

A misty forest scene with a hiker in the background. The hiker is wearing a red shirt and a blue backpack, walking through a dense forest of tall trees and ferns. The atmosphere is hazy and serene.

RECLØAKING PAPATŪĀNUKU

PureAdvantage™

“We have an incredible opportunity to embrace the benefits of Recloaking Papatūānuku and position Aotearoa as a world-leader. This can be an intergenerational legacy for future generations and all living things. This is a long-term programme that needs immediate action. For now, Recloaking Papatūānuku is an idea that has been thoroughly researched and analysed by some of the brightest minds in the country. It’s a seed that needs to be cared for and nurtured into a mighty kauri. The new government has an opportunity to embrace it and make it part of their lasting legacy, leading Aotearoa to a brighter future.”

~Rob Morrison, Pure Advantage chair

“You’ve got to wrap your head around the fact that all successful economies of the future will be those that get really, really good at this low carbon transition. So, stop treating it as an environmental issue and start treating it as a massive economic opportunity.”

~Sir Jonathon Porritt, environmentalist and writer

“The science is totally clear – our climates are changing rapidly, and our Indigenous biodiversity is in decline. We need urgent and ambitious action to address these crises. As well as dramatically reducing our greenhouse gas emissions, I believe that Recloaking Papatūānuku must be at the core of how we do this in Aotearoa. Restoring our forests will build landscape resilience, enhance biodiversity and drawdown CO₂ from the atmosphere. But just as importantly, Recloaking Papatūānuku will allow us, the people of Aotearoa, Māori and Pākehā, to reconnect with nature, a critical connection that has been widely forgotten. We owe our children and grandchildren a decent future through implementing Recloaking Papatūānuku alongside emissions reductions.”

~Emeritus Prof. David Norton, Pure Advantage strategic advisor

“Recloaking Papatūānuku is a bold and creative proposal on par with the vision of The Treaty signers, Julius Vogel’s railway, Michael Joseph Savage’s Social Security programme and the reforms of the 1980s. In my view, it appears affordable and achievable, highly ambitious and very desirable. The challenge is to make it socially and thereby politically acceptable.”

~Dr. Rod Carr

“The primary role of trees is to cover the whenua, the earth, and keep her well. That’s what Recloaking Papatūānuku is really about. That needs to be kept in front of mind as we consider all the uses we have for trees, timber, storing carbon, creating wealth, and the like. All of those can be good in themselves, as long as they don’t compromise the wellness of the earth. What happened with Cyclone Gabrielle shows us what can happen if we don’t.

Ka ora te wai ā te whenua, ka ora te tāngata. When the water and land are well, the people are well.”

~Pā McGowan, Tāne’s Tree Trust trustee

“I commend the Recloaking Papatūānuku initiative and its purpose, as it recognizes the interconnectedness of the climate, fresh water, and biodiversity crises that pose an existential threat to both Papatūānuku and her people.”

~Sophie Handford, activist & politician at Kāpiti Coast District Council

“Recloaking Papatūānuku will create permanent carbon sinks in Aotearoa New Zealand at scale, protect our soils, build climate resilience, provide habitat for rare and endangered species, help to cleanse our waterways and harbours, adorn urban and rural landscapes, attract tourists and give a long-term, secure income to landowners, including iwi and farmers. Recloaking Papatūānuku will help to restore New Zealand’s ‘clean green’ image, vital to our overseas earnings and international reputation, and build national pride with a world-leading initiative that attracts global attention.”

~Dame Anne Salmond, Pure Advantage trustee

“Once Upon A Now! I love to study our early painters of the New Zealand landscapes. Charles Blonfield, John Kinder and the famed photographers the Burton Brothers. Their world was so new and green. Giant Kauri held the sky up. Dense bush clothed the hills and valleys. Indigenous forests made this land splendid and special. Fire and farms came with a price. Cities and towns, roads and motorways are now our heritage. I think it's not too late to take a stand...to awaken the dream of a land reclothed, restarted fresh and ready for future generations unborn. Why not! It's never too late to do things right. Recloaking Papatūānuku is real and possible. Let's take a big breath and just do it.”
~Sir Bob Harvey, former politician

“As a young scientist I feel buried under the knowledge of our impending climate collapse and the annihilation of nature. To use the cliff analogy we jumped and without a parachute, apathy and denial pushed us over the climate crisis edge. One of the last remaining slithers of hope is in Recloaking Papatūānuku. Regenerating millions of hectares of Indigenous forest across the motu is now essential for the future of all life in Aotearoa.”
~Finn Ross, scientist & entrepreneur

“The opportunity for the Crown to invest in Aotearoa and importantly affected Māori & Crown land rather than offshore investment is a more effective tax spend. The impacts of global capitalism on Māori communities is evidence that the Crown has breached its stewardship role. The Rogernomics era and the sale of land leases to foreign forestry corporates has left us with an environmental disaster. We know that the Crown is not interested in long term sustainability, but only interested in big industry and private market responses. The options for private investors and Crown to invest in long term sustainability to protect communities from disaster is a more attractive conversation than 'carbon farming' for returns under the ETS.”
~Tracey Tangihaere (Ngāti Porou, Ngāti Maniapoto), chair of a Māori land trust

“Now is the time. Natural life on this planet is disappearing at an alarming rate. Biodiversity is in retreat as it tries to compete with the man made world. It’s time to restore the balance. Recloaking Papatūānuku is an ambitious programme to plant indigenous forests so all creatures can thrive again. When we work together we can nurture diverse indigenous plant life to thrive on the whenua. Like the tale of The Emperor’s New Clothes, it takes a child to speak the truth when others blindly pretend they can see the emperor’s fine gown. Let’s speak our truth, act and recloak Aotearoa.”

~Katherine Corich, Pure Advantage trustee

“Recloaking Papatūānuku will restore New Zealand nature and has the ability to sequester enormous amounts of carbon as we restore thousands of hectares of Indigenous forest over decades. We will see pristine waterways and root systems renew that will help prevent enormous amounts of sediment going out to sea. Biodiversity with thousands more Indigenous birds will return. Diverse Indigenous forests are resilient, cooling and anchoring the land against the impact of climate change. This enhanced and beautiful landscape will be shared by all people enjoying their experiences on walking tracks and more.”

~Sir Stephen Tindall, Pure Advantage trustee

"E ora ai te iwi, me whakarauoratia a Papa e tātou.

In order for the people to thrive, Papa (Papatūānuku) must be rescued by us all.

This isn't just an issue for Te Tairāwhiti, but one that will require a communal approach at all levels. The forest intrinsically benefits us all, and we were the ones who destroyed what once was. In order for us to survive and thrive in Aotearoa, it is up to us all to play a part in weaving a strand back into the cloak of Papatūānuku.”

~Mikaere Berryman-Kamp, analyst & artist

“In the blink of a geological eyelid, no more than 800 years, human settlers have stripped Aotearoa New Zealand of much of its Indigenous forest, heavily modified or removed natural ecosystems and released a host of pest animals and plants compromising the sustainability of our natural environment. Recloaking Papatūānuku has the depth, scale, and scientific basis to reverse this trend and make a significant difference to our landscape and it has my full support.”

~Peter Berg, Tāne’s Tree Trust chair

“Things will get worse before they get better. The trick is how we create a liveable planet in the interim. Part of the solution we can build. People have lived in deserts, and cities below sea level for centuries and our technologies are growing. However, by far the most comprehensive and cost effective answer lies in partnering with nature, or Recloaking Papatūānuku. Indigenous natural forests have evolved in New Zealand over 80 million years, into a unique ecosystem that is responsible for many of the biodiverse pathways on which we depend for our survival. They also create flood and drought resistance, localised cooling, stable rainfall patterns, water purification and many other environmental, economic, health and social benefits. In addition to all this, they sequester immense amounts of carbon, forever.”

~Phillip Mills, Pure Advantage trustee

“With all the challenges our people, wildlife and forests are facing, now must be the time for ambitious action. Supporting biodiversity across the motu, and allowing our forests to once again cloak the whenua is critical in working towards a future in which our communities of both wildlife and people thrive. This project represents exactly this type of ambitious action needed to secure this future.”

~Taylor Davies-Colley, ecologist, educator and science communicator

“The Recloaking Papatūānuku proposal is a common-sense solution to a number of complex problems. It addresses the urgent need to protect existing Indigenous forest from pests, it supports landowners with marginal farmland that may be too remote or erosion-prone to be economically viable with sheep or beef, it creates employment while protecting and restoring the whenua with the diverse forest species that cloaked these islands for millions of years and restores the mana and mauri of the land, water and atmosphere that we degraded so rapidly. I’m super excited about the potential of this truly transformational initiative to provide a legacy everyone in Aotearoa can be proud of at a community level and on the global stage as a world-leading example of commitments to indigenous values and biodiversity restoration.”

~Manu Caddie (Ngāti Pūkenga, Ngāti Hauā), biotechnology entrepreneur

“The Recloaking Papatūānuku proposal looks tremendous. It would indeed be a transformation for New Zealand and a model for the world. I do hope it works.”

~Lord Nicholas Stern, economist & academic

“We have an opportunity to do right by te taiao (our environment) by strategically weaving Indigenous forest back through our landscapes for the benefit of all. Our ngahere can complement existing land use and restore resilience to our rural lands and urban areas – for climate change mitigation and adaptation, biodiversity values, clean water, land stability, cultural values, ameliorating local climates, providing green firebreaks, green infrastructure and flood protection, mahinga kai (traditional food sources), rongoā (natural medicine), forest products - where appropriate, and many other ecosystem services. We can work together to achieve this through the Recloaking Papatūānuku campaign.”

~Dr. Jacqui Aimers, Tāne’s Tree Trust trustee

“Our response to the coming climate and biodiversity crisis must be an Aotearoa one. Long term natural carbon drawdown, resilience to extreme weather events such as fire and flood, water quality, rich biodiversity and recreation values are at their strongest when we are producing more of Aotearoa's forest - our Indigenous forest.”

~Geoff Ross, Pure Advantage trustee

“If you were to ask about climate change from a traditional Māori perspective, expect it to be framed as in the following ‘Tāwhirimātea (god of storms) a son of Papatūānuku (Mother earth) is wreaking havoc upon mankind for their abuse of his mother.’ The Recloaking Papatūānuku Project proposes that we figuratively restore Papatūānuku’s cloak (our Indigenous forests), it makes sense from a traditional Māori point of view as it would help to appease Tāwhirimātea’s fury therefore reducing the frequency and severity of storms. Māori landowners want to grow more Indigenous trees because of our cultural connection to the taiao but we are hindered by economic feasibility. Recloaking Papatūānuku gives us options to reconnect us with our Indigenous forests, not to mention climate change mitigation that our Māori communities like those on the East Coast desperately need.”


~Rangi Ahipene (Ngāi Tūhoe, Ngāti Ruapani), chair of a Māori land trust

“It’s wonderful that we’ve got a group full of experienced and well educated individuals who are committed to pushing the case for the all round benefits of restoring our Indigenous forests through an initiative like Recloaking Papatūānuku. Restore Native have committed to playing our part in this by making access to Indigenous trees and more efficient planting techniques more affordable and accessible and are proud to be a part of this journey.”

~Adam Thompson, nurseryman

“As a bushman of the Tairāwhiti region who helped lead the recovery in the heavily impacted Waimatā catchment after Cyclone Gabrielle, it has never been more clear that our lands, rivers and oceans can not sustain the high level of rotation pine forestry and deforestation. After Gabrielle, it was clear to those who cared to look that the only landscapes that survived the devastation relatively unscathed were those with multi-tiered Indigenous forest cover. We urgently need legislative change to transform our landscapes from pine monocultures and pastured hillsides to Indigenous forests. We urgently need a business model to bring about this shift. We need to collapse industries that are collapsing our landscapes and think about the collective rather than the individual. Now is the time, in ten years it will be too late. We are seeing widespread landscape collapse and without action now we will see an economic and biodiversity collapse that will impact the entire country.”

~Hami (Sam) Gibson, bushman & conservationist



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ka ora te tāngata.

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the people are well.*

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