

CERTIFIED BIOMIMICRY PROFESSIONAL PROGRAM

Program Overview



Certified Biomimicry Professionals



BIOMIMICRY 3.8



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 (2011-2013 cohort)**
Project Manager, T. Cooper James & Associates, Inc.
Greensboro, North Carolina, USA



The Biomimicry Professional Program amplified my Masters experience and my understanding of biomimicry exponentially. The collaboration amongst the cohort gives me a ready-made network of biomimics from around the world who I can call on to help me actualize my practice.

~ **Anne-Marie Daniels (2016-2018 cohort)**
CEO, NatureR&D
Victoria, Canada



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 (2016-2018 cohort)**
Clinical Assistant Professor, ASU
Phoenix, Arizona, USA



The Biomimicry Professional Certification Program has changed my life professionally and personally. I am leading the transformation of the interior design discipline, as applied to retail store designing, into an innovative regenerative thinking process that changes the way retail stores are designed, built, and operated, resulting in flourishing value for brands and customers.

~ **Flavia Bisi (2018-2021 cohort)**
Founder, Life Positive Design,
Berkeley, California, USA



“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 (ASU) 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
Director, ASU Biomimicry Center

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

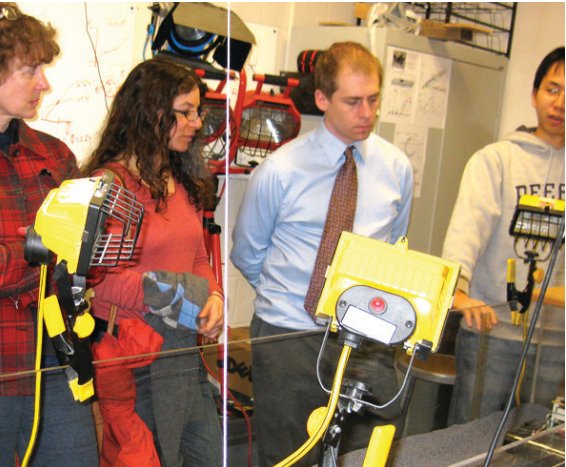


SERVE THE GROWING DEMAND

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. She created and leads Biomimicry 3.8's Certified Biomimicry Professional leadership program, and is a Professor of Practice and Director of Biomimicry Graduate Studies at ASU. 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 25 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
Biomimicry Specialist
Founder, Biomimicry for Social Innovation
Santa Fe, New Mexico, USA

Toby Herzlich is a leadership trainer, master facilitator, 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 will be Toby's fourth time supporting the cohort.

ASU FACULTY

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

JACQUES CHIRAZI, MS
Director of Student Entrepreneurship,
University of California San Diego
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
Biomimicry 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
Scientist, Philosopher, & Activist

ZEYNEP ARHON, MBA
Business Strategy & Marketing, Biomimicry 3.8
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 8-14, 2024



COASTAL MARSH & PINELANDS

South Carolina, USA

March 9-15, 2025



TEMPERATE RAINFOREST

Pacific Northwest, USA or Canada

August 2025



TROPICAL RAINFOREST

Tiputini, Ecuador

December 5-13, 2025



REDWOODS/ CONIFEROUS FOREST

California, USA

May 3-9, 2026



TROPICAL WETLAND & SAVANNAH

Pantanal, Brazil

August 12-19 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 (2013-2015 cohort)
Industrial Designer



I highly recommend this [program] for anyone who suspects that biomimicry is a path for humankind to learn to live sustainably... to 'fit' in here at home on planet Earth!

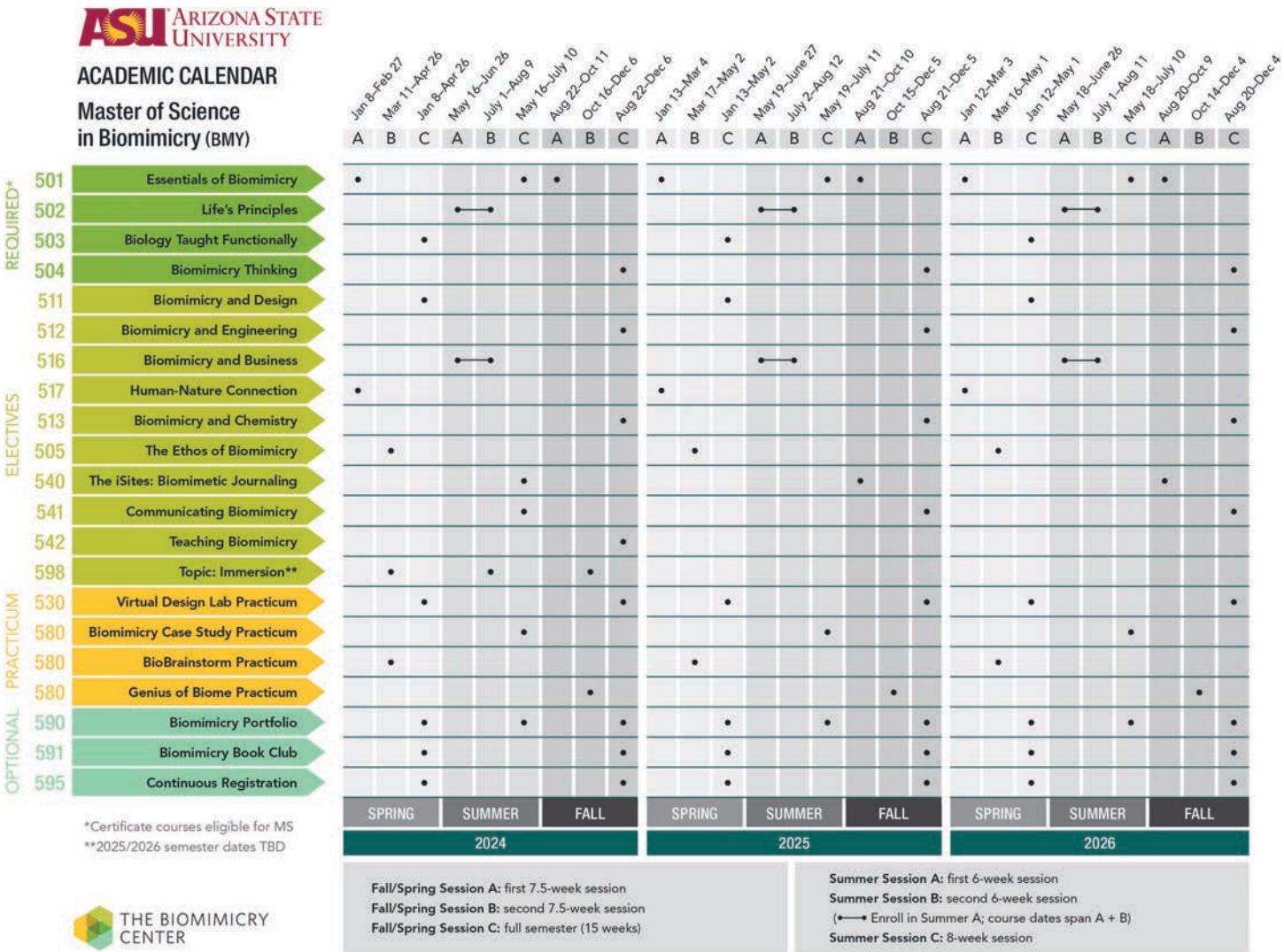
~ Juan Rovalo (2016-2018 cohort)
Senior Ecologist and Nature-Based Solutions Strategist, Jacobs

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 portion 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



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
BPro Co-Instructor



MAKING AN IMPACT



2008-2010
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.



2011-2013
COHORT

Saskia van den Muijsenberg

Founder of BiomimicryNL
Utrecht, Netherlands

Saskia is co-founder and Director of biomimicryNL with over 25 years of experience in marketing, change management, strategic innovation and biomimicry. With a variety of Fortune 500 companies, Saskia catalyzes innovation by enabling others to explore life’s design strategies to develop new ideas into real business opportunities and value models. As a vivid storyteller and systems thinker, she shares her passion for biomimicry and how learning from nature may help address the challenges our society faces today. Through presenting, training, research and consulting, Saskia proactively spreads the practice of biomimicry across various disciplines. Since 2010, Saskia has built a strong biomimicry network in the Netherlands and abroad, inspired thousands of individuals through talks, lectures and workshops around Europe, and worked with hundreds of organizations, governments, schools and universities.



2011-2013
COHORT

Sara El-Sayed

Director of the ASU Biomimicry Center; Assistant Research Professor at the Swette Center for Sustainable Food Systems
Tempe, Arizona, USA

As Director of the ASU Biomimicry Center, Sara is working on a new strategic plan for the Center. The plan includes strengthening relationships with affiliate faculty and collaborating on biomimetic projects in the focal areas of desert environments and circular economy. Sara co-founded three social enterprises in Egypt. Nawayya works to transition small-scale farmer communities into sustainable ones through research. Dayma does outdoor environmental education, learning about biomimicry and local culture. Clayola creates household low-tech irrigation solutions. She also has been a board member of Slow Food International since 2012.



2013-2015
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.

MAKING AN IMPACT



2013-2015
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.



2016-2018
COHORT

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

Clare led the development of the *AIANY 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.



2016-2018
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?"



2016-2018
COHORT

Dr. Anuj Jain
Principal Ecologist and Biomimic, bioSEA
Singapore

Dr. Anuj Jain founded bioSEA, an Ecology and Biomimicry Design consultancy, in Singapore in 2017. Anuj works with architects, urban planners, and designers to create landscapes that are good for nature and people through transformative ecological and biomimicry designs. His flagship projects range from creating the world's longest butterfly trail in Orchard Road Singapore to developing a biomimicry design toolkit for tropical building skins. Apart from bioSEA, Anuj is a National Geographic Explorer and the Founding Member of Biomimicry Singapore Network. He also consults with BirdLife International and teaches part-time at the National University of Singapore.



2018-2021
COHORT

Nathan Hays
Director and Founder, nuLUCA
Tuba City, Arizona, USA

Nathan has a design firm that focuses on research and consultation for sustainable solutions through biomimicry. He works in computational design where he models forms and processes from living systems translated into designs we can use—from efficient structures to nature-inspired algorithms that produce design configurations finely tuned to their environments. He uses computer simulations to better understand how these designs might perform and as part of their optimization or development processes.

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 need-based partial 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 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.

Become a Certified Biomimicry Professional

< **START HERE** >



“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



BIOMIMICRY 3.8

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