

ALWAYS BE → NATURING

Kete for businesses



**Te Kāwanatanga
o Aotearoa**
New Zealand Government



Photo: Belle Gwilliam



**ALWAYS BE
→NATURING**

From kākāpō to the giant bully fish and rimu forests, 28,000 of New Zealand's known species are found nowhere else on Earth.

It's the backbone of our economy, bringing in \$57 billion through industry, tourism and exports every year.

Despite our reliance on nature, many of us have no idea that it's under threat.

Right now, we have more than 4,000 native species threatened or at risk of extinction. Once they're gone, they're gone for good.

If we want to keep what makes us different, we have to look after it differently too.

It's a big task, but within reach. We'll need to see conservation as something that's not just for the experts. It's something that every person, business and community can do every day.

New Zealand is already full of people and groups doing incredible work for nature – but it's not yet adding up to the scale of change we need. There's a powerful opportunity to bring these efforts together and show what a thriving environment could look like – while making it easier for everyone to play their part.

If nature is the thing we love, then naturing is how we protect it.

It's time to return the favour. Not once, but always.

OUR MISSION

ALWAYS BE
→NATURING

Photo: Belle Gwilliam

The Department of Conservation's (DOC's) vision is to see nature thriving in New Zealand. It's a bold goal, but one that is worth chasing. And we know it's going to take the efforts and expertise of all New Zealanders working together to get there.

Our *Always Be Naturing* campaign offers a positive rallying cry for New Zealand to come together for nature. It provides a platform to spark a nationwide movement where action for nature is a shared responsibility embraced by all of us.

We want to increase the status of nature, show people the value that it gives us every day, and connect people to the incredible and unique environment we have in this country. And have a little fun along the way.

We would love you to join us. This kete provides details on how.



DID YOU KNOW?

A huge proportion of the native species here are threatened or at risk of extinction, including:

- 82% of birds
- 94% of reptiles
- 76% of freshwater fishes
- 68% of mosses
- 78% amphibians
- nearly 30% of marine mammals

More than 63% of ecosystems are also threatened with collapse.

WHY GET ON BOARD?

- Nature is vital for our economy, and our economy is vital to everyone:
 - Ecosystem services (clean air to breathe, water to drink and soil to grow food) delivered by the land in New Zealand are worth \$57 billion to the economy each year.
 - 70% of our export earnings rely directly on nature.
 - National parks are worth \$12.6 billion to New Zealanders.
- Businesses are on board but need a little help. A 2023 report¹ on regenerating nature revealed that 82% of businesses want to 'do the right thing' for nature but don't fully understand the issues and how they can help. This presents significant barriers to taking action.
- Customers and potential customers want to see more genuine action and effort: 89% of Kiwis think businesses should take responsibility for their environmental and social impact. And it's not just customers – employees want to work for organisations that care about the environment too.²

¹ Sustainable Business Network. 2023. Regenerating nature in Aotearoa New Zealand: the transformative role of business.

² Sustainable Business Council. 2025. Better futures.



Photo: Michael Hayward

NATURE IN NEW ZEALAND IS IMPORTANT TO EVERYONE

New Zealanders care about nature but don't know how bad the situation is or how to take action:

- 92% of New Zealanders agree that nature is an important part of our national identity and 89% of New Zealanders think nature is in good shape.
- There is a job to do to raise awareness of the problem and what actions people can take.

Taking action for nature is good for businesses – including yours.

Customers and potential customers want to see more genuine action and effort:

- People want businesses to do more. 89% of Kiwis think businesses should take responsibility for their environmental and social impact (up 4% from last year), 70% think businesses aren't doing enough (up 2% from last year), and 66% think the way businesses talk about their social and environmental commitments is confusing (and 47% think it's dishonest).

It's important to the people ...

- in your teams – more than half the people in a survey said it matters to them that their employer is environmentally and socially responsible
- in your country – despite the cost of living being the top concern, Kiwis are still prioritising sustainability (67% believe they can make a difference, 60% are prepared to invest time and money to support companies that do good, and 49% say they have stopped buying products because of their environmental or social impact)
- internationally – 80% of export markets demand nature-friendly products.



CAMPAIGN OBJECTIVES

- Change perceptions about the state, role, and value of nature .
- Get people connecting with nature emotionally and physically.
- Give people ways to give back and show the impact.
- Activate businesses and private investment – companies of any size can have an impact that lasts a long time.

Photo: Belle Gwilliam

HOW YOU CAN HELP



Photo: Michael Hayward

AMPLIFY

Share what you're doing for nature:

- Engage employees and customers by sharing what you're doing to help nature and the Always Be Naturing messages. You can repurpose the campaign messages or create your own.
- Use your channels to talk to staff and customers about nature and what it means to you as a business.
- Encourage staff and customers to take part in nature-related actions.

CONTRIBUTE

Contribute your time and resources or invest in nature projects:

- [Donate](#) to projects that directly benefit nature via DOC and the NZ Nature Fund. Whatever the amount, there are multiple ways businesses can give back to nature.
- Partner with local restoration projects and community groups.
- [Volunteer](#) for nature with your staff.
- For more information, contact local community organisations or visit doc.govt.nz/get-involved.

INTEGRATE

Integrate nature into your business strategy:

- Understand how your business depends on nature and what it takes from nature.
- Integrate nature-positive business practices into your business model by looking at your supply chains, reducing waste and embedding sustainability into operations.

AMPLIFYING ALWAYS BE NATURING

Always Be Naturing is a platform that all New Zealanders can get behind, be part of and share.

The campaign is positive, hopeful and lively. It's about driving and celebrating action and achievement.

DOC has created a range of assets you can use in your own channels to make it easy for you to support the campaign and help build a unifying movement.

Find the below range of assets at

doc.govt.nz/always-be-naturing/resource-kete

- Visual ID + Visual Guidelines
- Social tiles
- Teams/Zoom backgrounds
- Posters



THE PUBLIC VIEW

Nature is seen as a fundamental part of our lives and who we are:

- 97% see that we have an innate connection to nature.
- 92% see nature as an important part of national identity

People care about protecting nature – 98% think it's important to protect nature in general.

But we have an awareness issue – 89% believe the state of nature is adequate or good.
People don't understand the challenges or see the urgency.

When people do want to get involved, they don't know what to do or believe their action will make a difference.

The main barriers to taking action are: finding time, access and travel, physical ability, knowledge.

The main motivations for taking action are: protecting nature in one's local area, pride in calling New Zealand home, having fun, improving mental and physical health.

People are more likely to get involved if their friends, family and others were doing it too, if it's good for their health and they can see the difference it makes.

The majority of businesses are on board, but want more information and to know what they can do.

Source: TRA/DOC Understanding and actions report, 2025.

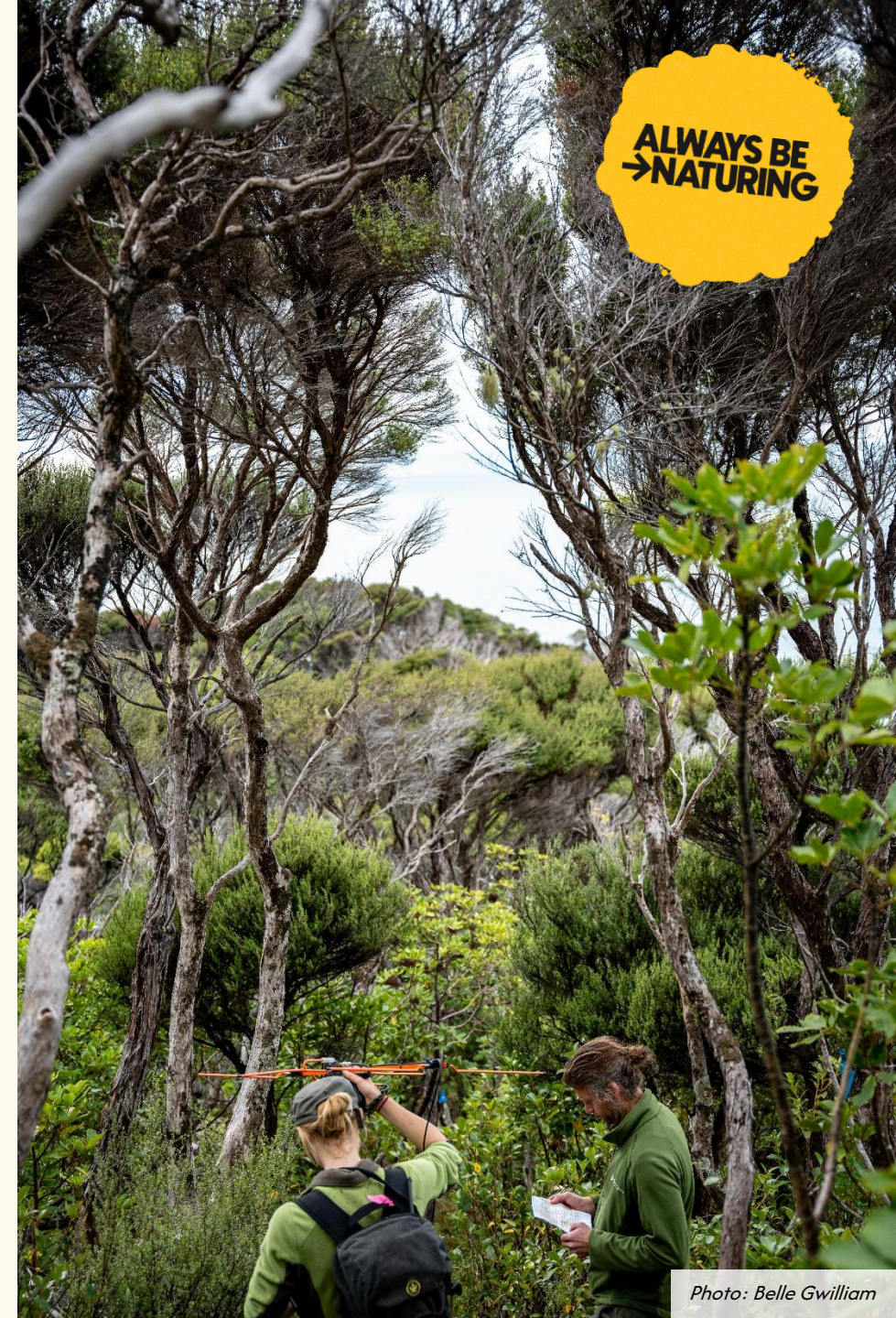


Photo: Belle Gwilliam

KEY MESSAGES AND ACTIONS FOR YOUR PERSONAL CUSTOMERS

Highlight some of the ways your teams have taken action – and encourage others to do the same. Or simply share some of the Always Be Naturing messages and advocate for action.

DONATE

Donations make a huge difference to the most important and ambitious conservation projects in New Zealand. Visit [Donate to nature](#) to view projects that need your support – both on your doorstep and further afield.

CONNECT

Get out into nature with friends or whānau. If you're looking for ideas, you'll find short walks, day hikes, campsites and more on DOC's [Discover the outdoors](#) map. While you're there, look after the space you're in, report anything that looks like a problem and share your great experiences.

GET INVOLVED

Volunteer for a project close to your home or close to your heart.

SHARE

Help raise awareness of the biodiversity crisis and the vital role nature plays in our lives, economy and wellbeing.

Your voice is a powerful tool – your advocacy will make a difference to the future of nature across New Zealand.

Follow DOC on Instagram or Facebook to bring a voice for nature into your daily life. Help build the movement – share a reel, tag a friend.

KEY MESSAGES AND ACTIONS FOR YOUR BUSINESS CUSTOMERS

Nature is a vital asset for businesses – it protects supply chains, strengthens economic resilience, mitigates risk and enhances reputation. By investing in nature, businesses are aligning with New Zealand’s cultural values, securing long-term sustainability and unlocking new opportunities. Let’s show the world that this is how we do business in New Zealand.

Highlight examples of where your business has taken action – and encourage others to do the same.

DONATE

- Donating is a quick, easy and flexible way to invest in nature.
- Make an immediate impact without disrupting your business. By making a donation, you’ll be supporting nature in a cost-effective way and showing customers your sustainability values.
- Donations are a powerful choice if you want to do good simply.
- [Find projects and organisations your business can donate to.](#)

GET INVOLVED

- Volunteering time is a great hands on, non-financial investment that boosts engagement.
- Connect your business and staff with nature. Get out of the office and have some fun while giving back to the community that supports you.
- Take part in Conservation Week every year.

SHARE

- Show everyone what your brand stands for. Tell Kiwis why nature needs our help and how our actions help build a better future for New Zealand.
- Whether through social media posts or annual reports, share the nature work you're passionate about.

INTEGRATE

- Demonstrate thought leadership and corporate social responsibility while creating long-lasting impacts and change.
- Put nature at the heart of your business strategy. It makes you sustainable, provides resilience and shows people you care about the future. From rethinking packaging and supply chains to updating procedures or setting staff goals that support nature, there are lots of ways to make nature part of how you do business.

NGĀ MIHI NUI

DOC appreciates your support
and is excited about building the
movement with you.

If you'd like to get in touch, email
naturing@doc.govt.nz.