

# JANINE BENYUS

---

## CO-FOUNDER



Janine Benyus is a biologist, innovation consultant, and author of six books, including *Biomimicry: Innovation Inspired by Nature*. In *Biomimicry*, she names an emerging discipline that emulates nature's designs and processes (e.g., solar cells that mimic leaves) to create a healthier, more sustainable planet. Since the book's 1997 release, Janine has evolved the practice of biomimicry, consulting with businesses and conducting seminars about what we can learn from the genius that surrounds us. Her favorite role is *Biologist-at-the-Design-Table*, introducing innovators to 3.8 billion years of brilliant, time-tested solutions.

In 1998, Janine co-founded the world's first bio-inspired consultancy, bringing nature's sustainable designs to 250+ clients including Boeing, Colgate-Palmolive, Nike, General Electric, Herman Miller, HOK architects, IDEO, Interface, Natura, Procter and Gamble, Levi's, Kohler, and General Mills. As a result of working with Janine's team, the world's largest commercial carpet manufacturer (Interface, Inc.) introduced a carpet line inspired by random pattern formation in nature. In record time, Entropy™/I2 rose to become Interface's top-selling product, and now represents 40% of their carpet tile sales.

In 2006, Janine co-founded a non-profit institute to embed biomimicry in formal education and informal spaces such as museums and nature centers. Over 100 universities are now part of the Biomimicry Educator's Network, introducing biology's lessons to students who will one day design, engineer, and manage our world. In 2008, the institute launched AskNature.org, an award-winning bio-inspiration site for inventors.

In 2010, Janine and her team combined the for-profit and non-profit arms into a single B-Corp called Biomimicry 3.8. Working as a social enterprise, Biomimicry 3.8 is the world's leader in biomimicry innovation consulting, training for professionals, and curricula development for educators. Its mission is to inspire, educate, and connect the growing community of biomimicry practitioners

around the world. Biomimicry 3.8 runs a consulting bureau, a speaker's bureau, a bio-knowledge subscription service, a K-University educator's network, a regional network incubator, and a training system for Certified Biomimicry Professionals. Training includes on-line short courses, an 8-month intensive, and a 2-year master's level program. Graduates from five continents have begun to form regional networks, "swarming" to practice biomimicry in their own biomes. Nurturing and growing this network is the true calling of Biomimicry 3.8.

Over the past 14 years, Janine has personally introduced millions to the meme of biomimicry through two TED talks, hundreds of conference keynotes, and a dozen documentaries such as 11th Hour, Harmony, and The Nature of Things with David Suzuki, which aired in 71 countries. She has received several awards including The Heinz Award 2011, Time Magazine's Hero for the Planet Award 2008, United Nations Environment Programme's Champion of the Earth for Science and Technology 2009, the Rachel Carson Environmental Ethics Award, the Lud Browman Award for Science Writing in Society, and the Barrows and Heinz Distinguished Lectureships. Her work in biomimicry has been featured in Fortune, Forbes, Newsweek, Esquire, The Economist, Time, Wired, New York Times, Wall Street Journal, Nature, and more. In 2010, BusinessWeek named Janine one of the World's Most Influential Designers. In 2012, she received the Smithsonian Institution's Cooper-Hewitt National Design Mind Award, given in recognition of a visionary who has had a profound impact on design theory, practice, or public awareness.

An educator at heart, Janine believes that the more people learn from nature's mentors, the more they'll want to protect them. This is why she writes, speaks, and revels in describing the wild teachers in our midst.

## **SPEAKING HIGHLIGHTS**

---

- Omega, Where Do We Go From Here-2013
- Schmdit-MacArthur Fellowship 2013-London
- World 50 2013-Atlanta, Georgia
- Ethos International Conference 2010 -Brazil
- Council on Scientific Presidents — Washington D.C.
- Global Competitiveness Conference 2011 -Riyhad, Saudi Arabia
- 3rd Nobel Laureate Symposium on Global Sustainability -Stockholm, Sweden.
- B4E 2011 Conference - London, England
- Siemens Inc. -Berlin, Germany
- Dassault- Paris, France

- University of Lipscomb -Nashville, Tennessee
- MIT - Boston, Massachusetts
- Hawaii Executive Conference 2012 -Honolulu, Hawaii

## HONORS/AWARDS

---

- 2013 Gothenburg Award for Sustainable Development
- 2013 Honorary Doctorate of Humane Letters honoris causa-Arizona State University
- 2012 Cooper-Hewitt Design Mind Award- The National Design Awards, Smithsonian Institute
- 2011 Honorary Doctorate of Humane Letters, University of Massachusetts -Dartmouth
- 2011 Heinz Award -Heinz Family Foundation
- 2010 Businessweek, World's Most Influential Designers
- 2009 UNEP Champion of the Earth Award (Science and Innovation), United Nations Programme
- 2008 CNN, 10 Gurus You Should Know
- 2008 Time Magazine, Hero for the Planet
- 2007 Esquire Genius Issue
- 2005 Rachel Carson Environmental Ethics Award