This includes a brief survey of the site conditions, select relevant species, and local ecosystem trends.

Survive and Thrive Strategies

An overview across taxa to identify the common strategies for survival, specific to place. The congruence of survival strategies across taxa suggests mandatory inclusion into any design implemented in this area.

< more genius of place components >



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Genius of Place

Locally attuned strategies for design

Genius of Place Components Continued

Functional Best Practices

A survey of the native ecosystems generates a list of functional adaptations of the characteristic species in that native habitat (e.g., wind resistance strategies of live oak, fire tolerance strategies of longleaf pine). How are these organisms catching water, building homes, coping with fire, flood, or wind; communicating, transporting, or restoring themselves? These native champion adapters are the embodied wisdom of living in place, and they can tell you more about site conditions than any text, thereby informing a well-adapted design.

Life's Principles

What overarching design guidelines do local organisms and systems follow? In this step we turn the Biomimicry Guild's Life's Principles template into a local design tool by plugging in the strategies of select local champion adapters and ecological standards to inform and enhance the overall sustainability of the design project.

Recommendation List

We synthesize the site-specific discoveries in an overall project recommendation list. The recommendations are based on the place and the needs of the project, and they span relevant disciplines with tangible guidelines and recommendations.



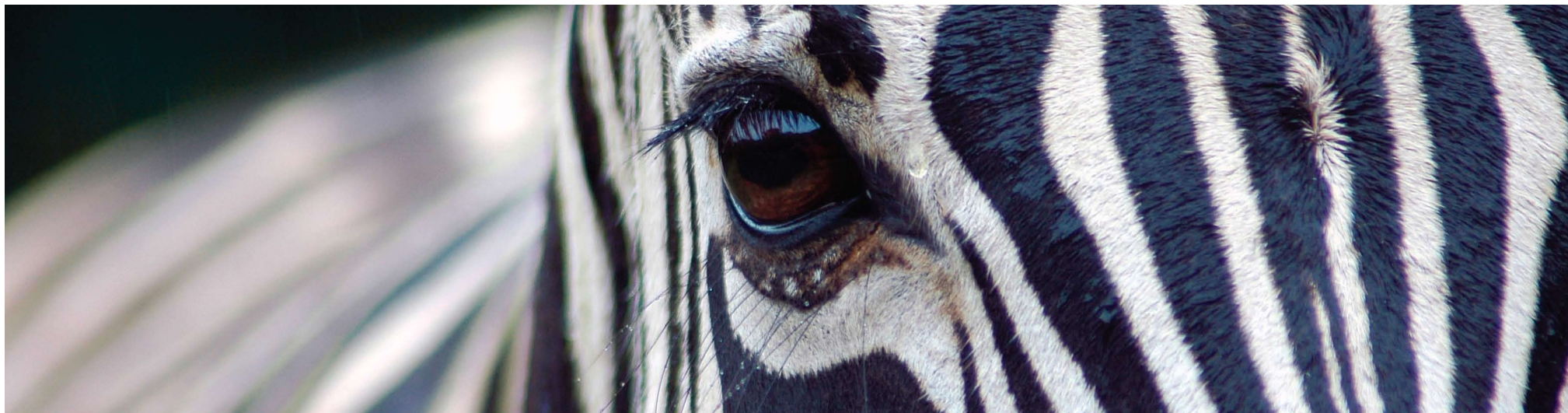
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*Context specific biological systems modeling
and systems thinking*
- C. < Life's Principles >
Creating and establishing sustainable DNA

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Biologist in the Board Room

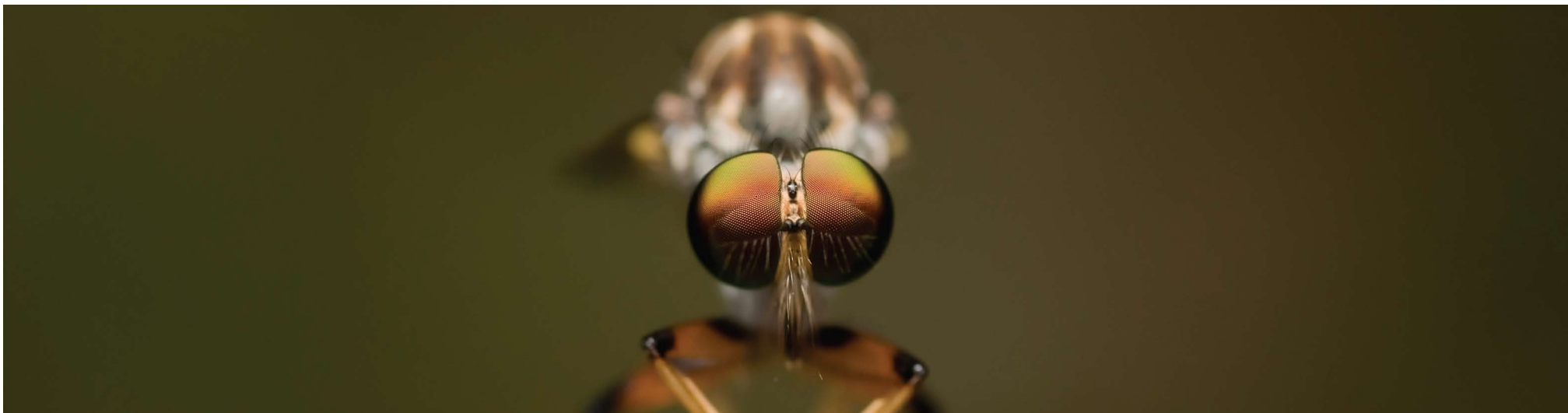
Leadership visioning for sustainability and innovation

Biologist in the Board Room

Globally recognized, Guild co-founders Janine Benyus and Dayna Baumeister have been providing executive-level consulting to corporate leaders for over a decade. Their extensive knowledge of biological systems and processes, coupled with deep experience in innovation and sustainability consulting and further nourished by a knowledgeable team, creates a valuable asset to organizations with a commitment to sustainability. In working with client organizations, biomimicry concepts, systems, and processes are utilized to help create a new ethos for design and leadership. This new ethos can be extended outside of organization borders to the supply chain, customers, communities, and into the natural world with the [Innovation for Conservation](#) thanksgiving program.

"We were immersed in a sea of information, strategies, science and insight. We left with a strong commitment for a far wider discovery and education of [biomimicry] ideas across the firm."

~ HOK President Bill Valentine



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Food Web

Context specific biological systems modeling and systems thinking

Overview

The Food Web is the Guild's systems-focused workshop series for executives and management. It provides a unique opportunity to pull a cross platform suite of individuals together to gain a deeper systems-based understanding of the organization's operations, and within this context help inform decision-making around strategy and new initiatives. Our deep and broad understanding of ecology will lead the Guild's analysis of, and work on, your organization's food web. Over the course of the workshop series, teams examine sources of the organization's nutrient flows and waste streams.

We facilitate the ideation of strategies and flow structures designed to enable the organization to slow resource leaks. We then make use of free but hidden resources within its own operations and those of its suppliers and customers. Included in the final deliverable is a report outlining strategic options and relevant action items as well as a visual representation of the organization's food web(s).



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Life's Principles

Creating and establishing sustainable DNA

Overview

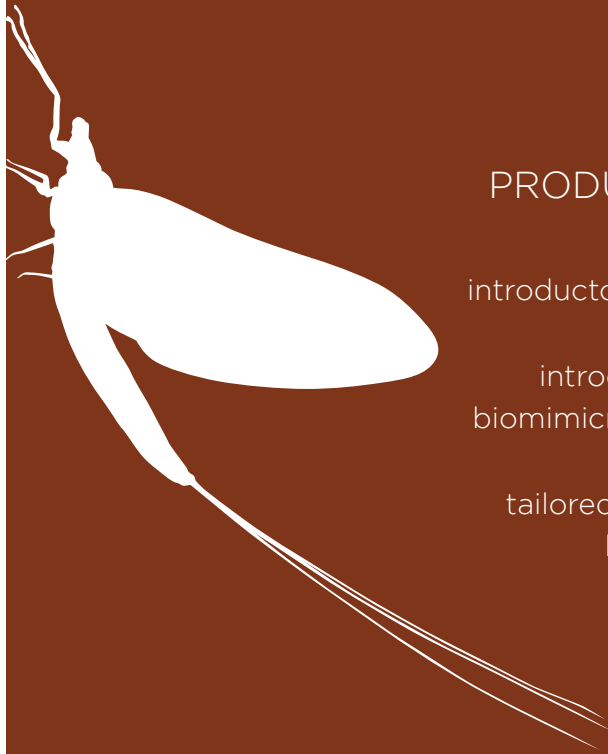
Life's Principles outline strategies for thriving under the operating conditions on Earth. Biomimetic design, in addition to mimicking specific creatures, can also be the mimicry of general patterns and processes found in nature. We refer to these general patterns and processes as Life's Principles. Working with leadership to create and establish an organizational DNA that is based on the principles of life, and thus sustainable by nature, is deep design and requires strategic and creative thinking.

This training teaches Life's Principles in a non-technical way by addressing common challenges and demonstrating how Life's Principles can be utilized to solve these challenges. By incorporating these principles into an organization's design methodologies and system strategies, the resulting integrated strategies are inherently sustainable because they follow the same principles that allow life to thrive.



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An immersive introduction for organizations new to biomimicry and to the Biomimicry Guild
 - II. < Biologizer > pg 21
A comprehensive training, research, development, and design-guidance package for organizations seeking to utilize biomimicry as a tool for cultivating sustainable, innovative products and processes
 - III. < Ecosystem Innovation > pg 22
A systems-focused approach for executives, strategists, and management designed to promote a long-term organization-wide commitment to innovating sustainably through biomimicry
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pollination

introductory biomimicry presentation	●		
watering hole sessions	●	○	
introductory biomimicry training	●		
biomimicry thought leader workshop			●
custom workshops		○	
tailored biomimetic product report	●	●	
biologist at the design table	○	●	○

tools

biobrainstorming	○	●	
custom innovation habitat		●	
amoeba through zebra		○	
ecological performance standards		○	○
genius of place		○	○

strategy

biologist in the board room	○	○	●
food web			●
life's principles		●	●

fertilization

PACKAGES

biologizer

ecosystem innovation

● included

○ optional



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Fertilization

An immersive introduction for organizations new to biomimicry and to the Biomimicry Guild

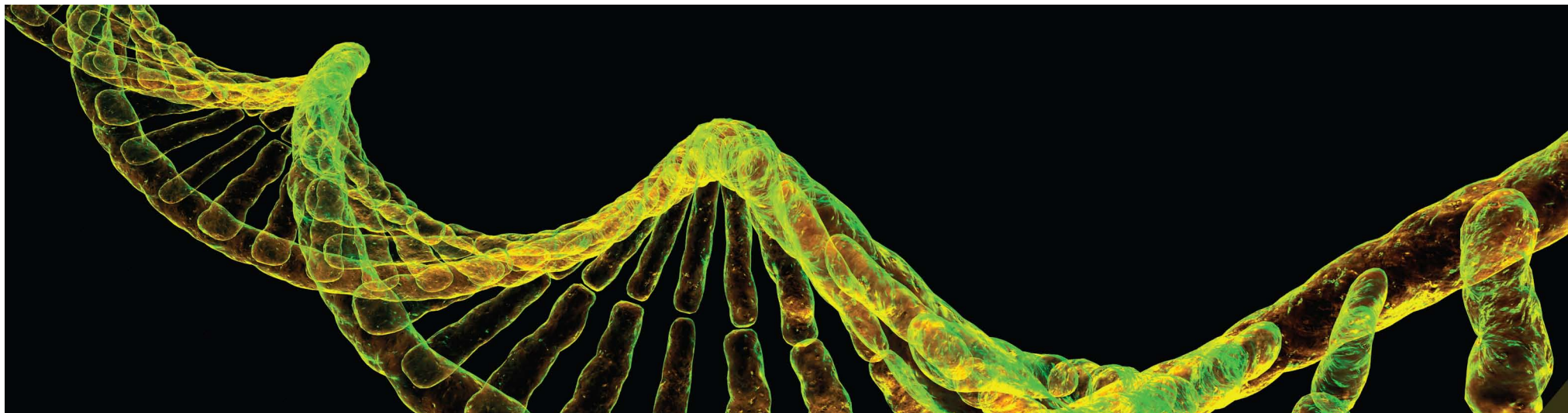
Overview

Designed for organizations seeking a thorough introduction to Biomimicry, Fertilization provides the initial inspiration, ideas, and information to seed the concept—and the nutrition to encourage continued growth. At a minimum, this includes the Introduction to Biomimicry Presentation and *Discovery Assessment*, *Watering Hole Sessions*, and *Introductory Biomimicry Training*. The package also includes a synopsis on the potential opportunities and perceived obstacles that the Guild learned during Fertilization. Upon completion, your organization will have a thorough introduction to biomimicry in the context of your business and your specific design challenges.

< see specific products and services included in package >

To be with Janine indoors is to be transported; to spend time outdoors with her is like walking through the looking glass of extraordinary beauty and landing in a meadow of possibilities about our world. Time spent with Janine is a transmission of hope about what we can learn from and be within nature, a species of hope that will follow you for the rest of your life.”

~ Paul Hawken, Natural Capital Institute



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Biologizer

A comprehensive training, research, development, and design-guidance package for organizations seeking to utilize biomimicry as a tool for cultivating sustainable, innovative products and processes

Overview

The Guild provides your organization with essential tools and training necessary for the effective exploration of biomimicry. The package includes enabling information that has been carefully researched, compiled, sorted, evaluated, and developed by our worldwide network of biologists. The knowledge and experience gained through the information, tools, and training provides teams with an understanding of how to utilize Biomimicry to generate more innovative ideas, and cultivate more sustainable solutions to your design and engineering challenges.

With this information and training in place, we then facilitate biomimicry exploration of specific projects. In addition to the services selected for the package, twice a year we come in to measure the impact the Biologizer package is having on your organization. An annual report includes recommendations on how your team can more effectively utilize the information and implement the tools in order to continue to integrate and evolve biomimicry in your organization.

< see specific products and services included in package >



PACKAGES

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Ecosystem Innovation

A systems-focused approach for executives, strategists, and management designed to promote a long-term organization-wide commitment to innovating sustainably through biomimicry

Overview

Designed for organizations with a long-term corporate-wide commitment to the ongoing creation of innovative and sustainable systems, processes, and products, the Guild's visioning, strategy, and thought leader package is led by Guild co-founders Janine Benyus and Dayna Baumeister, PhD. Working with the leadership, biomimicry and bio-inspired concepts, systems, and processes are utilized to help create a new ethos for leadership.

This new ethos can extend outside of organization borders to the supply chain, customers, communities, and into the natural world with the **Innovation for Conservation** thanksgiving program. The Ecosystem Innovation package provides a high-level of ongoing executive consulting, coupled with key trainings for select departmental champions to provide internal support.

< see specific products and services included in package >

OUR EVOLUTION

Janine Benyus and Dayna Baumeister, PhD, founded the Biomimicry Guild in 1998 in response to organizations' requests to have a Biologist at the Design Table to help solve sustainability problems in new, yet proven, ways. We are practical problem-solvers, but we are also educators, helping to open people's eyes to the genius of the natural world. By helping clients notice the amazing technologies and strategies practiced by organisms and ecosystems, we hope to inspire new paths for humans to live sustainably on earth. We also hope to bring nature's ideas to the design table to inspire products that minimize material and energy use, processes that eliminate toxicity, and organizations that cohere like an ecosystem.

We have years of experience in biomimicry research and consulting with some of the world's most innovative firms, including GE, Nike, Herman Miller, IDEO, Interface, P&G, Seventh Generation, and HOK. Our co-founder Janine Benyus wrote the book that started the biomimicry wave in the US: *Biomimicry: Innovation Inspired by Nature* (1997, 2002). Since then the Guild has introduced the concept to tens of thousands of people. In addition to our consulting practice, we run workshops and field excursions for designers and engineers, teaching them how to ask nature for practical advice about the redesign of everything from carpets to city plans. We've thought deeply about ways to integrate this new way of seeing into a participant's experience.

We also act as a biological resource for many innovation labs, helping their products and processes become truly biomimetic. We are backed by a global network of biologists and biological databases allowing searches, amoeba-through-zebra, to answer questions such as "How does nature filter water? How does nature regulate moisture? How does nature settle landscapes? How does nature handle sheer, tensile, or compressive stress, hurricanes, earthquakes, floods, and fires? How does nature work in concert to enhance place?"

We thoroughly enjoy our job of filter feeding through the literature to find "champion adapters" that might inspire an idea for a better water purification device, a breakthrough in alternative energy, a new way to sequester carbon, design a city, or run a business. By emulating 3.85 billion years of evolved wisdom, we dream of helping our clients debut category-redefining products that meet real needs while simultaneously creating conditions conducive to life.

[< view past and current client list >](#)

Past and Current Client List

Amana-Key
 American Institute of Architects
 American Institute of Chemical Engineers
 American Interior Design Association
 American Society of Interior Designers
 Archie Bray
 Arizona State University
 Arup Engineers
 Aspen IDEAS Festival
 Ball State University
 Bioneers
 Boeing
 Boston Research Center
 Brighthouse
 Brookfield Zoo
 Calgary Chamber of Commerce
 California Academy of Sciences
 California College of Arts and Crafts
 California Resource and Recycling Association
 Canada's National Roundtable for the Economy and the Environment
 Canadian Institute for Environmental Law and Policy
 Carollo Engineers
 City of Seattle
 Clean Energy Fund of Connecticut
 Color Marketing Group
 Consorta Health Care Providers
 Cooper Hewitt
 Corporate Design Foundation
 Corporation for the Northern Rockies
 Daiwa House
 David Oakey Designs
 Design Futures Council
 Dial Corporation
 Discovery World at Pier Wisconsin
 Dixie Contract Carpet

Dominican College
 Dupont
 Ecotrust
 Entrepreneurs for Sustainability
 Environmental Protection Agency
 E-Source
 Evergreen College
 Federation of Canadian Municipalities
 Forum for the Future
 Fox & Fowle Architects
 Frontier Cooperative
 Future 500
 General Electric
 General Mills
 Gensler Architects
 Georgia Tech
 Global Business Network
 Green Building Council of Cleveland
 Guildford of Maine
 Hallmark
 Health Care Without Harm
 Headwaters Recycling
 Herman Miller
 Hewlett-Packard
 HOK Architects
 Hosokawa Micron International
 Ideas that Matter
 IDEO
 IIDEX
 Innovation Convergence 2005
 Institute for the Northwest
 Interface
 International Interior Designers Association
 Ishida University
 Johnson & Johnson
 Kaiser-Permenente
 Kohler
 Levi's
 McDougal-Goodman & Associates

Montana Department Natural Resources and Conservation
 Montana Department of Environmental Quality
 NASA
 National Council for Interior Design Qualification
 National Textile Center
 Natural Edge Project
 NBBJ
 New College of Florida
 Nike
 Nitto Denke
 Norm Thompson Outfitters
 North American Association of Environmental Educators
 North American Decorative Fabrics Distributors
 Northwest Green Building Council
 Novell
 O2
 Oberlin College
 Omega Institute
 Ontario College of Art and Design
 Palo Alto, CA School District
 Partners in Environmental Technology Symposium
 Patagonia
 Pop!Tech
 President's Council on Sustainable Development
 Procter & Gamble
 Rocky Mountain Institute
 Sarasota County
 S.C. Johnson
 Schumacher College
 Second Nature
 Seventh Generation
 Shell

Shore Bank Pacific
 Sierra Club
 SITA
 Society of Organizational Learning
 Stanford University
 State of Montana
 Steelcase
 Sustainable Dallas
 Sustainable Sarasota
 Tällberg Forum (Sweden)
 The Land Institute
 The Natural Step
 Tohoku University
 United States Fish and Wildlife Service
 United States Forest Service
 United States Green Building Council
 University of Calgary
 University of Iowa
 University of Minnesota College of Architecture and Design
 University of Montana
 University of North Carolina- Chapel Hill
 University of Northern Illinois
 University of Pittsburgh
 University of Pittsburgh School of Engineering
 University of Victoria
 Vancouver Art Gallery
 Washington State Department of Ecology
 WD-40
 WDHB Consulting
 West Michigan Sustainable Business Consortium
 Wharton School of Business
 Whidbey Island Institute
 Whistler
 Yellowstone Business Partnership
 Zero Emissions Research Institute (ZERI)

Innovation for Conservation

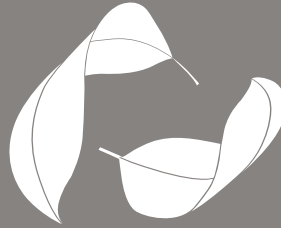
By working with the Biomimicry Guild, you are also working to make a significant difference in protecting and restoring wildlife, habitats, and sustainable communities around the world. Conservation of nature gives us the chance to give credit where credit is due, and at the same time protect and restore the wellsprings that gave rise to the great ideas from which your organization benefits.

The Guild works to find organisms and ecosystems with innovative, sustainable solutions to your challenges. Once we find the specific organism or ecosystem and learn from them to find your solution, we compensate them for their services by protecting their habitat. They receive a down payment and eventually ongoing royalty payments. Ultimately they become both our, and your, strategic partner. The initial down payment is a percentage of every Guild research contract. The royalties are based on the profit or savings from your biomimetic design. This is distributed in the form of a tax-deductible donation to the Innovation for Conservation Program managed by The Biomimicry Institute.

By participating in the Innovation for Conservation program, your organization has paid its debt to the organisms and ecosystems that evolved the ingenious, sustainable ideas from whom it is profiting. The thanksgiving circle is complete.

< The Biomimicry Institute: Innovation for Conservation >

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BIOMIMICRY GUILD

PO BOX 575
HELENA, MT 59624 USA
+1.406.495.1858
< WWW.BIOMIMICRYGUILD.COM >

“The world will not evolve past its current state of crisis by using the same thinking that created it.” ~ Einstein