

## Biomimicry 3.8

### Switching to sustainable lifestyles by reproducing nature's models and processes: it's the biomimicry



Biomimicry 3.8 is the global leader in biomimicry innovation consulting, professional training, and educational program and curricula development. Our mission is to train, equip, and connect engineers, educators, architects, designers, business leaders, and other innovators to sustainably emulate nature's 3.8 billion years of brilliant designs and strategies.

Over the past 14 years, our company has helped more than 250 clients and partners redesign carpets, furniture, manufacturing processes, airplanes, and even entire cities, all in nature's sustainable image. In concert with our partners we have reached millions through talks and the media and have trained hundreds who now practice biomimicry in their professions.

The Biomimicry 3.8 Institute (our 501(c)3 not-for-profit arm) focuses on academic and public education, offering trainings, curricula, tools and resources for schools, universities, museums, zoos, nature centers, and other public forums. Our evolving offerings of workshops, online courses, and research tools include AskNature.org, the award-winning online library of nature's design strategies and solutions.

Biomimicry is an innovation method that seeks sustainable solutions by emulating nature's time-tested patterns and strategies, e.g., a solar cell inspired by a leaf. The goal is to create products, processes, and policies "new ways of living" that are well-adapted to life on earth over the long haul.

Biomimicry thinking helps create products and processes that:

Are sustainable Perform well Save energy Cut material costs Redefine and eliminate "waste" Heighten existing product categories Define new product categories and industries Drive revenue Build your brand

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