

GET NEW ZEALAND NATURING THIS CONSERVATION WEEK 20 – 26 APRIL

ALWAYS BE
→NATURING

Like an enthusiastic tūi, the campaign is live!
We'd love your help to get the message out.

WHAT IT'S ALL ABOUT

Conservation Week builds on DOC's bigger Always Be Naturing campaign, which is all about easy, everyday ways people can take action, work together, and make a genuine difference for nature – no superhero capes required.

This year, we're specifically encouraging people to get naturing at work, and as a team. Because nature loves company, and it's way more fun when you rope your colleagues in.

HOW TO GET INVOLVED

Get behind the key messages

Use or adapt these as you'd like – tweak them, remix them, make them your own:

- Nature loves a team effort
- You can get naturing anywhere (yes, even at work)
- Small actions make a real difference
- Conservation Week is a chance to try something new
- Getting involved can be fun and rewarding (and maybe even a bit addictive).

Choose an action for nature

Need ideas? We've got six actions for nature we'd love you to do for Conservation Week. They make great team activities – and excellent excuses to get outside.

1. [Do a beach or park clean up](#) (karma for those workmates who leave dirty dishes next to the sink)
2. Identify native species and report invasive ones using the [iNaturalist app](#) (it helps scientists too)
3. Watch the [kākāpō livestream](#) (much nicer for your brain than doomscrolling)
4. [Do some weeding](#) (surprisingly therapeutic)
5. [Donate to nature](#) (perfect way to help if you don't have much time)
6. [Trap predators](#) (stop those bird killers)

... or, [pick another one](#). Any action for nature helps, and we're not here to judge.

Share how you're taking part

We'd love you to post about how you're supporting Conservation Week on your social media. This helps show that naturing looks different for everyone – and it all counts, whether you're knee-deep in mud or cheering on a kākāpō chick from your desk.

And ... we've got prizes!

Every post is a chance to win one of our hand-drawn native wildlife t-shirts (they're cool, we promise).



Department of
Conservation
Te Papa Atawhai

Use [#AlwaysBeNaturing](#) and tag us [@docgovtnz](#).

USE THE RESOURCES

Our [kete of resources](#) is designed to help you bring Conservation Week to life in your workplace and share your activities with your audiences and communities – both in the lead-up to Conservation Week and during the week itself.

You could:

- print the posters and put them up in your lunchroom – subtle hinting encouraged
- use the video call background – easy Conservation Week reminder (especially when you're half-awake)
- share the social media tiles to give your followers a friendly "hey, it's Conservation Week!"

Use what works for you, however you'd like.

Posters

These posters have been designed as a complete how-to guide this Conservation Week, so your team can choose how to take action for nature.

- [A4 double-sided business poster](#)
- [A3 hero poster](#)
- [A3 business poster](#)

If you're committed to naturing every day of Conservation Week (go you), we've also got a handy calendar to capture how and where your team is naturing.

- [A3 calendar](#)

Digital files

These resources have been designed to help spread awareness across your digital and social channels – even if your channels are mostly cat photos and meeting reminders.

- [Email signature](#)
- [Screensaver](#)
- [Video call background](#)
- [Wordmark](#)
- [Social media tile – square](#)
- [Social media tile – vertical](#)

Download everything at once

Grab the full [Conservation Week resource kete](#) and get naturing, your way.

**CONSERVATION
WEEK 20 → 26 April**

**ALWAYS BE
→ NATURING**

**#AlwaysBeNaturing
@docgovtnz**