

BOTANICA™
NATURE INSPIRED • PLANET CONSCIOUS



**PROJECT
#REBLOSSOMNZ
TĀMAKI
MAKAURAU**

THE AIR WE BREATHE, THE WATER WE DRINK, AND THE FOOD THAT SUSTAINS US RELIES ON BIODIVERSITY. RIGHT NOW, BIODIVERSITY IS IN CRISIS – BECAUSE OF US.

Approximately 90% of Aotearoa's wetland areas have disappeared due to land development.

Botanica by Airwick and WWF-New Zealand, in a three year partnership, will be working to reblossom Aotearoa's unique biodiversity by planting native flowering species to help regenerate and improve our water quality and help restore the biodiversity of these vital ecosystems.

In 2021, WWF-New Zealand and Botanica by Airwick with the Ngāti Toa Rangatira, Porirua City Council, Wellington City Council and Greater Wellington Regional Council planted some 8,800 flowering natives, covering more than 5,000m² of the Porirua stream.

In 2022, WWF and Botanica are collaborating with Te Ara Hīkoi, Auckland Golf, and Auckland Rowing Club. Together, with support from the Department of Conservation and Auckland City Council, they are planting more than 9,000 natives to support the restoration of four key environmental sites across Auckland.

“Project #Reblossom is helping the national Predator-Free 2050 movement reach its goal of ridding Aotearoa of destructive predators - possums, rats, and stoats - as well as significantly improving native habitats. Together, we're supporting communities to plant thousands of native riparian plants on Auckland's golf courses. This will bolster the biodiversity corridor that sweeps from the west to east coasts and significantly improve the health of the streams that lead to our three harbours.”

Julie Kidd, Strategic Partnership Advisor,
Department of Conservation

Ko ahau te taiao,
ko te taiao, ko ahau

The ecosystem defines
my quality of life

Ngāti Wai and Ngāti Whatua

Source: DOC & MfE



An aerial photograph showing a river restoration project. A blue river flows through a green landscape. On the left bank, several workers in orange safety vests are engaged in landscaping, including planting trees and installing a drainage system. A railway line with overhead power lines runs parallel to the river. In the background, there are rolling green hills, a large blue-roofed building, and a curved road or bridge structure. The sky is clear and blue.

**TE TOTO O TE TANGATA,
HE KAI; TE ORANGA O TE
TANGATA, HE WHENUA.**

**WHILE FOOD PROVIDES
THE BLOOD IN OUR VEINS,
OUR HEALTH IS DRAWN
FROM THE LAND.**

WHY PROJECT #REBLOSSOMNZ?

Every living thing is connected. From humans to plants, animals, fungi, and micro-organisms, and the ecosystems where they live – each work together within their ecosystems to maintain balance and support life.

Biodiversity supports everything in nature that humans, and our fellow species, need to survive: food, clean water, medicine and shelter. It is the essence of our existence.

Māori have always respected the importance of our ecosystem and lived as a part of nature, rather than apart from nature. This can be seen in tapu – a complex guiding rule system/ritenga. If mauri (life force, life spirit) is shifted within the environment, it has a greater impact on all related components.

If we take care of the land, live in harmony with nature, we can care for our people. This knowledge comes with the responsibility of kaitiakitanga/guardianship of our world from sea to sky, not just for ourselves, but for future generations.

Project #ReBlossomNZ will help restore the health and well-being of over 146 hectares of urban green spaces across Tāmaki Makaurau.

“We’re a rowing club, so water, and what’s in and around it, matters greatly to us. We’re committed to keeping our awa/river, the Tāmaki, clean and safe for us and those we share it with. Project #ReBlossom gives us the opportunity to use our skills, resources, and networks to support an initiative that improves the lives and futures of the people in our community.”

Allan Botica, Auckland Rowing Club



**KOHIKOHI NGĀ
KĀKANO, WHAKARITEA
TE PĀREKEREKE, KIA
PUĀWAI NGĀ HUA.**

**GATHER THE SEEDS,
PREPARE THE SEEDBED
CAREFULLY, AND YOU
WILL BE GIFTED WITH
ABUNDANCE.**



AOTEAROA NEEDS OUR HELP

Habitat destruction in New Zealand is already having devastating impacts, leaving us with only 10% of wetlands, 38% of forests, and 49% of streams. As a result, we are ranked the worst in the world for threatened species.

4,000 

NATIVE SPECIES ARE CURRENTLY THREATENED OR AT RISK OF EXTINCTION.
(2,000+ OF THESE FOUND ONLY IN NZ)

NEARLY
100%



OF RIVERS IN AOTEAROA NEW ZEALAND ARE POLLUTED
- MOST DAIRY & URBAN



DEFORESTATION OF LARGE LANDSCAPES MODIFIED TO INTENSIFIED FARMING NATION



EXTINCTION RISK HAS WORSENER FOR 86 SPECIES IN THE PAST 15 YEARS



MARINE, FRESHWATER, AND LAND ECOSYSTEMS ALL HAVE SPECIES AT RISK

~10% 

OF INLAND WETLANDS REMAIN IN AOTEAROA NEW ZEALAND - 250 000 HA

46% 

OF OVER 3,000 LAKES LARGER THAN 1HA ARE ESTIMATED TO BE IN POOR ECOLOGICAL HEALTH.
(BASED ON MODELED TROPHIC LEVEL INDEX VALUES)

THREATENED
OR AT RISK OF
EXTINCTION:



90%
SEABIRDS



85%
REPTILES



76%
FRESHWATER FISH



46%
VASCULAR PLANTS



WWF® - New Zealand

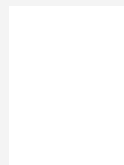
World Wide Fund for Nature (WWF) is the world's largest and most experienced independent conservation organisation.

WWF-New Zealand is part of a global network of WWF offices in more than 100 countries. Our vision is to build a future where all people live, and thrive, in harmony with nature. Our mission is to actively restore and enhance Aotearoa's natural world from sea to sky.

Since 1975, WWF-New Zealand has worked on the ground with local communities, and in partnership with government and industry, using the best possible science to advocate change and effective conservation policy.

Our New Zealand's programmes include research, advocacy, and partnerships aimed at protecting precious habitats and species, minimising harm from fishing and other activities, reducing impacts from climate change, supporting innovation, and conserving and protecting Aotearoa's wildlife.

Find us at wwf.org.nz for the latest news and follow us on Twitter @WWFNewZealand



Botanica

Introducing: Botanica, a home fragrance experience made with exotic scent pairings and fragrance infused with responsibly sourced natural ingredients.

Botanica fragrance is infused with responsibly sourced exotic natural ingredients like Himalayan Magnolia, French Lavender and African Geranium, creating breathtakingly natural-smelling home fragrances.

Bringing the essence of Mother Nature into the home, Botanica offers high-quality air care products with fragrances that are infused with responsibly sourced natural ingredients and unique scent pairings and packaged with recyclable packaging and less plastic where possible, meaning you can be confident that these products have been crafted with the planet in mind.

Now you can enjoy nature-inspired scents in the comfort of your home.

Botanica by Air Wick is available in a range of six alluring, natural smelling fragrances such as: Pomegranate and Italian Bergamot, Caribbean Vetiver & Sandalwood, Island Rose and African Geranium, Vanilla & Himalayan

Magnolia, French Lavender & Honey Blossom and Moroccan Mint & Pink Grapefruit. Across four convenient formats: candles, room sprays, reeds and liquid electric plug-ins.

Nature inspired. Planet conscious.

Our products are crafted to give you nature-inspired fragrance experience with the following benefits:

- ✓ No dyes
- ✓ No Animal Testing on final product
- ✓ No Phthalates
- ✓ Fragrance infused with responsibly sourced natural ingredients
- ✓ Our room spray bottles are made with 99% recycled plastic
- ✓ Our cardboard packaging is 100% recyclable

#ReBlossomNZ Collaboration Partners





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THE BLOOD IN OUR VEINS,
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FROM THE LAND.**



Working to sustain the natural world for the benefit of people and wildlife.

together possible.

panda.org

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