

OUR STRATEGY 2020-2028

Vision	Aotearoa’s unique natural heritage is valued, cared for, and sustained by us all					
Purpose	We convene, collaborate, create, communicate and resource positive change for Aotearoa’s endangered species and their habitats					
Values¹	Kaitiakitanga	Creativity	Learning	Action	Empathy	Passion
How we work	<p>1. We work in partnership with Iwi Māori by:</p> <ul style="list-style-type: none"> • Building and maintaining relationships with Mana Whenua • Building our understanding of Te Ao Māori • Co-creating the way forward together 	<p>2. We convene, collaborate and create through:</p> <ul style="list-style-type: none"> • Building strong relationships with aligned organisations • Working closely together to create positive change 	<p>3. We resource positive change through ensuring:</p> <ul style="list-style-type: none"> • Seed funding of new projects • Capacity to bring in substantial funds for large-scale projects • Sustainable long term support • Effective and efficient structures and systems 	<p>4. We inspire and motivate through:</p> <ul style="list-style-type: none"> • Embracing the natural and cultural heritage of Aotearoa • Communicating stories of hope, success and opportunities for action and change • Including an education component in all projects 		
What we do	<p>We mobilise movements to nurture nature.</p> <p><i>We do this through co-creating practical and socially- connected action for sustaining our natural heritage, for example, building backyard biodiversity in urban settings.</i></p>			<p>We protect the rarest of the rare.</p> <p><i>We do this through practical science, for example, through researching the current status of our most endangered species and implementing evidence-based initiatives to radically increase their chances of survival.</i></p>		

¹ See appendix for more detail of what these mean in practice

Appendix One: How our values work in practice

Kaitiakitanga	<ul style="list-style-type: none"> • We take individual and collective responsibility as stewards/guardians working with all endangered species and their habitats • We honour the kōrero and mātauranga of Iwi and Hapū in all we do • We take seriously the responsibility to honour the past work of ESF
Creativity	<ul style="list-style-type: none"> • We seek out opportunities for “monumental mindshifts” • We embrace innovation and turn it into action, results, impacts • We foster and encourage innovation, exploration, problem-solving
Learning	<ul style="list-style-type: none"> • We actively seek knowledge • We listen, learn and share • We are relevant, adaptable and innovative
Action	<ul style="list-style-type: none"> • We “get shit done” • We make things happen • We are action / results-oriented • We make a difference
Empathy	<ul style="list-style-type: none"> • We listen deeply • We are humble • We treat each other with respect
Passion	<ul style="list-style-type: none"> • We harness our collective passion as a driver of our actions • We empower others to protect Aotearoa’s unique natural heritage • We are determined, we persevere and we believe wholeheartedly in our work