

#### 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."
  - o 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: "NZbased biodiversity projects that support nature regeneration."
  - o 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
  - o In 2022 22% of respondents also said they were "considering" additional investment in nature regeneration.
  - o 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)

Your business donates money to nature-related activities (e.g. community group organisations, native planting, research, innovation)	os, 37 resp.	57.8%
Your staff can volunteer work time to help with on-the-ground nature programmative planting, predator control)	mes (e.g. 32 resp.	50%
Your business has climate targets	26 resp.	40.6%
Your business has evaluated its impacts and dependencies on nature	14 resp.	21.9%
None of the above	10 resp.	15.6%
Your business has a nature or biodiversity strategy	9 resp.	14.1%
Your business has nature targets (e.g. freshwater, biodiversity)	8 resp.	12.5%
Other	4 resp.	6.2%

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

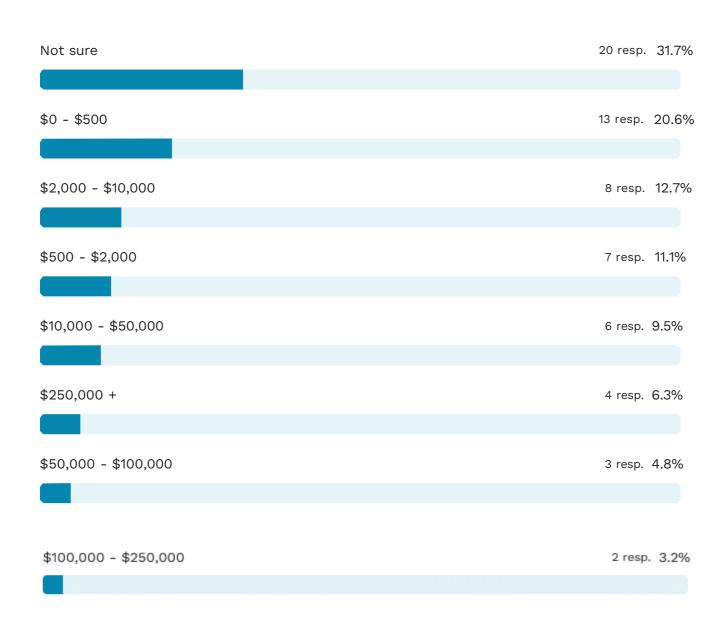
Climate change mitigation opportunity	33 resp.	51.6%
Brand proposition as a purpose driven business	32 resp.	50%
Social license to operate	30 resp.	46.9%
Staff engagement e.g. team building days	27 resp.	42.2%
Consumer demand	16 resp.	25%
Mitigating risk from nature dependencies	15 resp.	23.4%
Market access	10 resp.	15.6%
Financial savings	8 resp.	12.5%
Access to finance and insurance	5 resp.	7.8%
Other	8 resp.	12.5%

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

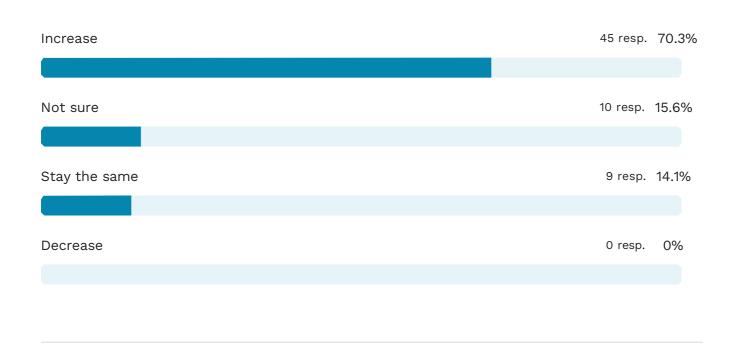
#### (Tick all that apply)

None of the above	35 resp.	54.7%
Other NZ-based biodiversity projects that support nature (e.g. native planting, p control)	oredator 22 resp.	34.4%
NZ carbon credits	8 resp.	12.5%
International nature or biodiversity credits	3 resp.	4.7%
NZ nature credits	3 resp.	4.7%
SBN's Connect for Nature project (previously named Million Metres Stream)	3 resp.	4.7%
International carbon credits	2 resp.	3.1%
Other	3 resp.	4.7%

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



# 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?



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

Financial constraints	39 resp.	60.9%
Lack of knowledge in subject matter	27 resp.	42.2%
Time limitations	22 resp.	34.4%
Uncertainty of value to business	19 resp.	29.7%
Uncertainty of policy or regulations	16 resp.	25%
Lack of internal buy-in	14 resp.	21.9%
No barriers	4 resp.	6.2%
Other	5 resp.	7.8%

# What would encourage or better enable you to undertake more nature-related actions and investment? (Tick all that apply)

Clear return on investment and business value	39 resp.	60.9%
Trustworthy investment opportunities (e.g. verified projects and outcomes)	28 resp.	43.8%
Better understanding of your business interface with nature (e.g. impacts, dependencies, risks and opportunities)	27 resp.	42.2%
Mandated nature-related disclosures (e.g. TNFD or SBTN)	24 resp.	37.5%
Market drivers, such as customer expectations and/or access to overseas mark	ets 23 res.	35.9%
Personal connection to the project	22 resp.	34.4%
Projects located near business operations or supply chain	22 resp.	34.4%
Te Ao Māori connection to restoration and biodiversity	17 resp.	26.6%
Employee engagement opportunities (e.g. team building days)	16 resp.	25%
Other	6 resp.	9.4%

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

### (Tick all that apply)

Projects with additional cultural or social outcomes (e.g. youth employment or wellbeing)	mental 48 resp.	75%
Projects focused on regeneration or restoration of nature	42 resp.	65.6%
Projects focused on protection of existing native habitats (e.g. forests)	32 resp.	50%
Species outcome-based projects (e.g. Save the Kiwi)	19 resp.	29.7%
Enhanced legal protection (e.g. QEII covenant, Ngā Whenua Rāhui kawenata) or restoration projects	17 resp.	26.6%
Other	4 resp.	6.2%

### Where is the organisation located?

Auckland	32 resp.	50%
Waikato	12 resp.	18.8%
National	9 resp.	14.1%
Bay of Plenty	8 resp.	12.5%
Canterbury	8 resp.	12.5%
Wellington	8 resp.	12.5%
Otago	7 resp.	10.9%
Northland	5 resp.	7.8%
Taranaki	5 resp.	7.8%
Gisborne	3 resp.	4.7%

Hawke's Bay	3 resp.	4.7%
Nelson	3 resp.	4.7%
Marlborough	2 resp.	3.1%
Overseas	2 resp.	3.1%
Southland	2 resp.	3.1%
Tasman	2 resp.	3.1%
West Coast	2 resp.	3.1%
Manawatū-Whanganui	1 resp.	1.6%
Other	0 resp.	0%

### What industry sector does your organisation work in?

Professional, Scientific and Technical Services	15 resp.	24.6%
Construction	7 resp.	11.5%
Financial and Insurance services	6 resp.	9.8%
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Electricity, Gas, Water and Waste services	5 resp.	8.2%
Manufacturing	5 resp.	8.2%
Agriculture, Forestry, Fishing	4 resp.	6.6%
Arts and Recreation Services	4 resp.	6.6%
Education and Training	4 resp.	6.6%
Non-profit	4 resp.	6.6%
Information, Media and Telecommunications	3 resp.	4.9%
Accommodation and Food services	2 resp.	3.3%

Administrative and Support services	2 resp.	3.3%
Transport, Postal and Warehousing	2 resp.	3.3%
Wholesale or Retail Trade	2 resp.	3.3%
Healthcare and Social Assistance	1 resp.	1.6%
Public Administration and Safety	1 resp	. 1.6%
Mining	0 resp.	0%
Rental, Hiring and Real Estate services	0 resp.	0%
Other	7 resp.	11.5%