

Biomimicry Guild, USA and M. Ortega Sustainability Consulting are organizing the first 2 day workshop in Europe:

## **Biomimicry: innovative solutions inspired by nature**

**3 and 4 March, 2010 in the International Center for Sustainable Excellence Eindhoven**

### **Course overview**

Nature, with 3.8 billions of experience, has found what works, what is appropriate, and most importantly, what lasts here on Earth. Biomimicry as a discipline promotes learning from nature to create sustainable and healthy technologies, designs and systems. Not only small entrepreneurs but also multinational companies like IBM, GE, Qualcomm and Volvo are spotting business opportunities and find solutions to their current challenges. In this course you will learn about the biomimicry methodology by following a practical case.



**This course is intended for:** Professionals who want to look for solutions based in the principles of the natural world and are willing to share their challenges in an open way.

### **Speakers:**

This workshop will be given by the certified biomimicry professionals Theresa Millard, Zeynep Arhon and Karen Allen and a special guest Dayna Baumeister, the co-founder of the Biomimicry Guild. Please have a look at the next page for more information on the speaker's background.

### **The program of the workshop includes:**

Day One (9:00 to 17:00)

- Introduction of Biomimicry
- Life Principles
- Overview of Biomimicry Methodology
- Open discussion of case studies\* to tackle in day two

(\* ) If your company u organization has a specific case to discuss in this workshop, please contact Mayra Ortega at +06 45 92 5001 or send an email to [mayra@ortega-consulting.nl](mailto:mayra@ortega-consulting.nl)

Day Two (9:00 to 16:00)

- Introduction of the Biomimicry Framework – how to incorporate Life's Principles
- Practical deep dive into three case studies from workshop participants (1 ½ hours each)
- Debrief of learning and ideas for next steps

### **Course Fee**

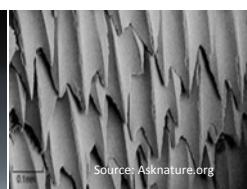
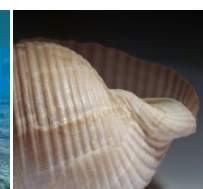
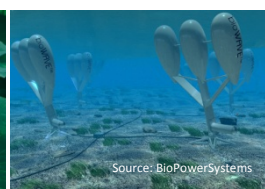
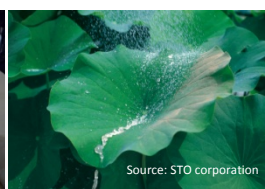
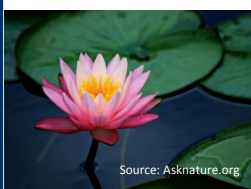
For all businesses, professionals and other organizations that would like to attend: 600 Euros (exc BTW)  
The course fee includes lunch, all teaching sessions and material.

### **Apply**

Please send an email to [mayra@ortega-consulting.nl](mailto:mayra@ortega-consulting.nl) to reserve your place.

For more information about this workshop please visit [www.icse.nl](http://www.icse.nl) or [www.ortega-consulting.nl](http://www.ortega-consulting.nl)

For more information about Biomimicry and the Biomimicry Guild, please visit [www.biomimicry.net](http://www.biomimicry.net)



## Biographies:

### About Theresa Millard - Certified Biomimicry Professional

Theresa's passion is looking for innovation inside problems particularly as manifested by the "Industrial Age". Having spent 20+ years in the world of durable goods manufacturing she has seen first-hand the opportunities and problems we create. Born in the UK and trained as an artist, her professional career has been focused in the USA. She recently turned her life upside down by moving to Spain with the express purpose of seeing the world differently. The study of Biomimicry leads her to new perspectives on how to influence the business world with synergy and systems rather than individualistic reductive methods. She is optimistic that can find answers to the global issues we face.

### About Zeynep Arhon – Certified Biomimicry Professional

Zeynep is a marketing consultant and a biomimicry professional based in Istanbul, Turkey. As co-founder of TRENDDESK she works towards stimulating innovation; inspiring management teams with future lenses and building brands with consumer trends. She talks and writes about biomimicry with the intension of introducing it to the Turkish industry. She feels passionate about the power of biomimicry to create businesses that nourish life and transform consumption into a graceful human activity. Her corporate experience includes strategic leadership and brand management at the Coca-Cola Company. She holds a BA in International Relations & Political Science, and a Master's Degree in Business Administration.



### About Karen Allen - Certified Biomimicry Professional

Karen feels most impassioned when exploring nature and sharing her understanding of the natural world with others to help inform the way we live. Her interdisciplinary science background and love of natural history helps Karen serve as a Biologist at the Design Table for companies looking for sustainable solutions, translating nature's strategies for architects, engineers, and designers. She brings her love of teaching to the Biomimicry Institute's Costa Rica Biomimicry and Design Course, Biomimicry presentations and workshops. Karen also helps the Guild research nature's solutions. Karen is deeply committed to sharing Biomimicry as an innovation tool that allows us to live and work more sustainably.

### About Dayna Baumeister (PhD)

With a background in biology, a devotion to applied natural history, and a passion for sharing the wonders of nature with others, Dayna has worked in the field of Biomimicry since 1998 as an educator, researcher, and design consultant. As co-founder and keystone for the Biomimicry Guild, Dayna acts as the liaison between all members of the Guild. In addition, she brings her skills as a systems thinker and organic communicator to her dynamic workshops, presentations, seminars, and exhibits, which have introduced the idea of nature as model, measure, and mentor to thousands of designers, business managers, and engineers around the country. Bringing home the principles of life that she espouses in her work, Dayna finds physical and spiritual sustenance as a gardener, hunter, yoga instructor, and naturalist. She lives with her family in the foothills of the inspiring landscape of the Rocky Mountain Front in Montana.