

Strategic Plan 2020

Te reo o te taiao



**Forest
& Bird**

TE REO O TE TAI AO
Giving Nature a Voice

Cover photo: Luc Hoogenstein

The Time is NOW!

We are living in changing and challenging times. For nearly a century Forest & Bird has been the voice for nature. Now our voice must be louder and our resolve to protect nature is stronger than ever before.

- We speak out for nature, we work together.
- We defend nature in our community halls, in the courtroom, and in legislation.
- We create change at all levels to protect nature across Aotearoa, New Zealand to restore native environments, because we love our country.

We do all this as an independent non-government organisation, with a collective purpose to protect indigenous biodiversity without government help and free from big business agenda. We can do this because of the huge number of Forest & Bird members who donate their time, their hard-earned dollars, and their expertise, to take action protecting a living environment for everyone to enjoy.

We love Aotearoa, New Zealand's forests, rivers, and sea and the wildlife that live there. And we know that nature looks after us, providing clean air and fresh water so we can all enjoy the ecosystem services that nature provides. If we are to thrive, nature must thrive too.

The time is now... In the next decade environmental pressures, habitat loss and ecosystem services will be degraded if we collectively fail to change the trajectory which will drive thousands of our native species of flora and fauna to extinction. It is happening all around the world. We need to work together for change.

We can and we will do something about it. It is no longer an option just to seek the protection of landscapes, ecosystems and wildlife without facing the combined threats of the climate crisis.

The time to champion big ideas is now. The window is open, despite the magnitude and urgency of these twin crises, for Aotearoa, New Zealand to make transformational change. We can be game changers but we must act now.

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

Why Forest & Bird

Forest & Bird is our nation's environmental defender – chosen by donors, members, and supporters to be their voice for nature.

Forest & Bird is the only environmental organisation in Aotearoa, New Zealand to carry out the full range of conservation work, from practical conservation projects to influencing national and global decision-making at the highest levels of legislation and public policy.

We are:

- Committed for the long haul
- Driven by a flax roots love of nature and conservation work
- Founded in and for Aotearoa, New Zealand
- Independent
- Resolute in acting as nature's voice

What we will achieve

Climate Centred – Ensuring our country does everything we 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 which recognise that our long-term economy is dependent on a healthy environment.

Vibrant Landscapes – Stable, healthy ecosystems full of native animals and plants.

Energised Water, Rivers and Wetlands – Ensuring our rivers and streams run clean, are healthy and teeming with life.

Oceans Alive - Protecting and restoring 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 branches to grow and strengthen.

Nurturing the 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 decision made with the best available science.

Working effectively and efficiently - Spending our energy and resources wisely and making the most significant long-term changes for nature. Walking the talk and ensuring environmentally sustainable business practices.