



## Inspired by Nature

Royal Botanic Gardens, Kew

25 May 2010



# Nature's Principles for Business

## A business shaped by nature adapts and evolves by:

- Being locally attuned and responsive
  - Using constant feedback loops
  - Being resourceful and opportunistic
- Running on cyclic processes
- Being resilient
  - Being decentralized and distributed
  - Incorporating redundancy
  - Incorporating and leveraging diversity



## A business shaped by nature creates conditions conducive to life and to business by:

- Optimizing rather than maximizing
  - Using multi-functional design
  - Fitting form to function
- Being interdependent
  - Recycling all materials
  - Allowing and leveraging self organization
- Using benign manufacturing
  - Using life-friendly materials
  - Using water-based chemistry
  - Using self-assembly



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## BCI: Biomimicry for Creative Innovation

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