

CERTIFIED BIOMIMICRY PROFESSIONAL PROGRAM

Program Overview



Certified Biomimicry Professionals



BIOMIMICRY 3.8



BIOMIMICRY 3.8

Biomimicry.net
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PO Box 8782
Missoula, MT 59807, USA

A special thanks to Seth GaleWyrick (2016-2018 BPro Cohort)
for providing wonderful photos from the in-person sessions.

“We’re awake now, and the question is how do we stay awake to the living world? How do we make the act of asking nature’s advice a normal part of everyday inventing?”

~ Janine Benyus

Become a Certified Biomimicry Professional

< START HERE >



“(Biomimicry) provides an opportunity for us to manifest love for our planet in a way that is just full of hope. I have no doubt that when any of us stand up and talk about biomimicry, we’re touching people’s hearts, because they, too, love this planet.”

~ Dr. Dayna Baumeister
BProfessional
Co-Instructor

“The BPro program has forever changed my career path. I am thrilled with the new knowledge, perspectives, and friends I’ve made as a result of my two-year investment and I wouldn’t change it for the world.”

~ Amy Coffman-Phillips
County Programs Director,
The Conservation Foundation

“This has been an incredible journey. The richness of the classes, along with working with (the BPro) cohort has been really fascinating.”

~ Diana Hammer
Environmental Scientist,
Founder, ReGenerous
Cities

BRING LIFE BACK INTO YOUR LIFE

The globally renowned Biomimicry Professional (BPro) Certification program is a part-time, two-year course that integrates an accredited Master of Science in biomimicry degree through Arizona State University with an in-person immersion program. It is designed to empower change-agents passionate about a world mentored by life’s genius. Graduates work toward innovative and regenerative solutions to the most pressing global challenges, from the way we conduct business, design buildings and products, run governments, provide healthcare, and manufacture our goods, to how we educate future generations, drawing upon time-tested sustainable solutions that have evolved from nature during the last 3.8 billion years.

CORE PURPOSE

The core purpose of the BPro program is to train and mobilize an international, networked community of professional biomimics who become the leaders in this burgeoning practice. Practitioners will join us as consultants, educators, designers, and inventors, bringing nature’s best design strategies into the solution space across all disciplines, industries, and practices. This transformative program builds on the three core values of biomimicry: **the ethics of sustainability, the innovative emulation of the natural world, and (re)connection with the natural world.**



- >> **EXPERIENCE THE GENIUS OF PLACE**
in six unique and spectacular ecosystems around the world
- >> **DEVELOP A COMPELLING VISION**
for your role in the world’s regenerative transformation
- >> **SOLIDIFY PROFESSIONAL LEADERSHIP SKILLS**
specifically focused on your core assets, in order to grow individually, and thereby into a more effective leader
- >> **ESTABLISH TIGHT-KNIT RELATIONSHIPS**
with the diverse members of your cohort from around the world
- >> **EMBARK ON A TRANSFORMATIVE JOURNEY**
that develops personal and professional leadership helping to usher in a world fostered and empowered by nature’s genius

“My journey into biomimicry has been indeed life changing, this new vision of the world came to me in one of the most important and transitional periods of my life and my country.”

~ Sara El Sayed
Co-Director, Biomimicry Center at ASU

PROGRAM OUTCOMES



DISCOVER AND EXPLORE

Nature’s Patterns and Strategies

By quieting cleverness, awakening senses, reconnecting, and echoing nature’s elegant survival strategies across many applications, Certified Biomimicry Professionals are trained to:

- **Cultivate** awe for the natural world and inspire others to engage with nature
- **Hone** deep observation skills while learning a wealth of information about life’s strategies for success
- **Facilitate** the generation of biologically-inspired design ideas in the field
- **Share** compelling visions for locally-attuned sustainable innovation



INNOVATE AND LEAD

Based on 3.8 Billion Years of R&D

Certified Biomimicry Professionals solve design challenges using nature as mentor, model, and measure for developing truly sustainable solutions. By inspiring and enabling others with biomimicry, they are capable of:

- **Supporting** and **growing** biomimicry practices through training, consulting, facilitating, and speaking to others
- **Accelerating** a widespread cultural shift to sustainable innovation
- **Adopting** and **elevating** whole systems thinking
- **Affecting** global positive change through biomimicry leadership



SERVE THE GROWING DEMAND

For Emerging Biomimicry Practices

As early adopters and innovators, Certified Biomimicry Professionals have a critical voice within the leadership community that’s inspired by nature to foster a more functional and sustainable world. They help transition individuals, organizations, cultures and, ultimately, all of society by:

- **Disseminating** biomimicry thinking, methodology, and Life’s Principles
- **Inspiring** new and diverse audiences through speaking
- **Consulting** and **educating** current and future generations of adopters
- **Leveraging** change as “trim tab” leaders (as envisioned by Buckminster Fuller)



CONNECT AND COLLABORATE

Across Disciplinary Boundaries

Trained to cross the boundaries of design, biology, business, and engineering, Certified Biomimicry Professionals engage with and draw upon the world’s most trained and experienced emerging global network. Their interdisciplinary training and community of practitioners enables them to:

- **Connect** with the core Biomimicry 3.8 practitioners network to identify relevant and cutting-edge collaboration opportunities
- **Keep current** on the latest advancements and best practices in sustainable innovation through biomimicry
- **Foster** interdisciplinary teamwork for breakthrough thinking and doing
- **Access** the latest tools, information and resources that support emerging biomimicry practices

PROGRAM FORMAT

The BPro program is an elite, one-of-a-kind experience accessible to working professionals, enhancing the Master of Science in Biomimicry through the Arizona State University online learning program with six, face-to-face, week-long learning sessions. A new cohort is chosen every two years. This highly selective program is comprised of no more than 20 participants, forming a tight-knit cohort that will work together for the duration of the two-year program.

“ [The program] lived up to my expectations and then some. Stepping out of academia and into a professional position in biomimicry in industry, I can really appreciate how much the program is serving me.

~ Dr. Ayla Kiser, Senior Scientist in Biomimicry
Johnson & Johnson, France



“An invaluable and personally enriching element of this program is the connections you will make with other, like-minded souls from many cultures around the world. This is the key to a hopeful future; discovering that you are part of a world movement. In the end, the BPro Program is for those who truly want to make a difference, create change, and work with others on this planet to spread the biomimicry meme.”

~ Doug Paige
Industrial Design Professor,
Cleveland Institute of Art

2024-2026 INSTRUCTORS



DAYNA BAUMEISTER, PhD

Partner & Co-Founder, Biomimicry 3.8
Bellingham, Washington, USA

Dr. Dayna Baumeister is a world-renowned biomimicry lecturer and consultant, Director of the Certified Biomimicry Professional Program and a Professor of Practice and Co-director of The Biomimicry Center at Arizona State University. 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 with business partner Janine Benyus since 1998 as a business catalyst, educator, researcher, and design consultant. Among multiple endeavors, Dayna and Janine founded Biomimicry 3.8, a B-Corp social enterprise committed to using the power of business to solve social and environmental problems and has helped more than 100 companies, including Microsoft, Nike, General Mills, and Procter & Gamble, tap into biological intelligence for elegant and regenerative solutions. As senior editor, Dayna compiled a decade of

experience in biomimicry into a practical how-to guide, *"Biomimicry Resource Handbook: A Seed Bank of Knowledge and Best Practices (2014)."*

Dayna was instrumental in designing Biomimicry 3.8's professional training programs, which, due to overwhelming success, were the catalyst of the partnership between Biomimicry 3.8 and ASU to form the world's first Master of Science in biomimicry.

As a workshop leader and instructor for this course, Dayna shares her visionary leadership in biomimicry, drawing from over 20 years of experience bringing biological intelligence to a wide range of audiences. This will be the seventh cohort of the program that Dayna has taught and led.



TOBY HERZLICH

Leadership trainer and facilitator
Certified Biomimicry Specialist
Founder, Biomimicry for Social Innovation
Santa Fe, New Mexico, USA

Toby Herzlich is a leadership trainer, master facilitator, Certified Biomimicry Specialist, and the founder of Biomimicry for Social Innovation. Toby is committed to the creation of a just, healthy, and regenerative society, and heartfully enthused about the transformative potential of applying nature's wisdom to humanity's sustainability aspirations. Toby is a Senior Trainer with the Rockwood Leadership Institute, co-founder of Cultivating Women's Leadership, and on the faculty of several national training programs. Toby finds much of her purpose in catalyzing diverse networks of social change innovators, including the Young Climate Leaders Network, the National Cross-Movement yearlong fellowship, and the Jewish Social Justice Roundtable. Through Biomimicry for Social Innovation, she is germinating a co-evolving network of leaders who turn to nature's intelligence as guidance for organizational and social change. This is Toby's third time supporting the cohort.

ASU FACULTY

ERIN ROVALO, PhD
Director of Education,
International Living Future Institute
Certified Biomimicry Professional (2008–2010)

JACQUES CHIRAZI, MS
Business Advisor, Biomimicry Consultant
Certified Biomimicry Professional (2011-2013)

KAREN ALLEN, MS
Ecologist, Educator
Certified Biomimicry Professional (2008–2010)

MARIE BOURGEOIS, MS
Biomimicry Professional, EPA
Certified Biomimicry Professional (2008–2010)

MARK DORFMAN, MSPH
Chemistry, Biomimicry 3.8

MICHELLE FEHLER, MSD, MS
Clinical Assistant Professor, ASU
Certified Biomimicry Professional (2016–2018)

SETH GALEWYRICK, MS
Engineering and Design, Biomimicry 3.8
Certified Biomimicry Professional (2016-2018)

THOMAS BAUMEISTER, PhD
Wildlife Biologist, Conservation Educator
Executive Director, Montana WILD, Montana FWP

ZEYNEP ARHON, MBA
Innovation Consultant
Certified Biomimicry Professional (2008–2010)



SIX IN-PERSON SESSIONS

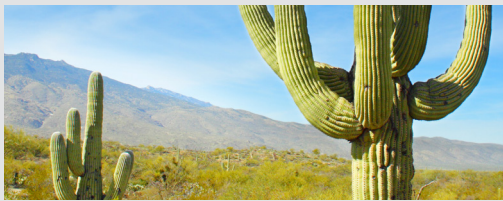
A key characteristic of a biomimicry leader is the ability to interpret and connect with nature’s complex ecosystems. Over the course of the two years, you will study the awe-inspiring genius of place during six different one-week sessions in unique ecologies around the world. Take a look at the ecosystems the 2024-2026 cohort will explore.

“My experiences in the in-person sessions have embedded me with the skills and the desire to continue to connect and reconnect people to the natural world. Biomimicry has become very natural and passionate and real.”

~ Joe Zazzera
Biophilic Designer,
Founding Principal, Plant
Solutions, Inc.

In-Person Key Topics and Activities

Field Trips • Guest Lectures • Biomimicry Methodology • Facilitation Skills
Reconnecting With Nature • Genius Of Place • Presentation Skills • Systems Thinking
Group Communication Skills • Professional Development Support • Life’s Principles
Enabling Technologies • Current Biomimicry Applications



SONORAN DESERT

Arizona, USA

December 2024



COASTAL MARSH & PINELANDS

South Carolina, USA

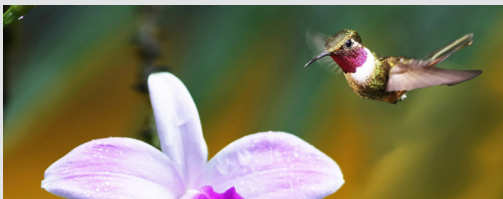
March 2025



TEMPERATE RAINFOREST

Pacific Northwest, USA or Canada

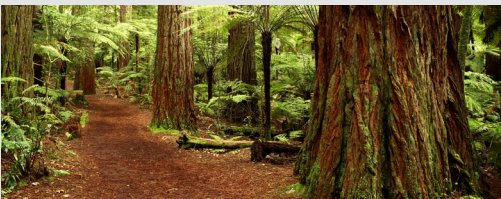
August 2025



TROPICAL RAINFOREST

Ecuador

December 2025



REDWOODS/ CONIFEROUS FOREST

California, USA

May 2026



TROPICAL WETLAND & SAVANNAH

Pantanal, Brazil

August 2026



It's not just a course. It's a whole life transformation. You learn all kinds of amazing things about yourself, and feel very empowered coming out of it.

~ Jo Fleming, Industrial Designer
Certified Biomimicry Professional (2013-2015)



In the Biomimicry Professional (BPro) program, I have been surrounded by people who understand my dreams and help me make them a reality.

~ Dimitri Smirnoff
Certified Biomimicry Professional (2016-2018)

ONLINE COURSEWORK

In 2014, Biomimicry 3.8 partnered with Arizona State University to create **The Biomimicry Center**. As part of these efforts, all the online coursework previously part of the BPro program is now accredited through ASU Online as a **Master of Science in biomimicry**. The coursework itself is unchanged. It continues to be taught by Dr. Dayna Baumeister and seasoned faculty who bring their practical experience to the online classroom.

“Biomimicry integrates various disciplines. Therefore, the learning experience is enriched by the diversity of the cohort. Unlike in a typical class, where each subject has a top student, the fact that BPros are a mix of various backgrounds means each participant feels like an expert, contributing to a common whole that is better than the sum of the individuals.”

~ Gamelihle Sibanda, Chief Technical Adviser
United Nations (ILO) and Advisory Group, South Africa

ARIZONA STATE UNIVERSITY

ACADEMIC CALENDAR

Master of Science in Biomimicry (BM)

REQUIRED*

501

Essentials of Biomimicry

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502

Life's Principles

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503

Biology Taught Functionally

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504

Biomimicry Thinking

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511

Biomimicry and Design

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512

Biomimicry and Engineering

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516

Biomimicry and Business

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517

Human-Nature Connection

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598

Biomimicry and Chemistry

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Topic: Biomimicry Ethos

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Topic: iSites

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Topic: Communicating Biomimicry

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Topic: Teaching Biomimicry

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598

Topic: Immersion**

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530

Virtual Design Lab Practicum

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580

Biomimicry Case Study Practicum

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BioBrainstorm Practicum

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Genius of Biome Practicum

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Biomimicry Portfolio

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591

Biomimicry Book Club

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595

Continuous Registration

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SPRING

SUMMER

FALL

2024

SPRING

SUMMER

FALL

2025

SPRING

SUMMER

FALL

2026

Fall/Spring Session A: first 7.5-week session

Fall/Spring Session B: second 7.5-week session

Fall/Spring Session C: full semester (15 weeks)

Summer Session A: first 6-week session

Summer Session B: second 6-week session

Enroll in Summer A; course dates span A + B

Summer Session C: 8-week session

CREATING LEADERS

Deciding to focus your career on biomimicry can be both exhilarating and daunting. BPro participants will likely find themselves undergoing significant professional and even personal transformations as they journey through the program. The BPro program has evolved to focus on professional leadership, ensuring students are prepared to advance themselves and their skills, and motivate and inspire others around biomimicry. Among many other components, the focus on leadership throughout the programs will help students refine decision-making, communication and conflict resolution skills, and help them lead high performing teams toward a shared goal.



“The leadership component of BPro helps to build people’s capacity to bring biomimicry into a range of different fields—as champions, ambassadors, and leaders. We work with the students to help them fully develop a sense of their own purpose in biomimicry, and express that in a clear vision for how they’ll integrate their experience into the larger ecosystem of their work.”

~ Toby Herzlich
BProfessional
Co-Instructor



MAKING AN IMPACT



2010 COHORT

Theresa Millard

Project Manager, Sustainability and Stewardship, Kohler Company, Wisconsin, USA
Founder, Biomimicry Iberia, Granada, Spain

At Kohler Company, Theresa focuses on new approaches within manufacturing, product development, sustainability, and CSR. She is the design thinking facilitator for the Kohler Design for Environment and Sustainability programming. She is also the creative force behind the Kohler Innovation for Good social innovation program that leverages the skills and passions of Kohler associates who want to see change in the world, and she leads the Kohler WasteLAB. Theresa believes taking a nature based abundant view of the world rather than a “lean” approach to waste streams can change how everyone looks at resources. She is the co-founder of Biomimicry Iberia, European Biomimicry Alliance, and a member of the Biomimicry Global Network Leaders.



2010 COHORT

Claire Janisch

Founder and Director of BiomimicrySA
Dargle, KZN, South Africa

As the Director of BiomimicrySA, Claire was responsible for strategic leadership in all the network, training, research, and project activities to enable biomimicry in South Africa. She identified and initiated biomimicry projects with local and international partners, most of which have had a focus on water/wastewater management and urban design. She ran education and training for students and professionals, including a year-long local biomimicry Learning Journey, and regular biomimicry expeditions on safari in southern Africa. BiomimicrySA is now 10 years old and smaller local networks are beginning to self-organise in the main centres of Gauteng and Cape Town.



2013 COHORT

Saskia van den Muijsenberg

Founder of BiomimicryNL
Utrecht, Netherlands

Saskia catalyzes innovation and change by enabling others to explore life’s design strategies to develop new ideas into real business opportunities. Through consulting, teaching, and storytelling, she proactively spreads the meme and practice of biomimicry across different disciplines and levels. She is involved in a number of innovation projects and is a PhD candidate at WUR/ Radboud University on biomimicry and circular economy (biologically inspired business model design—redesigning organizations to flourish in the circular economy). Saskia is also advisor to the European Commission on Climate action, environment, resource efficiency, and raw materials.



2013 COHORT

Sara El Sayed

Co-Director of Biomimicry Center, Assistant Research Professor
Tempe, Arizona, USA
Co-founder of Dayma, Nawaya, Clayola LLC, Egypt

Sara sees herself as mycelia absorbing and transferring nutrients to different aspects of her community. Currently, she’s increasing her knowledge and networks while getting grounded in academia to find ways to leverage more connections in her world that focus on food system sustainability.



2015 COHORT

Elisha Long

President, Caddis Adhesive Company
Boston, Massachusetts, USA

Elisha founded and runs Caddis, a biomimetic materials company focusing on developing a patent to bring a sustainable, non-toxic, adhesive alternative to market. Elisha is very interested in the practical application of nature’s genius and giving respect to the organisms that inspire creation.

MAKING AN IMPACT



2015 COHORT

Lisa Dokken
Biomimicry Lecturer
Senior Consultant, Summit Strategy Group, LLC
Senior Lecturer, The Earth Institute, Columbia University
Founder, Living Systems Thinking LLC
NYC, New York, USA

Lisa has been spreading the biomimicry meme even before she finished her Master of Science in biomimicry from Arizona State University by creating the first course in biomimicry at Columbia University’s Earth Institute in 2014. In spring 2018, she started teaching a specialized class for Master’s of Business Administration students at Bard College. In fall 2018, the New York Botanical Gardens has asked her to create a workshop on biomimicry. Lisa is creating and hosting small group biomimicry weekends up at her cabin in the Catskills and is working with a new organization called Geoversity to help bring biomimicry and nature-based learning to a group of entrepreneurs and innovators from around the world. She is currently scheming on a book with her marketing phenom husband on how to help the creative business world learn from nature.



2015 COHORT

Dr. Tamsin Woolley-Barker
Evolutionary Anthropologist, Biomimicry Consultant, and Author of *TEEMING: How Superorganisms Work to Build Infinite Wealth in a Finite World*
Dean, Geoversity School of Biocultural Leadership
San Diego, California, USA

Tamsin is a pioneering thought leader in biologically inspired organizational design, with deep expertise in evolution, ecology, and anthropology, and a special interest in superorganisms, decentralized intelligence, and emergent collaboration. She facilitates innovation for an array of Global 500 companies, from Google to Dassault Systèmes, Facebook, and Nexxworks, inspiring new approaches to materials and manufacturing, products and packaging, resilient cities, circular economies, business strategies, and organizational design. She writes regular biomimicry columns on both Inhabitat.com and Greenbiz.com, and speaks to a global audience—most recently at the United Nations and in Barbados—on bio-inspired innovation, regenerative design, organizational effectiveness, and resilience.



2015 COHORT

Denny Royal
Chief Design Officer, MentorMate
Minneapolis, Minnesota, USA

As a principal and Azul Seven’s Biomimicry and Design Practice leader, Denny Royal has grown and nurtured the organization’s human-centered design approach. Denny’s background in biomimicry, design research, customer experience, brand design, and technology allows him to help clients solve challenges from a holistic perspective. Denny has engaged with a wide variety of clients including extensive work in travel, financial services, education, and a recent focus on health and wellness and health care innovation.



2018 COHORT

Clare Mifflin
AIA, LEED AP, CPHD (Certified Passive House Designer)
Architect, Author of the *AIAANY Zero Waste Design Guidelines*
NYC, New York, USA

Clare led the development of the *AIAANY Zero Waste Design Guidelines* (ZWDG), launched in 2017 through a multidisciplinary process with over 100 collaborators. In her work developing the Guidelines, Clare used biomimicry to create a coherent vision as well as the strategies for system change. In 2018, Clare founded ThinkWoven, a consultancy focusing on weaving natural systems into the built environment and applying lessons from the dense diverse vitality of a mature ecosystem to a city’s systems.



2018 COHORT

Mehlika Ayla Kiser
Senior Scientist in Biomimicry, Johnson & Johnson
Val-de-Reuil, France

As Johnson & Johnson’s first resident expert in biomimicry, Ayla is working with the company’s numerous R&D teams to infuse biomimicry into their innovation approach and create biomimetic consumer products that are healthy, effective, and sustainable. Her ultimate goal is for everyone in Johnson & Johnson’s R&D department to start innovating or problem-solving by asking, “How does nature solve this challenge?”

PROGRAM TUITION AND FEES

Master of Science Through ASU Tuition

The online coursework portion of the program to secure a **Master of Science in biomimicry** from ASU costs \$872 per credit hour. At 30 total credits, the cost for this portion of the program is \$27,750 (with fees) spread across the duration of enrollment, with payment made directly to ASU.

Certified Biomimicry Professional Tuition

The in-person immersion sessions required for BPro certification cost an additional \$23,000 and include room and board at each of the six locations, ground transportation, tuition, and fees. Travel expenses to and from the in-person session meetup location (usually the airport), or any additional optional single room charges and personal incidentals are not included.

All in-person sessions are specifically designed to foster a group experience and as such we will not allow for students to arrange their own accommodations and meals in order to discount the cost of their session expenses. Expenses are non-negotiable.

Tuition (with fees) associated with the MS program through ASU: \$27,750 (USD)

+

Program fees associated with BPro program enrollment: \$23,000 (USD)

Total program costs: \$50,750 (USD)*

* Plus a total estimated travel expense of \$6,000 (varies for each person)

FINANCING

Lump Sum Payment | For those who are able to make a full up-front payment for the BPro program in November 2024, we are able to offer a 2% cash discount. Credit card payments do not apply.

Payment Plan | Program tuition, fees, and expenses are payable in installments throughout the course of the program. Whether or not you will require a payment plan will be discussed during your interview (if and when granted). Payment information will be further detailed in the enrollment form upon acceptance to the program.

SCHOLARSHIPS

ASU and Biomimicry 3.8 offer several merit and need-based scholarships for both MS students and those working toward BPro certification.

We offer a limited number of \$5,000 need-based scholarships for the BPro program portion. The scholarship application is included in the program application. Full information can be found at biomimicry.asu.edu.

ACCREDITATION

The online coursework portion required to participate in the BPro program is now accredited through ASU as a **Master of Science in biomimicry**. Graduation from our simultaneous enrollment in the MS program is required to earn the Certified Biomimicry Professional title.

APPLYING FOR THE PROGRAM

APPLICATION PROCESS

Application for the upcoming BPro cohort is open only to applicants who have successfully been admitted and enrolled to the MS program through ASU Online for the Fall 2024 semester, or are MS graduates.

Upon receiving and reviewing all applications, we will notify you of your status regardless of whether you have been selected for an interview. If you have not been selected for an interview, your notification will include recommended next steps. If you are selected for an interview, you will be directed to an online scheduling tool to schedule your telephone/online interview with Dr. Dayna Baumeister and Toby Herzlich.

After all interviews have been completed, we will send out final notification of program acceptance to the individuals who have been selected to participate. If you are not selected, you may be offered a wait list position. Please note, due to past experience and the expected number of applicants, the application process is very competitive.



I thought you'd like to hear the news! I've been promoted to report directly to our CEO of our Americas business. He will be counting on me to lead us towards Mission Zero, specifically using biomimicry as an innovation tool. Wow! I'd like to thank you for contributing to my success so deeply. I have learned much from you, in terms of the art and science of biomimicry, and also as a mentor. I am grateful for your guidance in cultivating my leadership.

~ Lindsay James
Project Manager, T. Cooper James & Associates, Inc.
Greensboro, North Carolina, USA



I was always looking for the highest standard. I think biomimicry is something that is very hopeful and the BPro program has been a very hopeful journey. One I wouldn't trade for anything else in the world.

~ Jane Toner
Architect, Founder, PhD Candidate
Sydney, Australia



The BPro program has been one of the best adventures of my life so far. The life-enhancing experience has allowed me to grow as a person, as a teacher, and as a biomimicry leader. It went beyond just Biomimicry Thinking, it provided a foundation for my self-discovery, overcoming mental challenges, discovering of my inner truth, and feeling excited for the future.

~ Michelle Fehler
Clinical Assistant Professor, ASU
Certified Biomimicry Professional (2016–2018)
Phoenix, Arizona, USA



BPro has helped me develop purpose and vision for the career turn it has instigated. I feel so much more inspired than I was before I took it, I have so much more potential to make meaningful change. I was hesitant to apply, to commit the time and money, but have not had a single regret.

~ Clare Mifflin
Executive Director of Center for Zero Waste Design
NYC, New York, USA

