

Biomimicry Guild, USA and M. Ortega 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

Biomimicry as a discipline promotes learning from and then emulating nature to create more sustainable and healthier human technologies, designs and system strategies.

Nature, with 3.8 billions of experience, has found what works, what is appropriate, and most importantly, what lasts here on Earth.

Using nature's wisdom can lead us to find solutions for our current challenges or can be a source of inspiration to propose innovative solutions.

Successful and revolutionary biomimicry-based innovations are emerging in the market. And not only small entrepreneurship but multinational companies like IBM, GE, Qualcomm and Volvo are identifying business opportunities and finding solutions for our current challenges.

In this course you will learn the biomimicry methodology by following a practical case.



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

Topics to be covered include:

Day One (9:00 to 17:00)

- Introduction of Biomimicry
- Life Principles
- Overview of Biomimicry Methodology
- Check in with "group" – quick discussion of case studies* to tackle on day two

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

(*) 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

This workshop will be given by: the certified biomimicry professionals Theresa Millard, Zeynep Arhon and Karen Allen with special guest Dayna Baumeister, Co-founder of the Biomimicry Guild. See bios in next page.

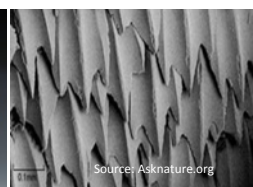
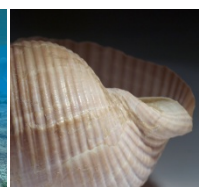
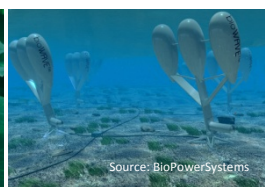
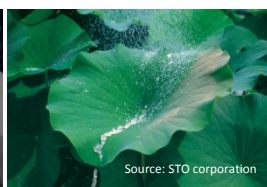
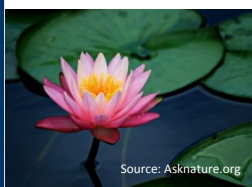
Course Fees

For businesses, professionals and other organizations: 600 Euros

All course fees include lunch, all teaching sessions and material.

Apply

Please send an email to mayra@ortega-consulting.nl to reserve your place. She will send you the application form. We will hold the place for five working days for reservations – three weeks before a course or earlier. After five days we will automatically offer your place to someone else if we have not received your application.



More information

For more information about this workshop (location, hotels around) please see www.icse.nl or www.ortega-consulting.nl

And to know more about Biomimicry and the Biomimicry Guild, please see www.biomimicry.net

Bios

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. The future is in the comprehension of the whole; the models exist in nature and can be applied to human endeavor if we take the time to look and understand. She is optimistic that if we are open to the right conversations we 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 TRENDESK 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 intention 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 rugged Rocky Mountain Front in Montana.