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Janine Benyus

Author of *Biomimicry: Innovation Inspired by Nature*.

"Innovation Inspired by Nature: The Opportunity for Australia's Natural Advantage"

Janine Benyus is a life sciences writer and author of six books, including her latest--*Biomimicry: Innovation Inspired by Nature*. In *Biomimicry*, she has synthesized work done by scientists, engineers and designers who are seeking sustainable solutions by mimicking nature's designs and processes. As a biologist, the question for Janine is not whether our technology is natural, but how well adapted it is to life on earth over the long term. Janine is a graduate of Rutgers University, New Jersey, with degrees in forestry and writing. She lectures widely on science topics. She has worked as a backpacking guide and as a "translator" of science speak at several research labs. She now writes science books, teaches interpretive writing, lectures at the University of Montana, and works towards restoring and protecting wildlands. An educator at heart, she believes that the better people understand the genius of the natural world, the more they will want to protect it.

Biomimicry (from bios, meaning life, and mimesis, meaning to imitate) is a new science that studies nature's best ideas and then imitates these designs and processes to solve human problems. The conscious emulation of life's genius is a survival strategy for the human race, a path to a sustainable future. The more our world looks and functions like the natural world, the more likely we are to endure on this home that is ours, but not ours alone. Biomimics are looking to nature for specific advice: How will we grow our food? How will we harness energy? How will we make our materials? How will we keep ourselves healthy? How will we store what we learn? How will we conduct business without drawing down nature's capital?

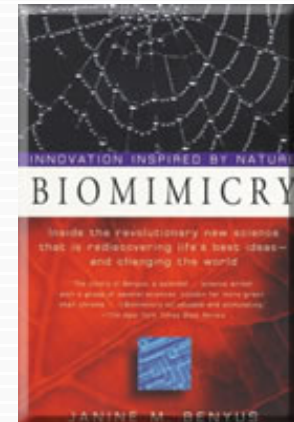
"BIOMIMICRY is one of those rare hopeful notes in the modern chorus of environmental warnings. Janine offers a radical alternative to today's industrial model of progress – an elegant survival strategy drawn from a better understanding of those natural systems on which we are still totally dependent. Perhaps the best thing about this "quest for innovations inspired by nature" is that it is more than just a theory. It is already underway."

Jonathon Porritt, Chairman, Chair of the UK Prime Minister's Sustainable Development Commission

NATIONAL
PRESS CLUB
OF AUSTRALIA



Janine Benyus



Biomimicry Guild





Biomimicry is the story of the fascinating men and women who are studying life's best ideas and then imitating these designs and processes to solve human problems. This book is significant because **it shows that it is possible now for all industries to become sustainable**. It shows that nature already has the secrets our civilization needs to make this shift to sustainability.

Sustainable business strategies have traditionally focused on making the status quo industries more eco-efficient such as using less waste, less energy, less material. This is important because it buys humanity time, but still it leaves humanity with a system that is destroying the planet less quickly. Traditionally environmental industries (e.g. waste management, water treatment) have attempted to mitigate and manage the pollution and waste from all the other industry sectors. **But what is needed for true sustainability is to design the pollution and waste out of the processes from the outset.**

In order to meet the needs of businesses striving for sustainability Janine and the team from the Biomimicry Guild focus on cultivating the transfer and application of biological knowledge to the business community, evolving the best model for integrating this knowledge with business, and creating strategies for monitoring progress. Conducting business in today's economy necessitates innovation, creativity, and capital. In the light of increasing burdens of competition and regulation, and breakneck advances in technology, maintaining profitability and growth is a daily challenge. In addition to quarterly survival, long-term sustainability issues underlie not only internal practices, but also community, national, and global issues. **Finding a pragmatic, effective, responsible means to simultaneously ensure short-term profitability and long-term sustainability within the business community is both a challenge and an imperative for companies in the 21st century.**

"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

"Janine Benyus is without question the world's most imaginative person in the field of environmental development and restoration. To be with her indoors is to be transported; to spend time outdoors with Janine 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

Further Information

See information about her Australian Tour (www.naturaledgeproject.net/BenyusTour06.aspx)

Visit www.biomimicry.net/inprint.html for more information on the book.

Summary biography of Janine (http://www.biomimicry.net/benyus_bio.html)

The Natural Edge Project (www.naturaledgeproject.net)

IT Conversations interview with Janine. www.itconversations.com/shows/detail241.html

BRC Video Interview, In this special video presentation, science writer Janine Benyus is interviewed by BRC publications manager Patti Marxsen. (www.brc21.org/carson/benyus_clips.html)

[Video] A Series of 2 Programs, Biomimicry - Learning from Nature
(www.sbs.com.au/davidsuzuki/index.html?id=818)

