

2025 Annual Report

BIOMIMICRY INSTITUTE

A Message from Our CEO, Amanda Sturgeon

Dear Friends and Supporters,

2025 marked the first year of our new ten-year strategy, a bold commitment to place nature's intelligence at the center of how we make decisions and shape the world around us.

We launched AskNature Chat, answering a long-standing call for easier access to biological wisdom. In a moment when AI raises real questions, we believe the world needs a credible, science-grounded tool that invites people to ask better questions and connect with nature's strategies in a personal way. It will continue to evolve as we learn more about the role AI will play in our future.

We convened our inaugural Co-Lab on Buildings, Cities & Infrastructure, bringing together leading thinkers each month to accelerate the building sector toward Nature Positive norms. This work was a personal highlight of my year, and we look forward to sharing its outcomes in 2026.

We opened AskNature Learning, a new series of interactive courses that help people apply nature's lessons to their own work alongside a cohort of fellow learners. We plan to expand our course offerings in 2026. Meanwhile, Nature of Fashion built strong momentum, with a powerful new narrative campaign launching early in the new year.

Our partnerships grew in both number and depth. Collaborations with Atmos, ReTV, Earthsot Prize, IKEA Action Speaks,Circle Economy, The Or Foundation, Beneficial Design Institute, Transition Network, and others. We are also grateful for our sister orgainzations: Biomimicry 3.8, The Biomimicry Center at ASU, and Biomimicry for Social Innovation. We cannot do this work alone, and we are grateful for every ally on this path.

People from around the world joined AskNature Hive conversations and lit clubs, forming new connections with one another. The Ray of Hope Accelerator drew its largest applicant pool ever, and AskNature expanded to include bioregional content. We also brought our message to global stages, including New York and London Climate Weeks and Bioneers, where Janine delivered a powerful keynote.

None of this would be possible without you. Your support fuels every step forward.

As we enter 2026, the challenges facing people and the planet feel heavier than ever. Yet nature continues to offer hope. A future where humans and nature thrive together is not only possible; it is already emerging. Thank you for helping it grow.



With gratitude,
Amanda Sturgeon, CEO

Introducing AskNature Chat

In 2025, The Biomimicry Institute launched AskNature Chat, a new AI-powered tool that makes nature's wisdom easier to access than ever before. For years, our community asked for a simpler way to explore biological strategies. AskNature Chat answers that call, inviting anyone to ask, "How would nature solve this?" and receive thoughtful, science-grounded responses drawn from AskNature's trusted library. Try AskNature Chat here.

We unveiled AskNature Chat during New York Climate Week, at COOKFOX Architects. Amanda Sturgeon introduced the tool and demonstrated how it can help designers, engineers, educators, and innovators discover nature-inspired solutions to their toughest challenges.

As AI rapidly reshapes how people find and use information, we believe it is essential to have a credible, credentialed resource that frames the conversation around learning from nature. AskNature Chat represents a new kind of relationship between people and nature's genius: personal, immediate, and open to all. It will continue to evolve as we learn more about the role AI will play in our future, and we are excited to see how our global community puts it to work.



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Sharing Nature's Genius on New Platforms

In 2025, biomimicry reached new audiences through storytelling partnerships with leading climate and sustainability media. Atmos explored how buildings can breathe like termite mounds, One Earth introduced its readers to the power of learning from nature, and Re:TV spotlighted our Nature of Fashion initiative and its vision for transforming textile waste.

Together, these stories carried nature-inspired solutions far beyond our own channels, inviting new communities to see the living world as a source of answers to our greatest challenges.

AskNature Learning: A New Way to Learn from Nature

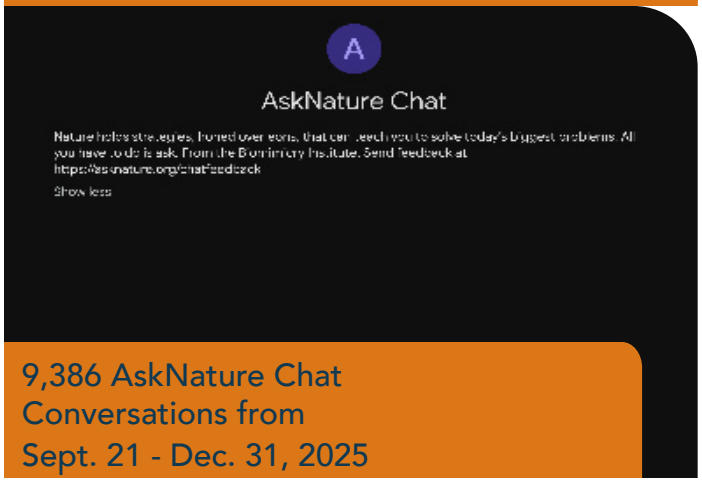
This year, we opened the doors to AskNature Learning, a new series of interactive courses designed to help people apply nature's wisdom to their work, projects, and practice. Our courses bring the content of AskNature and our programs to life in a hands-on, engaging format.

Each course brings learners together in a cohort, creating space to dig deeper, exchange ideas, and build lasting connections with others who share a passion for nature-inspired solutions. With strong interest in our first offerings, we plan to expand AskNature Learning in 2026.

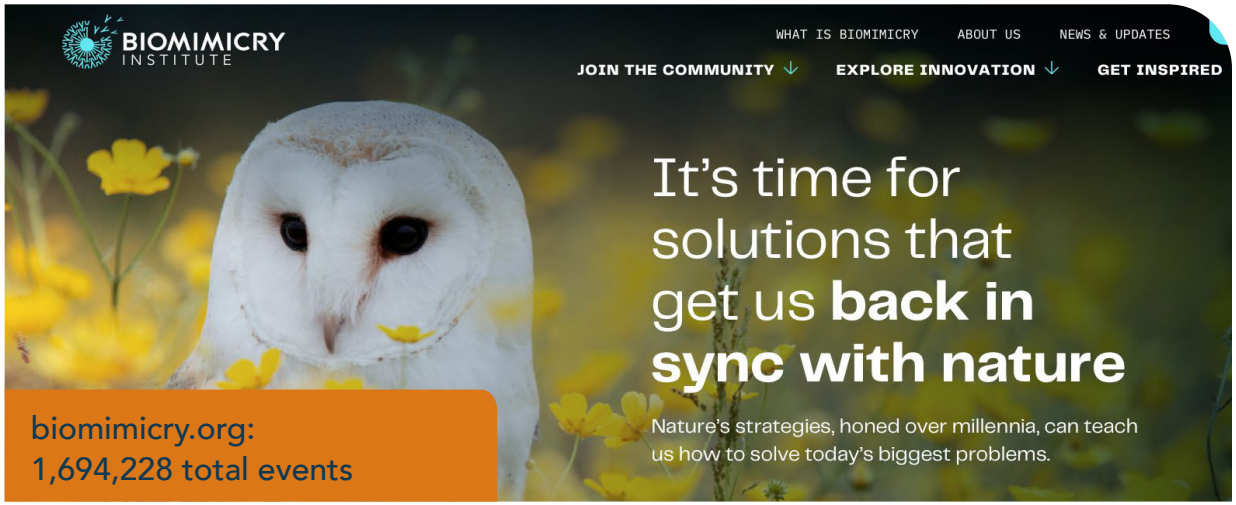
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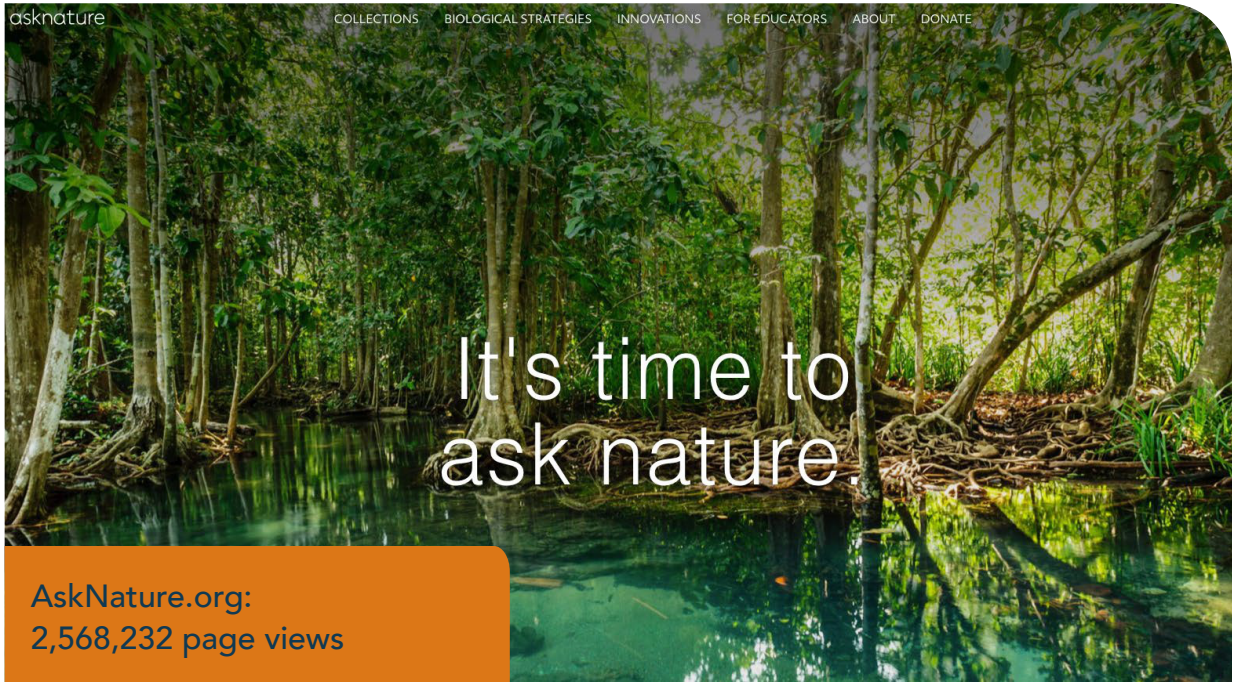
Nature of Fashion Report Post:
79,102 views across Instagram and LinkedIn



9,386 AskNature Chat
Conversations from
Sept. 21 - Dec. 31, 2025



biomimicry.org:
1,694,228 total events



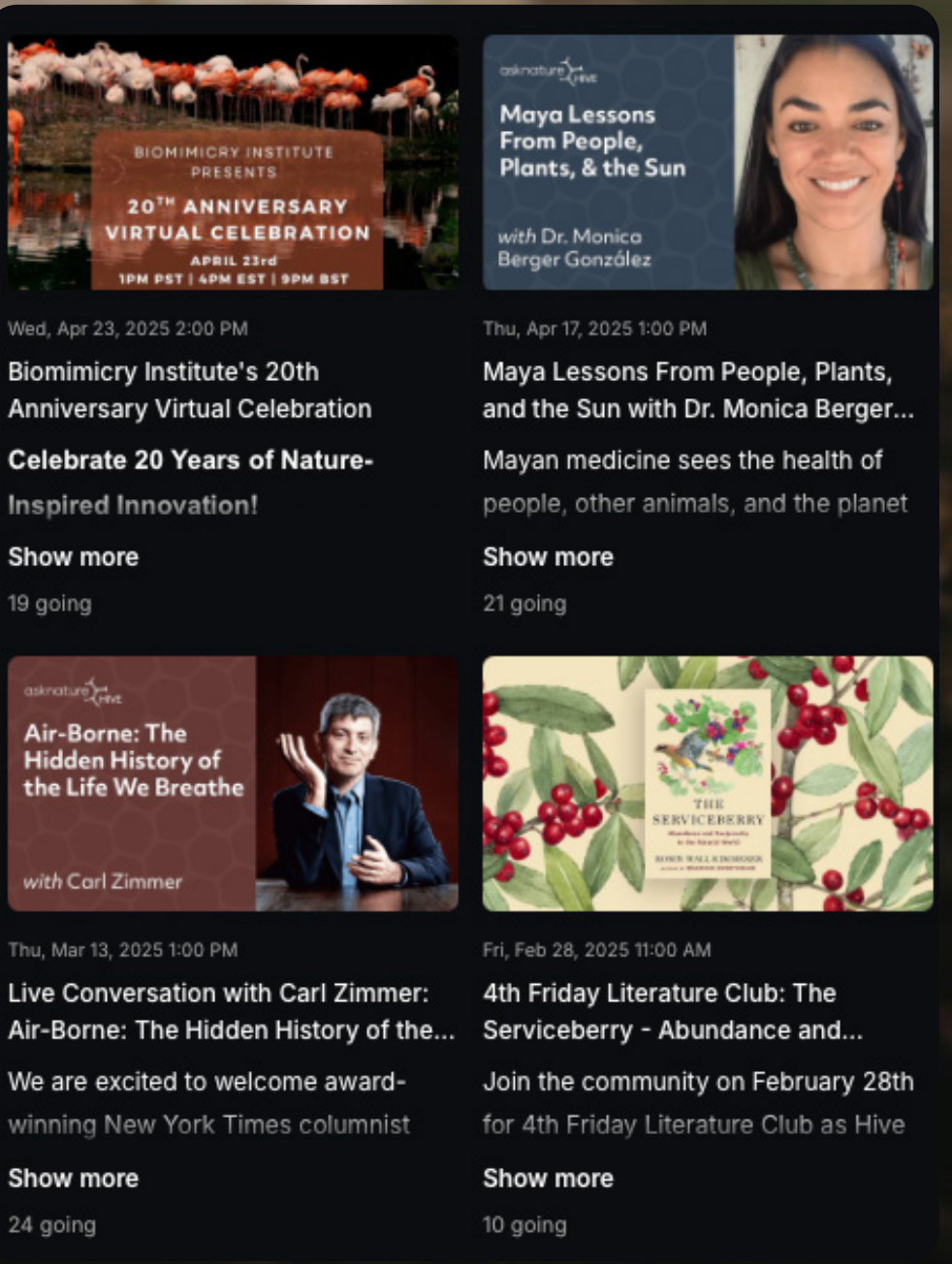
AskNature.org:
2,568,232 page views

AskNature: Community, Connection, and Innovation

2025 was a year of growth for AskNature, as the community and platform we built in 2024 came fully to life. The AskNature Hive flourished in its first full year, becoming a vibrant space for connection and learning. We continued to expand AskNature's reach and depth, publishing new pages and growing our collection of bioregional content that reveals the wisdom embedded in Earth's diverse places. Building on our early experiments with AI, we launched AskNature Chat, a credible, science-grounded tool that makes nature's strategies easier to discover than ever. And with the launch of AskNature Learning, we created new ways for people to explore biomimicry together through interactive, cohort-based courses.

The AskNature Hive Takes Flight

In its first full year, the AskNature Hive grew into a thriving hub for anyone curious about or engaged with biomimicry. Across 36 live events, including conversations and lit clubs, members connected with practitioners, thought leaders, and one another. With 289 new members joining in 2025, the Hive continues to prove that we can go farther and do more together.



Innovation: Advancing Nature-Inspired Solutions

2025 was a year of momentum for our innovation programs. The Ray of Hope Accelerator drew its largest applicant pool ever, a clear sign that nature-inspired entrepreneurship is gaining ground around the world. At the same time, Nature of Fashion moved from vision to action, partnering with organizations across three continents to explore how textile waste can be transformed into materials nature recognizes. Together, these programs show how biomimicry can move from inspiration to real-world impact.



Ray of Hope Accelerator

In 2025, the Ray of Hope Accelerator welcomed 10 nature-inspired startups into its cohort, selected from the largest pool of applicants in the program's history. Each received $15K in non-dilutive funding, along with mentorship, community, and tools to grow their impact.

Our growing network of founders, mentors, investors, and alumni continues to prove that nature holds answers to some of our most pressing challenges.

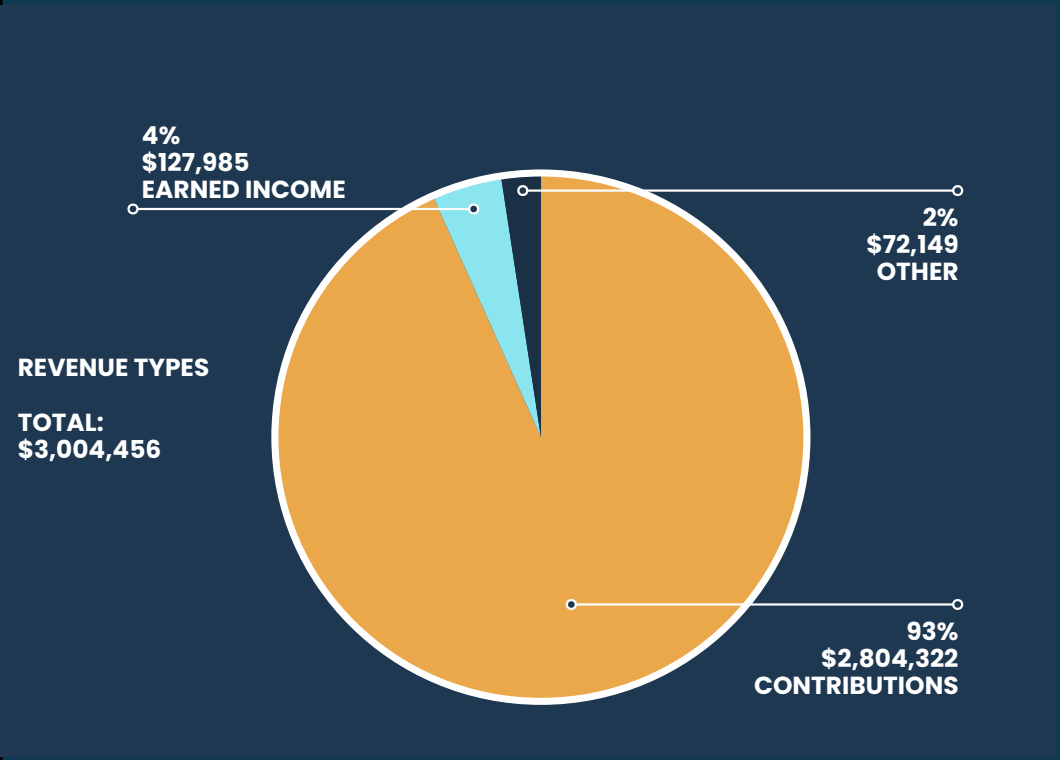
Nature of Fashion

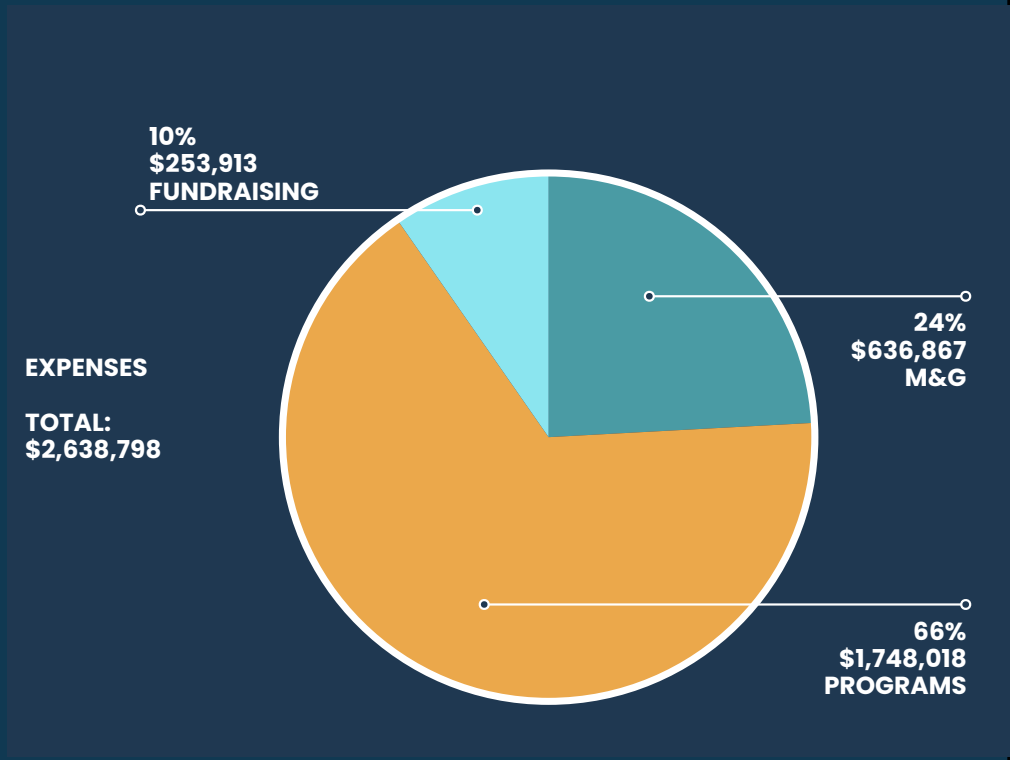
Nature of Fashion gained strong momentum in 2025 as we worked alongside pilot partners Circle Economy in the Netherlands, Beneficial Design Institute in Germany, and The Or Foundation in Ghana. Each pilot explores a different approach to breaking down textile waste, rooted in the needs and knowledge of its place. Together, they are laying the groundwork for a fashion system that returns materials safely to the Earth, with a powerful narrative campaign set to launch in early 2026.



2025 Financials

Revenue: $3,004,456
Expenses: $2,638,798





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Board:

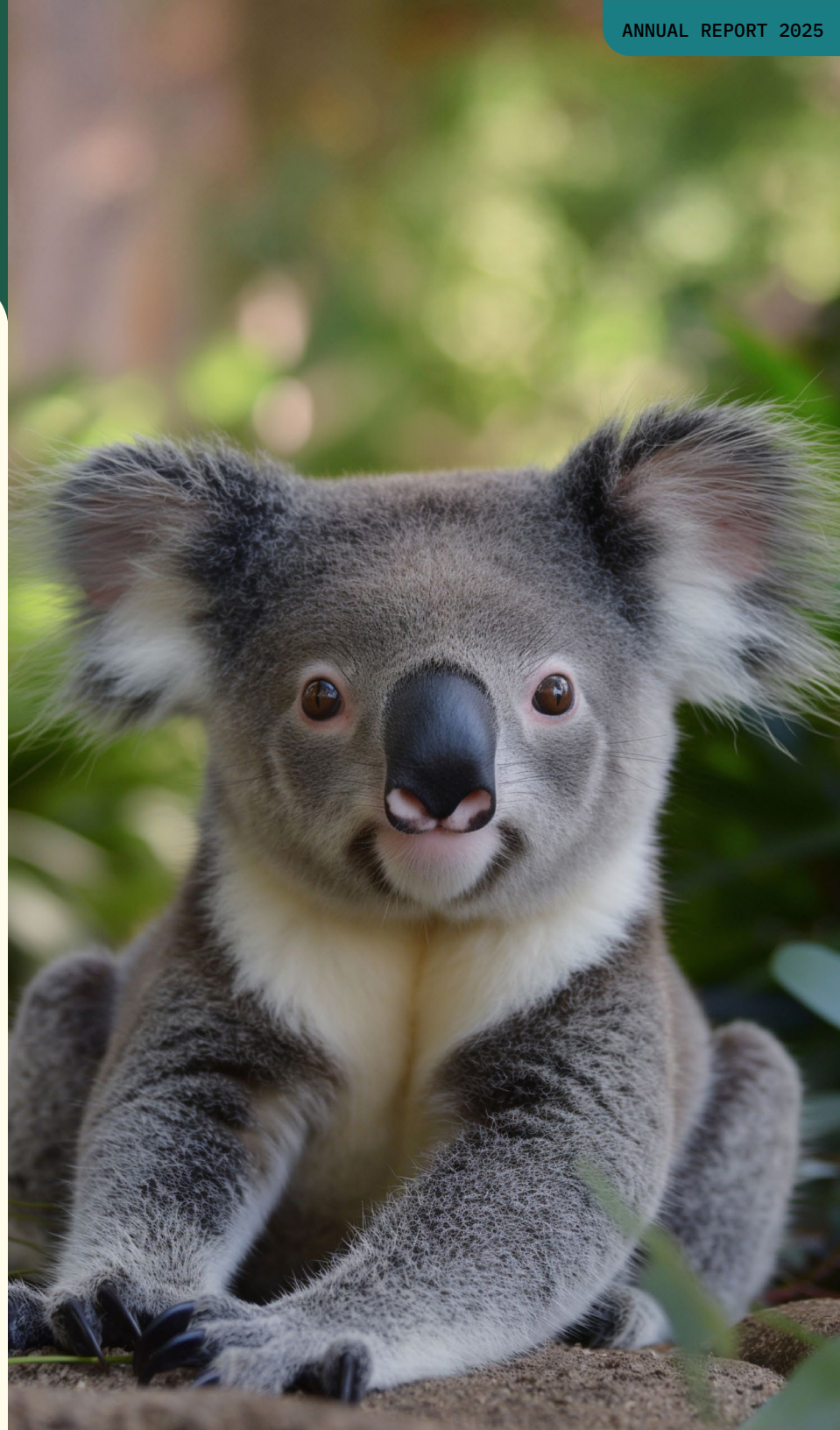
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Charity May
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