

# Janine Benyus

## ***“A Sustainable World Already Exists: Biomimicry and the Quest to Solve Global Challenges”***

Monday, 15th October, 2012

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.

In 1998, Janine co-founded the world’s first bio-inspired consultancy, bringing nature’s sustainable designs to 250+ companies.

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. In 2008, the institute launched [AskNature.org](http://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 which mission is to inspire, educate, and connect the growing community of biomimicry practitioners around the world.

Over the past 14 years, Janine has personally introduced millions to the meme of biomimicry through talks, conference keynotes, and documentaries. She has received several awards including The Heinz Award 2011, Time Magazine’s Hero for the Planet Award 2008 and United Nations Environment Programme’s Champion of the Earth for Science and Technology 2009.

Her work in biomimicry has been featured for example in *Forbes*, *The Economist*, *Time*, *New York Times* and *Wall Street Journal*.

In 2010, *Business Week* 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.