

Planet Hero!

Janine Benyus



People and Planet

American biologist and author!

Janine has always been a 'nature nerd', curious about anything and everything! She became an author in the 1990s and took a job writing wilderness guides. While travelling, she began to closely observe animals and made records of all the adaptations that helped them survive in the wild.

Over time, Janine wondered how these lessons from nature might be applied to solve human problems. She gathered examples in a notebook, then a folder, then a file cabinet, and finally, in 1997, she published them all in a book named *Biomimicry: Innovation Inspired by Nature*.

Soon, Janine was receiving calls from companies asking her how they could



Humpback whale fins inspired efficient wind turbines!

use nature to create technological solutions. So, in 1998, she began a consulting firm named The Biomimicry Guild, which helped scientists, engineers, architects, and other innovators use ideas from nature to create eco-friendly products, like Air Carbon, a type of plastic made by converting greenhouse gases into material!

Did you know?

- Janine was born in **New Jersey, USA**, in **1958**, and went on to study **natural resource management** and **English Literature** at **Rutgers University**.
- Amazingly, Janine's organisations have worked with more than **250 clients**, including Kohler, Nike, Levi's, and Colgate-Palmolive!
- In **2006**, Janine developed a database called '**Ask Nature**', where visitors can find out more about how animals can **inspire technology!**

FUN FACT!

Janine loves to **teach** people about nature. She believes that the more people **learn** about the world's amazing animals and **wild places**, the more they will want to **protect** them!

Superfast bullet trains were inspired by kingfisher beaks!



FUN FACT!

Biomimicry is the science of **solving human problems** by creating processes, products, or designs that are **inspired by nature!**