The Biomimicry Professional (BProfessional) Certification Program is a two-year, master’s level course designed to empower early adopters and innovators with life’s genius to make our world functionally indistinguishable from the natural world. Graduates from the program work toward innovative and sustainable solutions to the most pressing global challenges—such as the way we conduct business, design buildings and products, run governments, provide healthcare, and educate future generations—to become more well-adapted to life on earth.

The core purpose of the BProfessional Program is to educate and mobilize a community of professional biomimics around the world who will then bring life’s genius into the solution space for all industries. This transformative program reaches and resonates with individuals through the core values of biomimicry—the ethics of sustainability, the innovative emulation of the natural world, or reconnection with the natural world. The experience of the program then invites you to expand your paradigm to ultimately learn to embody and employ all three of the core values of biomimicry simultaneously.

Participation in the Biomimicry Professional Certification Program is an experience in and of itself, but it also yields incredibly valuable outcomes for its graduates. In addition to the core competencies and content provided through the program, over the course of two highly engaged and intense years program participants will:

- Experience the Genius of Place in seven unique ecosystems around the world
- Develop a compelling vision for their role in the world’s sustainable transformation
- Delve deeply into personal development, specifically focused on their core assets, in order to grow individually and thereby into more effective leaders
- Establish lifelong tightly-knit relationships with the diverse members of their cohort from around the world
- Embark on a transformative journey that shifts their perspective towards leadership in ushering in a world fostered and empowered by nature’s genius
Upon completion of the program, participants credentialed through this Biomimicry Professional Certification Program will be primed to not only establish and advance a career in biomimicry, but also drive real positive change in the world. As enablers of biomimicry, Certified Biomimicry Professionals are equipped to:

**DIRECTLY ACCESS INSPIRATION FROM NATURE**

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
- Facilitate biologically-inspired design solutions on-site
- Share compelling visions for sustainable innovation
- Leverage change as “trim tab” leaders (as envisioned by Buckminster Fuller).

**INNOVATE WITH 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
- Effecting global positive change through biomimicry leadership.

**SERVE THE GROWING DEMAND FOR DEVELOPING 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:

- Propagating biomimicry philosophy, methodology, and Life’s Principles

**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

OVERVIEW | The BIOMIMICRY Professional Certification Program is designed to be as rigorous as you would complete for a master’s degree. It is comprised of online learning modules as well as seven face-to-face intensive learning sessions. In addition to the on-site sessions, participants should plan on spending a minimum of 6-10 hours each week for the course.

The program is comprised of 20 participants, including five each from the diverse but complementary fields of design, business, biology, and engineering. Five instructors will guide the program both online and in-person. Led by Dr. Dayna Baumeister, the program will receive customized instruction from professionals in design, biology, business and engineering.

[More information on 2012 Biomimicry Professional Program instructors coming soon.]

Although this academically rigorous and highly regarded program is not currently accredited, we are seeking accreditation opportunities that are appropriately aligned with the vision and mission of the program as well as the professional needs of its participants.

IN-PERSON SESSIONS | A key characteristic of a biomimicry leader is the ability to interpret and connect with nature and complex ecosystems. Over the course of the two years, you would study the awe-inspiring genius of place during seven different one-week sessions hands-on in unique ecologies around the world.

Specific in-person session dates and locations are arranged by Biomimicry 3.8 program managers. Please see the tentative program schedule included herein (subject to change.) Tentative session sites include three or four North America-based unique ecosystems as well as sites in Europe, South Africa, and Costa Rica.

Key topics and primary learning objectives for each in-person session include:

- Biomimicry Methodology
- Reconnecting with Nature
- Presentation Skills
- Facilitation Skills
- Group Communication Skills
- Personal and Professional Development Support
- Life’s Principles
- Systems Thinking
- Enabling Technologies
- Current Biomimicry Applications

ONLINE COURSEWORK | Each of the following courses are taught in a synchronous online format, a type of distance learning experience in which the student and teacher participate in various educational activities at the same time, regardless of their physical location.

Although live lectures will be an element of course, all lectures will be recorded for accessing at a later time if you are for any reason unable to attend. Because our participants span a wide multitude of time zones, course scheduling is designed to provide optimal timing for everyone for at least some of the courses.

The program commences with a focused study of Life’s Principles and segues into an integrated course curriculum with topics of the online coursework arranged by the biomimicry approach. This approach blends the focus areas of Biomimicry: Integrating Biology to Design.
PROGRAM FORMAT

(IBD), Biology Taught Functionally, Biomimicry and Design, Biomimicry and Engineering, and Biomimicry and Business over the two years helping foster the interdisciplinary approach of biomimicry. Your instructors work together to deliver their specific content in concert within the phases of the biomimicry methodology.

As such, while there will be only one lecture and discussion with complementary assignments per week, you and your fellow participants will be taking all online courses in parallel with all content focused on the following biomimetic design sequence:

• Scoping
• Discovering and Creating
• Creating and Evaluating
• Analysis and Synthesis
• Systems Synthesis

Course activities, assignments, reading requirements, and both group and individual work will vary at the discretion of the course instructors who design the course to make the material as accessible and valuable to your program experience as possible. Please be aware that your program’s actual schedules and flows may change as specific logistics are confirmed.

PRACTICUM PROJECTS | Interdisciplinary teams of students (biologist, engineer, designer, and business person) will work together on an 18-month practicum project resulting in the creation of a new biomimetic product, process, or system. Teams are formed based on topic preferences of individual students as well as team distributions and dynamics. The projects are self-directed by the team and span multiple in-person sessions. Outside mentorship is coordinated by the instructors and draws on the Biomimicry 3.8’s extensive professional network worldwide.

COCOON GROUPS | Deciding to focus your career on biomimicry can be both exhilarating and daunting. BProfessional participants will likely find themselves undergoing significant professional and even personal transformations as they journey through the program. Cocoon groups are formed to provide an open and safe space to reflect on the experience of the program and discuss goals.

The cocoon groups consist of small groups aided by a program instructor. The program instructors will serve as a resource to their cocoon group drawing from their experience having gone through this transformative program themselves. The cocoon group members will also serve as a close peer network to provide active listening and feedback in a confidential setting.

The primary objectives of the cocoon groups allow students to:

• Provide space to recognize, observe, and reflect on their individual program experiences
• Take a complete look at their current state, including their assumptions and perceptions about their work, themselves, and their peers
• Set relevant and realistic program goals, based on their own nature and needs
• Learn by continuing to reflect on their actions and sharing feedback with others along the way.
**ONLINE FOCUS AREAS**

**Life’s Principles**
With instruction by Dr. Dayna Baumeister, this 12-week course takes participants on a deep dive of Life’s Principles. It includes the review and study of life’s operating conditions, the six primary principles, and their related sub-principles. This course gives participants the experience necessary to bring these design guidelines into practice. The study of Life’s Principles is integrated into the in-person sessions with in-depth practice and study complemented by the online sessions.

**Biomimicry: IBD**
Reviews how biology can be incorporated into the four major phases of any design process: scoping, discovering, creating, and evaluating. It also introduces the art of translating biological concepts into strategies for application, which is then carried throughout all the courses and building a taxonomy.

**Biomimicry & Design**
Focuses on what it means to be a designer: considerations that go into design, basic design processes, brainstorming techniques, elements of the design system, and more. You will learn how to integrate biomimicry into design and bring nature’s genius to the design table. Designers in the cohort will acquire a new biomimicry-based design skill set as well as act as mentors for their interdisciplinary team and teaching assistants.

**Biomimicry & Engineering**
This course focuses on the basic engineering design process, methods for brainstorming, how engineers solve problems, the role of engineering in design, and more. Woven into your learning about engineering with biomimicry is how to integrate biomimicry into an engineer’s process and how to communicate biomimicry with engineers. Engineers in the cohort will also acquire a new biomimicry-based engineering skill set and act as mentors to their interdisciplinary team and teaching assistants.

**Biology Taught Functionally**
Looks at biology through the lens of function and provides a core understanding in biology for all students. It explores how biologists gather and research information and how that knowledge can inform other disciplines.

**Biomimicry & Business**
This course focuses on basic business practices and terminology, what considerations go into a successful business plan, the fundamentals of business design and decision-making, intellectual property issues, and more. Woven into your learning about doing business with biomimicry is how to communicate biomimicry clearly and compellingly to an audience of businesspeople, many of whom will be unfamiliar with the discipline. Businesspeople in this cohort will acquire a new biomimicry-based business skill set as well as act as mentors for their interdisciplinary team and teaching assistants.
# Tentative Program Schedule

## Windows for In-Person Week-long Sessions
(Subject to change +/- week pending confirmation of logistics)

<table>
<thead>
<tr>
<th>Pacific Northwest</th>
<th>Sonoran Desert</th>
<th>Montane Forest</th>
<th>Temperate Deciduous Forest</th>
<th>Mediterranean Shrub</th>
<th>Prairie Grasslands</th>
<th>Tropical Rainforest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific Northwest, USA</td>
<td>Arizona, USA</td>
<td>Montana, USA</td>
<td>Eastern North America or Europe</td>
<td>South Africa</td>
<td>Great Plains, USA</td>
<td>Costa Rica</td>
</tr>
</tbody>
</table>

## Online Coursework

<table>
<thead>
<tr>
<th>Life's Principles</th>
<th>IBD* (Scoping)</th>
<th>IBD* (Discovering and Creating)</th>
<th>IBD* (Creating and Evaluating)</th>
<th>IBD* (Analysis and Synthesis)</th>
<th>Biomimicry Synthesis</th>
</tr>
</thead>
</table>
| * Integrating Biology into Design
**PROGRAM TOOLS AND RESOURCES**

**MOODLE AND EMAIL** | Distance learning is supported by Moodle, an advanced online learning management system that houses all coursework, including live and recorded lectures, reference material, and assignments, discussion forums, biomimicry tools and resources, and programmatic logistical resources. Participants are also provided an email address in association with the program.

**THE BIOMIMICRY RESOURCE HANDBOOK** | The primary program textbook for the Professional Program is The Biomimicry Resource Handbook: A Seed Bank of Knowledge and Best Practices (2010), which will be distributed to participants during the first in-person session.

The Biomimicry Resource Handbook is a compilation of a decade of knowledge, methods, and core biomimicry concepts condensed into a useful how-to guide. It contains the latest thinking and examples of biology integrated into design, guidance on how to present case studies, and extensive reference materials on the fundamental biomimicry categories of Life’s Principles and the biomimicry approach.

The text is supplemented with a glossary and references, and is personalized with quotes, helpful tips, and contact information. The Biomimicry Resource Handbook contains over 200 pages of information and is continuously expanding as professionals and students alike help to expand it year over year.

**MY PATHWAY: IN-PERSON SESSION WORKBOOKS** | The Biomimicry Resource Handbook includes a section titled “My Pathway.” This section will be populated with a workbook of handouts, worksheets, and resources delivered at each in-person session relative to each session’s agenda.

**COURSEWORK TEXTS** | Program instructors may require or otherwise make option additional coursework texts in support of the program’s topics and learning goals. Note: Any additional coursework texts designated as “required” by your instructors will not exceed $200 USD in purchasing costs.

**BIOMIMICRY 3.8 NETWORK** | The ultimate goal of Biomimicry 3.8 is to train, connect, and equip a global network of biomimicry leaders who will transform the world by emulating nature’s designs and core principles. The infrastructure to support this network is developing alongside the manifestation of this vision and Certified Biomimicry Professionals will not only have access to, but also be critical contributing members of this global network and key influencers for how the network takes shape.
**PROGRAM TUITION AND FEES**

**TUITION AND FEES** | Program tuition and fees include instruction, online technology fees, workshop materials, and in-person session costs (shared room, meals, local travel, and entrance fees). The tuition and fees do not include books (estimated to be less than $200 total), travel expenses to and from the in-person session meet-up location (usually the airport), or any additional optional single room charges and incidentals.

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.

Expenses associated with in-person session as described above: $6,650 (USD) +

Tuition and fees associated with enrollment as described above: $25,350 (USD)

Total program tuition and fees: $32,000 (USD)

**FINANCING** |

**Lump Sum Payment**
For those who are able to make a lump sum upfront payment, we are able to offer a 2% cash discount. Credit card payments do not apply.

**Payment Plan**
Recognizing that few are able to pay the tuition and fees in an upfront lump sum, the program tuition is payable in installments throughout the course of the program. Whether you will require a payment plan will be discussed during your interview if and when granted, and further detailed in the program enrollment form upon acceptance to the program.

**SCHOLARSHIPS** | We are working hard to make the program accessible to the brightest early adopters, innovators, and change agents that are going to help us empower the world with nature’s genius. As such, we aspire to be able to offer scholarships to accepted applicants that qualify for financial aid. Scholarships, if available, will be awarded on a case-by-case basis to those who have demonstrated sufficient economic need or financial hardship along with exceptional merit in alignment with the mission of Biomimicry 3.8. There are no guarantees for scholarships at the present moment. No scholarship will be greater than 50% of the tuition and fees.
APPLYING FOR THE PROGRAM

APPLY NOW | Please complete your application and submit by March 2, 2012. The application fee of $75 (USD) must be paid at the time of submitting your application. Instructions for payment are included with application. If you completed a 2012 Biomimicry Specialty (BSpecialty) Certification Program application and based on your “pre-review” have decided to apply for the BProfessional Certification Program, you need to pay only the difference of $50.

APPLICATION PROCESS | 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 have been selected for an interview, you will be directed to an online scheduling tool to schedule your telephone/online interview with Dr. Dayna Baumeister.

After all interviews have been completed, we will send out final notification of program acceptance to the 20 individuals that have been selected to participate. If you are not selected, you may be offered a waitlist position in the case that a program seat opens up.

Please note, due to past experience and the expected number of applicants, the application process is very competitive.

APPLICATION SCHEDULE |

Application period opens
November 18, 2011

Applications due
March 2, 2012

Selected requests for interviews sent
March 30, 2012

Notification of program acceptance
June 15, 2012

Cohort finalized
July 30, 2012

START YOUR APPLICATION.