

**BOTANICA™**  
NATURE INSPIRED • PLANET CONSCIOUS



**INTRODUCING  
PROJECT  
#REBLOSSOMNZ**

# 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. Over the next three years, Botanica by Air Wick in partnership with WWF-New Zealand, 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 Air Wick are working with Ngāti Toa Rangatira, Porirua City Council, Wellington City Council and Greater Wellington Regional Council to help restore 5000m<sup>2</sup> of the Porirua stream.

The stream supports six species of native fish: longfin and shortfin eels, giant kōkopu, inanga, redfin, and common bullies, but unfortunately it's showing signs of degradation.

Together, we will be planting up to 8,800 flowering natives, covering more than 5,000 square metres to help restore this culturally significant stream.

*Ko ahau te taiao,  
ko te taiao, ko ahau*

*The ecosystem defines  
my quality of life*

Ngāti Wai and Ngāti Whatua





# 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.

*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.*

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 Porirua stream, its ecosystem, and community.

**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](http://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



## Ngāti Toa Rangatira

Ahakoia he iti whetū ki runga ki te rangi nui pōkēkēao ūhia kia ngaro, e kore e ngaro.

Even though the stars shining in the night sky might be obscured by a passing cloud, they will never be obliterated.

Te Rūnanga o Toa Rangatira as the mandated iwi authority for Ngāti Toa Rangatira has responsibility for protecting and enhancing the mana of Ngāti Toa across the various political, economic, social and environmental spheres.

In relation to Te Ao Tūroa, Ngāti Toa's objective is to nurture a resilient environment to sustain

future generations through reclaimed connection and mātauranga to natural resources, empowering kaitiaki who are leaders and co-managers of our natural environment, our commitment to environmental sustainability and our ability to adapt to the impacts of climate change.

**ADDITIONAL  
SUPPORT  
PARTNERS:**





**BOTANICA**   
NATURE INSPIRED • PLANET CONSCIOUS



**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.**



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

together possible.

[panda.org](http://panda.org)

0800 4357 993 or 04 499 2930

P.O. Box 11514,  
Manners Street,  
Wellington 6142,  
New Zealand