

Nature & Business Survey 2025

In this survey the Sustainable Business Network (SBN) looked at the attitudes and actions of businesses in partnering with others on nature regeneration projects. A similar survey was administered in September 2022, which had 183 participants.

There were 64 respondents in 2025, self-selected from appeals to participate sent out through SBN's media channels.

Although the survey questions used were not the same in the two surveys, and the sample size was significantly smaller, some potential trends may be observed.

- Greenhouse gas emission monitoring remains a significant activity
 - In 2022 40% of respondents stated that their employer “measures our carbon footprint.”
 - In 2025 40.6% of respondents stated that their “business has climate targets.”
- Business investment in biodiversity projects have slightly declined
 - In 2022 42% of respondents stated that their organisation was investing in: “NZ-based biodiversity projects that support nature regeneration.”
 - In 2025 34.4% of respondents stated that their organisation was investing in or funding “Other NZ-based biodiversity projects that support nature (e.g. native planting, predator control).”
- Business continue to state they aspire to invest more
 - In 2022 22% of respondents also said they were “considering” additional investment in nature regeneration.
 - In 2025 70% of respondents stated that their investment in nature regeneration would increase over the next two years.
- Financial constraints are, understandably, still the main limitation to this kind of investment
 - Both surveys placed this as their top barrier to investment, with 61% of respondents identifying this in both surveys.

2025 Survey and findings

What actions are your business currently taking on nature?

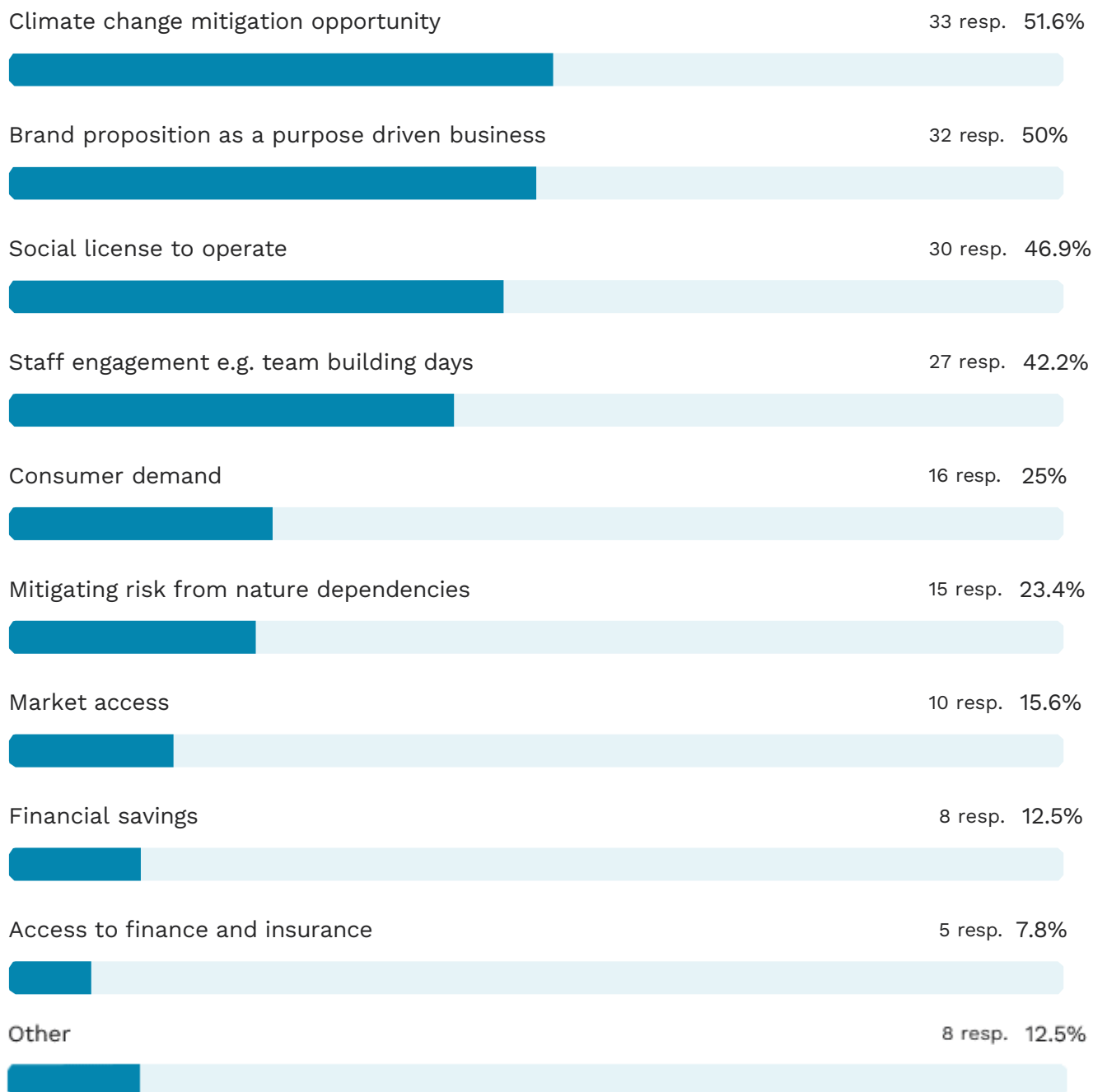
(Tick all that apply)

64 out of 64 answered



What motivates your business to take action or invest in nature? (Tick all that apply)

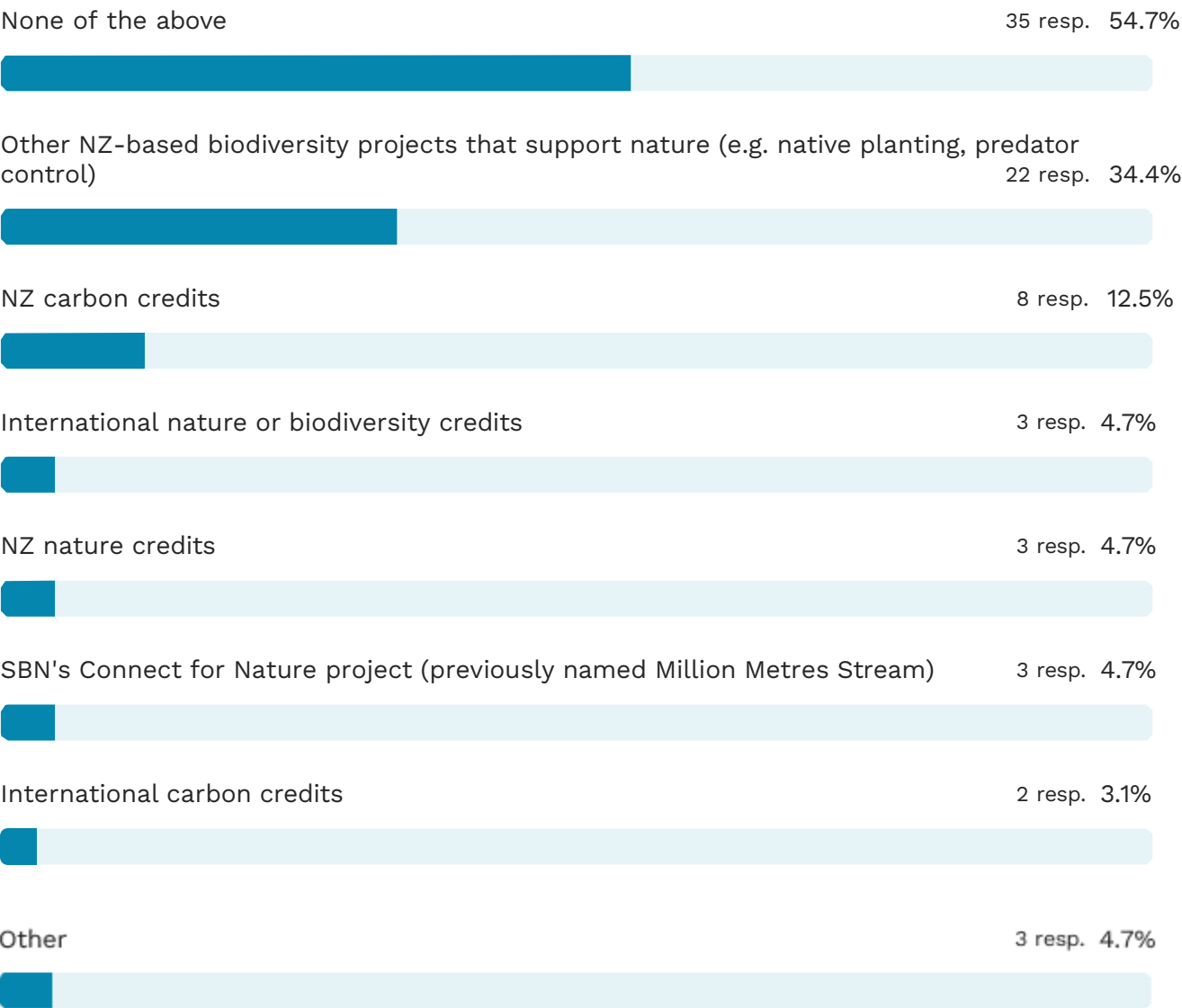
64 out of 64 answered



Does your business currently invest/fund any of the following nature-related activities (i.e. activities with positive outcomes for nature and/or climate)?

(Tick all that apply)

64 out of 64 answered



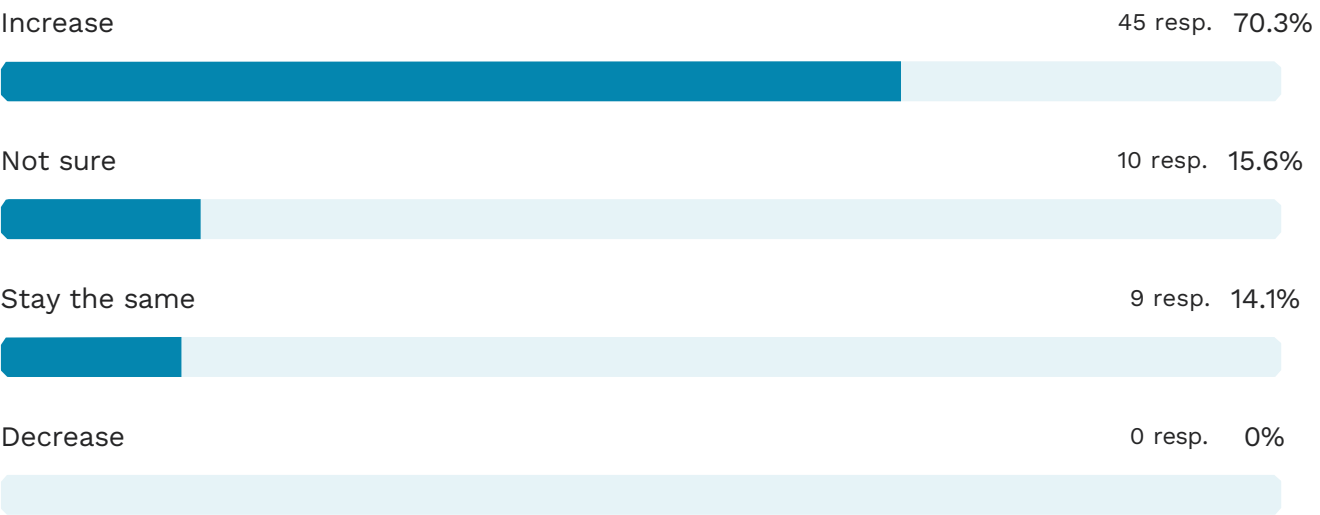
How much does your business currently invest in NZ nature-related activities (i.e. activities with positive outcomes for nature and/or climate) each year?

63 out of 64 answered



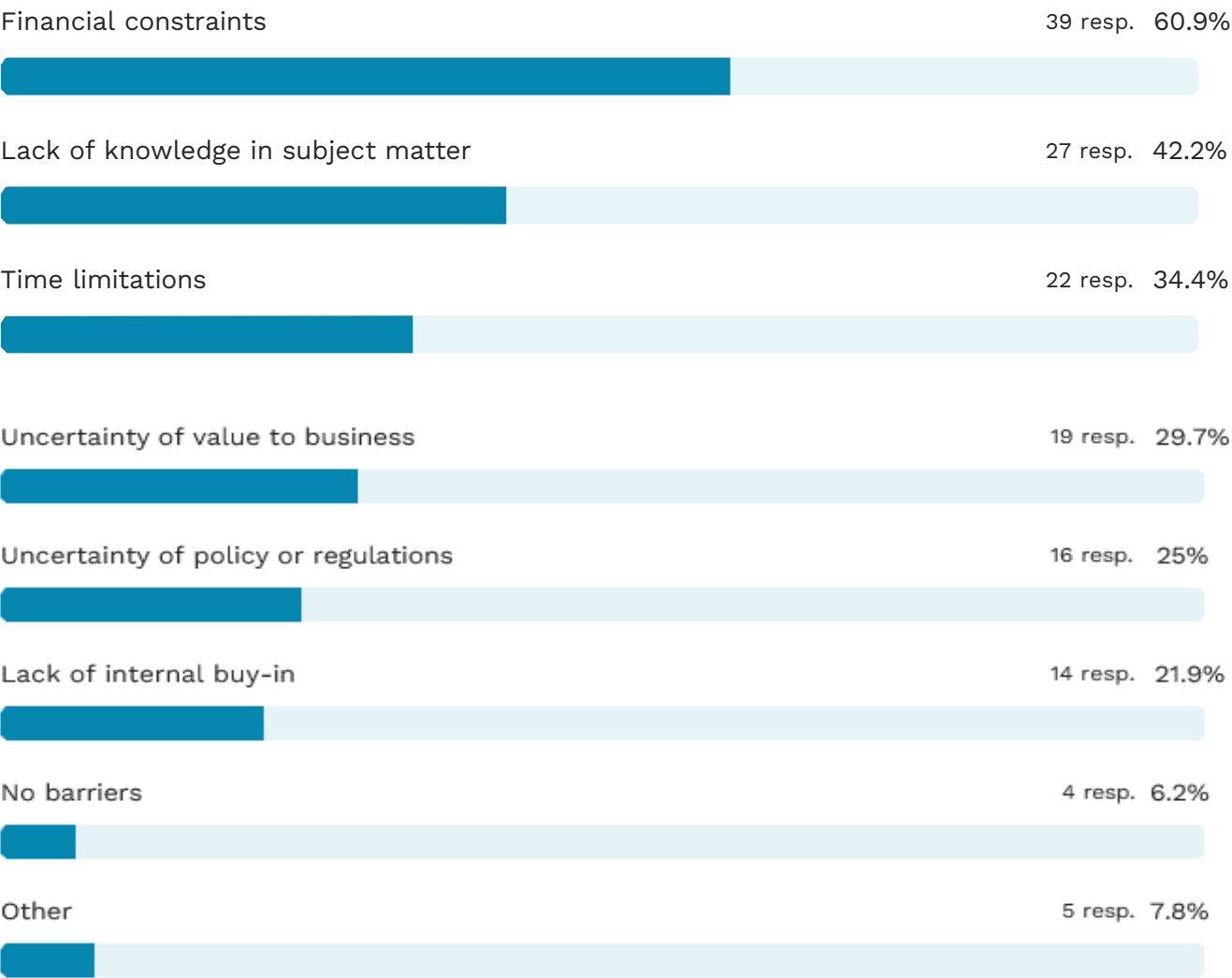
How do you think your business' investment in nature-related activities (i.e. activities with positive outcomes for nature and/or climate) will change over the next two years?

64 out of 64 answered



What barriers limit your business' ability to invest in nature-related activities? (Tick all that apply)

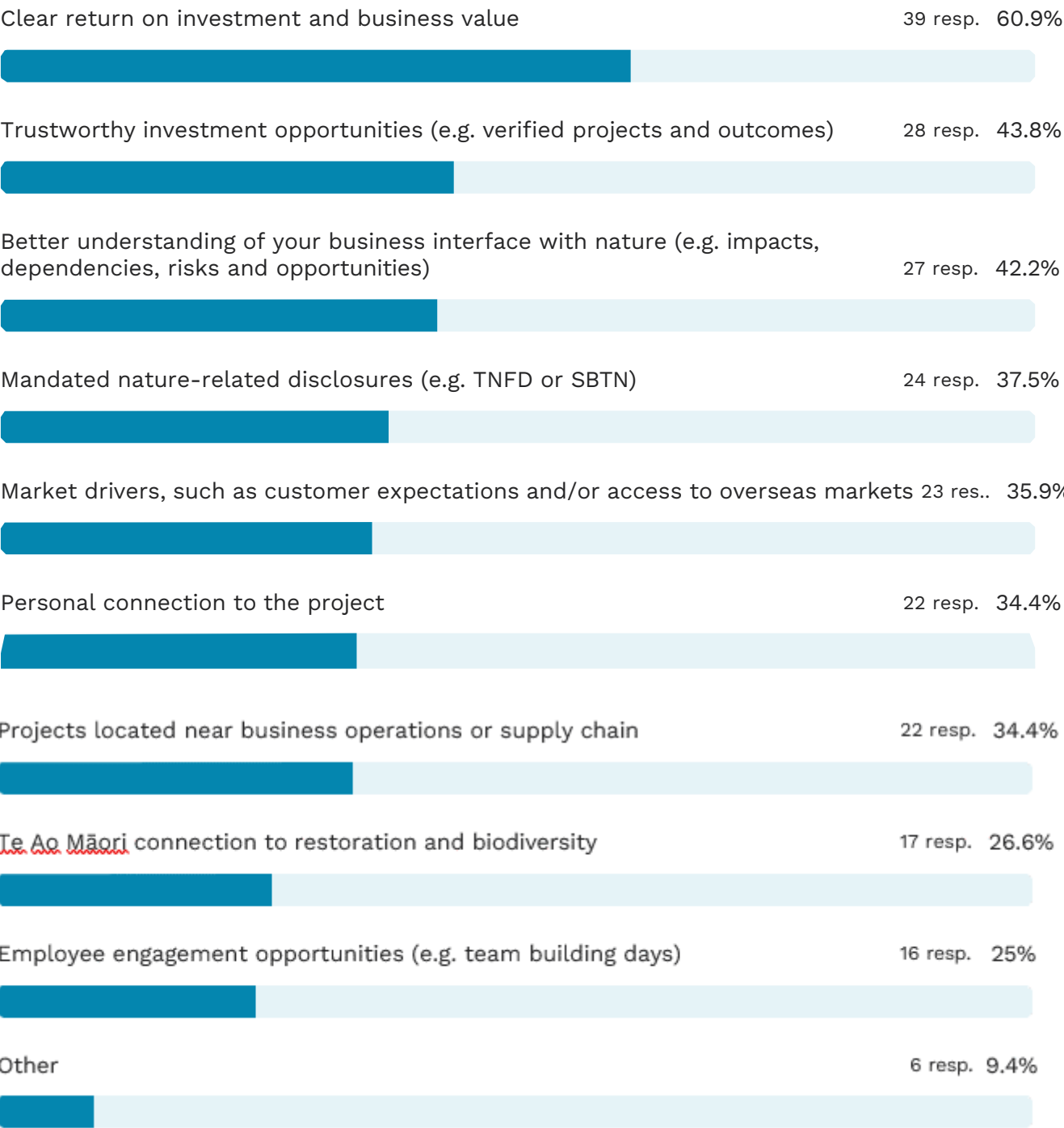
64 out of 64 answered



What would encourage or better enable you to undertake more nature-related actions and investment?

(Tick all that apply)

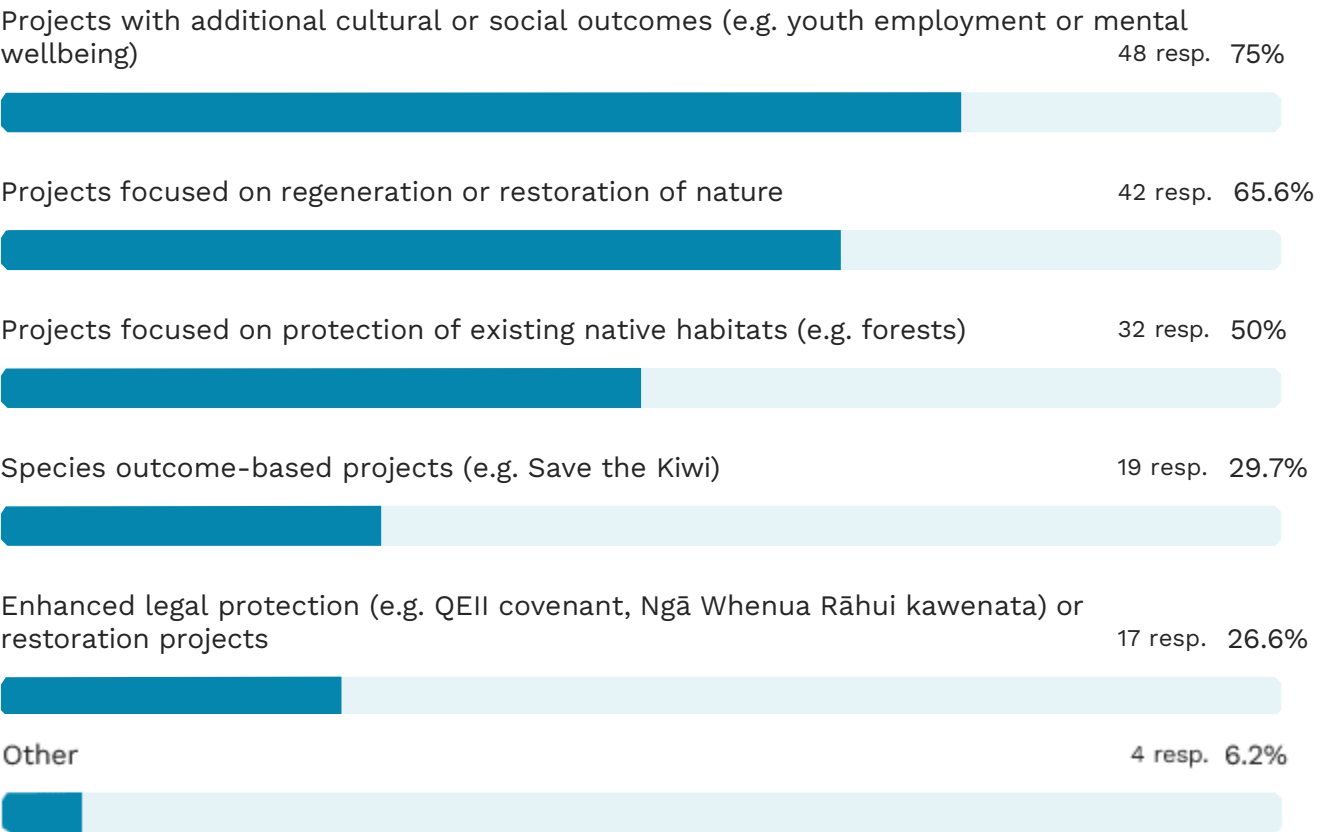
64 out of 64 answered



What types of nature projects would your business consider investing in?

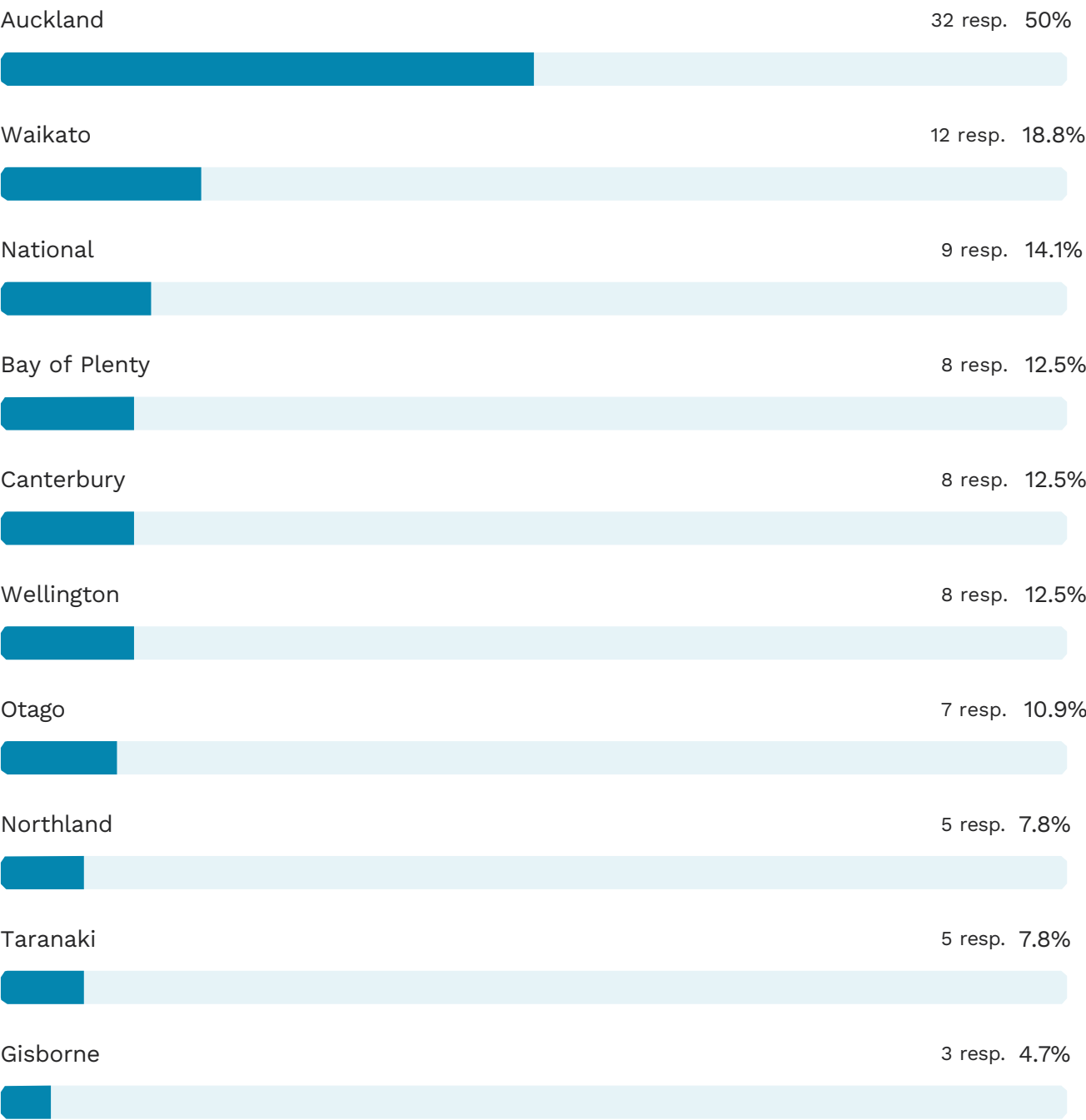
(Tick all that apply)

64 out of 64 answered



Where is the organisation located?

64 out of 64 answered





What industry sector does your organisation work in?

61 out of 64 answered

