

TIME TO ACT

A new strategic plan will guide Forest & Bird's conservation work for the next five years.

Poor Knights lily.
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I'm delighted to introduce Forest & Bird's new Strategic Plan 2020-2025. The plan builds on the many gains the organisation has achieved for nature over the past five years and indeed over nearly a century of hard-fought conservation battles.

While our last strategic plan had climate resilience as a key goal, the new version puts climate safety at the heart of all our conservation work. It will be central to everything we do.

We have a new focus on developing a sustainable green economy that supports nature rather than trashing it. This recognises that our long-term economy is dependent on a healthy environment.

Working with mana whenua – in particular, focusing on developing deeper iwi and hapū relationships – is another key strategic goal. Finally, there is a

strong emphasis on campaigning generally and helping branches become more involved in Forest & Bird's national advocacy work.

The organisation is currently undertaking a staffing restructure to support the new strategic plan. There will be some changes as we realign our work to meet an expected reduction in income in 2021, a result of the Covid crisis. We will rebuild as resources and the national economic recovery allow.

As Aotearoa's oldest national environmental charity, we are committed for the long haul. Our donors, supporters, branches, and staff are driven by a flaxroots love of nature. Together, we are resolute in working hard to make a better world for everyone – for people and the planet.



Mark Hanger,
Perehiti Te Reo o te Taiao, Forest & Bird President

OUR PURPOSE
We protect and restore nature in a climate crisis

OUR VISION
Aotearoa New Zealand working together for nature

OUR MISSION
We stand, speak, and act for nature

WHAT WE WILL ACHIEVE

Climate safety – ensuring our country does everything it can to keep the climate safe for all life on Earth. Mitigating the impact of climate change will be at the heart of everything we do.

Economy that supports nature – encouraging communities to appreciate nature for its intrinsic and life-giving values. Recognising our long-term economy is dependent on a healthy environment.

Vibrant landscapes – advocating for stable healthy ecosystems full of native animals and plants.

Energised water, rivers and wetlands – making sure our rivers and streams run clean, are healthy, and are teeming with life.

Oceans alive – protecting and restoring our marine life and ecosystems.

HOW WE WILL DO IT

Standing together – empowering and working alongside communities throughout Aotearoa New Zealand.

Supporting local efforts – equipping and enabling Forest & Bird branches to grow and strengthen.

Nurturing green shoots – supporting and empowering young conservationists to ensure their voice for nature is always heard.

Partnering with tangata whenua – creating enduring relationships focused on securing nature's future.

Backed by science – underpinning every policy decision made with the best-available science.

Working efficiently – spending our energy and resources wisely. Walking the talk and ensuring environmentally sustainable business practices.

Forest & Bird is our nation's environmental defender – proudly founded in 1923 by New Zealanders who were as passionate and dedicated about protecting the country's disappearing native flora and fauna as you are.

Every day, our supporters and staff speak up for nature and put in the mahi to protect it – through our local and regional conservation work, and in Parliament, council chambers, and court rooms.

In today's world, New Zealand's environment is facing uncharted waters and unprecedented challenges in the face of a global climate crisis.

As the country's oldest independent e-NGO, funded solely by the generosity of Kiwis, we have a collective purpose to protect indigenous biodiversity without government assistance, free from fear or favour.

Working together and with others, we can create change at all levels to protect and restore our precious native wildlife.

We are able to do this because of the huge number of Forest & Bird supporters who donate their time, hard-earned dollars, and expertise, to take action protecting the environment for everyone to enjoy.

Nature looks after us and provides us with safe, clean air and fresh water. If people are to thrive, nature must thrive too.

But our environment is in big trouble, and our voice needs become louder and our resolve to protect it stronger than ever before.

During the next decade, environmental pressures, habitat loss, and nature's ecosystem services will be degraded if we collectively fail to change the trajectory that is driving thousands of native species to extinction.

New Zealand's vanishing nature is not unique. In every country around the world, species are being lost – they are becoming extinct on our watch.

We can do something about it. We need to tackle the twin threats of the climate crisis and unfettered economic development to protect our precious landscapes, ecosystems, and wildlife.

The time to champion big ideas is now. There is still time. All of us can be game changers, but we must do it today, and not tomorrow.