
A statement of shared purpose

Aotearoa New Zealand has what it takes to be a prosperous and resilient nation, with natural edge. We have the resources, the people, the innovative mindset and the care for place that most countries can only aspire to. Right now we are leaving an extraordinary amount of unrealised value on the table.

New Zealanders use around 21 tonnes of natural resources each per year, 60 to 65% above the global average, and we get 40% less economic value from every tonne than the OECD average. Around 60% of our resource use is imported, including all of our refined fuel. Meanwhile 101 countries now have a circular economy strategy and 33 are building circularity into trade, so for exporters circularity is becoming a condition of market access.

Circularity is not a new idea here. In te ao Māori, the reciprocal and cyclical relationship between people, resources and the environment is foundational. Circularity in Aotearoa must uphold Te Tiriti o Waitangi, protect mātauranga Māori, and recognise Māori-led, place-based approaches as central to the transition.

The willingness already exists. What is missing is the connecting infrastructure: coordination, policy settings, procurement, measurement, investment pathways and institutional durability.

The recommendations we advocate for

01 **Establish a Circular Futures Activation Group**

An expert group coordinating industry-led taskforces, turning isolated projects into an investable national pipeline.

02 **Develop a National Circular Economy Framework**

One set of targets, levers and responsibilities that joins up the plans already underway.

03 **Embed circularity in policy, planning and regulatory settings**

Giving investors confidence that the rules will last long enough for infrastructure to pay back.



What we commit to

We, the signatories, have come together for this purpose and commit to advancing it within our own organisations, networks and industries.

01 Advocate for the three recommendations

We will support the case for a Circular Futures Activation Group, a National Circular Economy Framework, and circularity embedded in policy, planning and regulatory settings.

02 Share this kaupapa with our networks

We will carry the vision and the evidence into the conversations we are part of, across our industry, our region and our supply chains.

03 Act within our own sphere

We will look for the circular opportunities in how our own organisation designs, buys, uses and recovers resources, and act on what we find.

04 Work in partnership

We recognise that no organisation can shift this alone, and we will collaborate across sectors to build the connecting infrastructure that is missing.

Signed

I am signing on behalf of the organisation named below, and I am authorised to do so.

NAME

ROLE

ORGANISATION

SECTOR

LOCATION

DATE

SIGNATURE

Return your signed statement, and register your organisation, at circularbynature.org/contact.html or email kiaoracircularbynature@gmail.com.

Circular by Nature is an independent platform founded by Kelly McClean, Louise Nash and Samantha Walmsley-Bartlett, registered with the Gift Collective as fundholder.