

## Scott Edmondson

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**From:** The Buckminster Fuller Institute [contact@bfi.org]  
**Sent:** Friday, May 04, 2012 12:05 PM  
**To:** scott-e22@earthlink.net  
**Subject:** 2012 Buckminster Fuller Challenge Finalists Announced



**May 4, 2012 NEW YORK CITY** —The Buckminster Fuller Institute ([BFI](#)) is proud to announce the winners of the 2012 Buckminster Fuller Challenge, each providing a workable solution and whole systems approach to the world's most pressing challenges.

The Buckminster Fuller Challenge, named "Socially-Responsible Design's Highest Award" is a global competition recognizing bold, visionary, tangible initiatives that take a comprehensive, anti-siloed approach to advance human well being and the health of our planet's ecosystems. Among other criteria, an initiative, whether it is able to withstand rigorous empirical testing, its ability to not only solve a problem but also its ability to scale and adapt to a broad range of conditions.

### **2012 Buckminster Fuller Challenge Finalists Are:**

- [Eco-Fuel Africa Limited](#), a budding enterprise led by a dynamic Ugandan entrepreneur, is applying innovative technologies to address multiple critical social and environmental problems, boosting economic growth, sequestering CO<sub>2</sub>, reducing indoor air pollution, enhancing the fertility of depleted farmland, and improving the health and wellbeing of the community.
- [Future of Fish](#), applies rigorous design thinking with a comprehensive systems view to address a crisis that threatens the world's wild marine fisheries with collapse, and addresses complex systems challenges.
- [The Living Building Challenge](#), launched by a pioneer in green architecture, is a philanthropic initiative setting the highest standard of environmental performance in buildings, reframing how we live and work in ecosystems.

- [The Water Retention Landscape of Tamera](#), combines a profound spiritual connection to the degree of creativity and innovation to shape a landscape that maximizes the retention of rain. Biodiversity, food production, and human wellbeing are all harmoniously enhanced.
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The finalists represent a pool of top entries that hail from architecture, non-profit organizations, entrepreneurs, architects, and seasoned comprehensive designers. The projects have undergone entry [criteria](#) and interviews with the individual or team behind the strategy. They were advanced to the world that were then narrowed down to 18 semi-finalists. A panel of 9 distinguished [jurors](#)—design and sustainability, met for intense and lively deliberations to select the finalists.

"It is phenomenally important what BFI is doing, and it was really, absolutely fascinating to learn. It is incredibly encouraging to see this comprehensive design science thinking showing up in the applications from them!"

Kenny Ausubel,

The Challenge winner will be announced during a day event with Cooper Union Institute for Sustainable Design in New York City. The event will feature presentations by the finalists, a panel discussion, a tour, and a ceremony with keynote speaker [John Todd](#). Special guests [Kenny Ausubel](#), Co-CEO & Founder of [The Harrison Studio](#), leading pioneers of the eco-art movement, and Janice Perlman, Founder of [The Project](#), will participate in a panel discussion.

For more information on the 2012 Buckminster Fuller Challenge Award Ceremony events, email [challenge@bfi.org](#).

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### **About The Buckminster Fuller Institute**

Founded in 1983 and headquartered in New York, [The Buckminster Fuller Institute](#) is dedicated to the deployment of solutions which radically advance human well being and the health of our planet. BFI influences the ascendance of a new generation of design-science pioneers who are leading the creative world economy that benefits all humanity. BFI's programs combine unique insight into global trends with a comprehensive approach to design. BFI encourages participants to conceive and apply transformative solutions through the synthesis of whole systems thinking, Nature's fundamental principles, and an ethically driven work ethic. Across the disciplines of art, science, design and technology, BFI's work extends the profoundly rich legacy of Buckminster Fuller. For further information visit [bfi.org](#).

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### **Related Links**

- About the Challenge: <http://challenge.bfi.org/About>
- 2012 semi-finalists page: [http://challenge.bfi.org/2011Semi\\_Finalists](http://challenge.bfi.org/2011Semi_Finalists)

- 2012 Challenge Jury: <http://challenge.bfi.org/process/jurors>
- Previous Entries: <http://challenge.bfi.org/ideaindex>
- Previous Winners: <http://challenge.bfi.org/Winners>
- Press: <http://challenge.bfi.org/Press>
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