

Bioinspiration in Business and Management

Innovating for Sustainability

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Abstract

Many organizations have found themselves well advanced in their sustainability strategies and reaching the limits of progress made through eco-efficiency measures and regulatory compliance. Looking for novel approaches and solutions, many managers are turning to bioinspiration and related fields such as biomimicry, nature-inspired innovation, circular economy, and cradle to cradle as tools for sustainability-oriented innovation. This innovation paradigm has been gaining popularity across disciplines in recent decades as the world grapples with the challenge of sustainable development. This book offers a succinct guide and overview for managers and sustainability professionals who are interested in exploring various aspects of business inspired by nature. With applicability ranging from technological, organizational, and system-building innovations, there is a broad realm of possibilities that suit a manager's scope of influence regardless of their position within the organization. This book aims to exhibit the applications of business inspired by nature that extend beyond the boundaries of the organization and encourage open innovation with novel partners in unlikely scenarios, with all partners aligned by the principles of natural systems.

Keywords

biomimicry, bioinspired, bioinspiration, biomimetics, circular economy, cradle to cradle, corporate sustainability, eco-innovation, green innovation, human-nature relationship, industrial ecology, learning from nature, nature inspired, sustainability, sustainable innovation, sustainability-oriented innovation

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