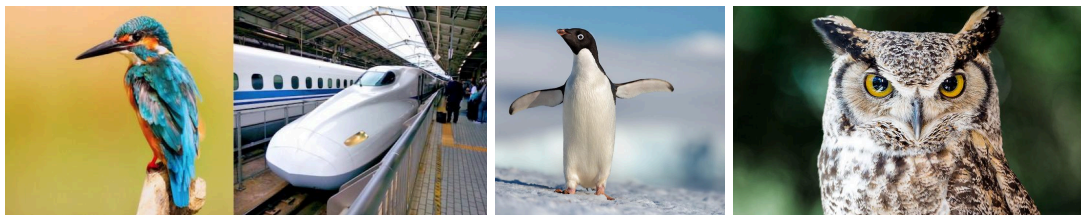


Biomimicry

Biomimicry Defined: the design and production of materials, structures, and systems that are modeled on biological entities and processes.

Example: Japan's train went really fast but when it came out of a tunnel, it was way too loud.

- This was a problem in residential areas
- The reason it did this is because air would get compressed and shoot out when the train came out of the tunnel
- To fix this, they went to change the design of the train with designs like the beaks of birds, belly of a penguin, and owl feathers. These animals defined how the new train would look.



Triple Bottom Line

Triple Bottom Line Defined: In economics, the triple bottom line (TBL) maintains that companies should commit to focusing as much on social and environmental concerns as they do on profits. TBL theory posits that instead of one bottom line, there should be three: **profit, people, and the planet**.

Example: Sustainability+Business

- ☐ Elkington introduced the sustainability concept.
- ☐ There are three different concepts that companies should focus on instead of just profit and the positive impacts for society.
 - ☐ Economic
 - ☐ Social
 - ☐ Environmental
- ☐ This concept focuses on the people, the planet and profit.

