

Predator Free 2050

Infographics

BRAND

Contents

Colour palette

Fonts

Infographic: Who's involved

Infographic: Mobilise Innovate Accelerate

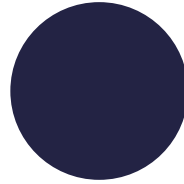
Infographic: Triptych

Infographic: Innovation toolbox

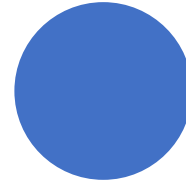
Infographic: Progress

Infographic: All-in-one storytelling tiles

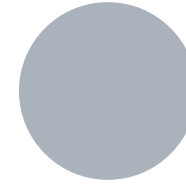
Colour palette



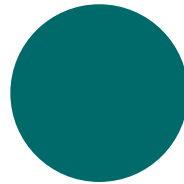
232344



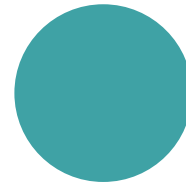
4271c6



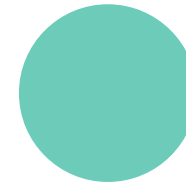
aab3bc



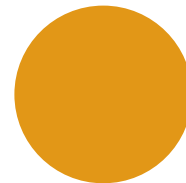
00696a



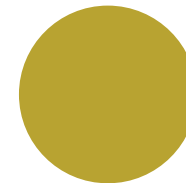
3fa2a5



6cccb9



e29717



b8a331

Fonts

Headings:

Neue Haas Grotesk Display Pro

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

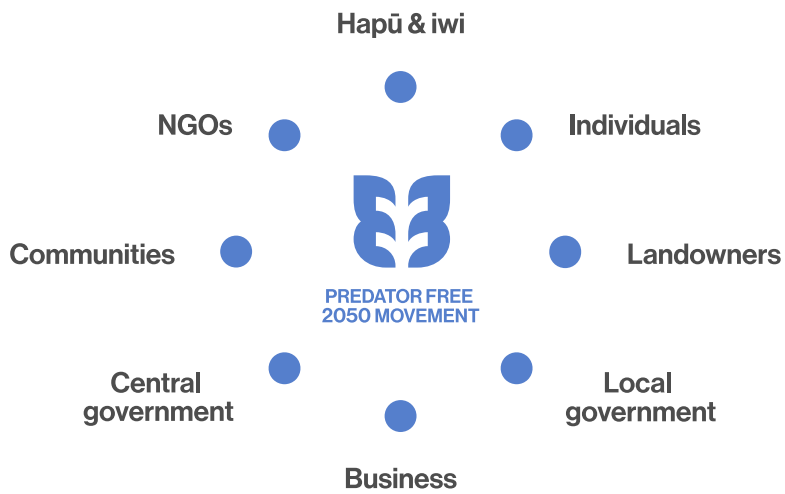
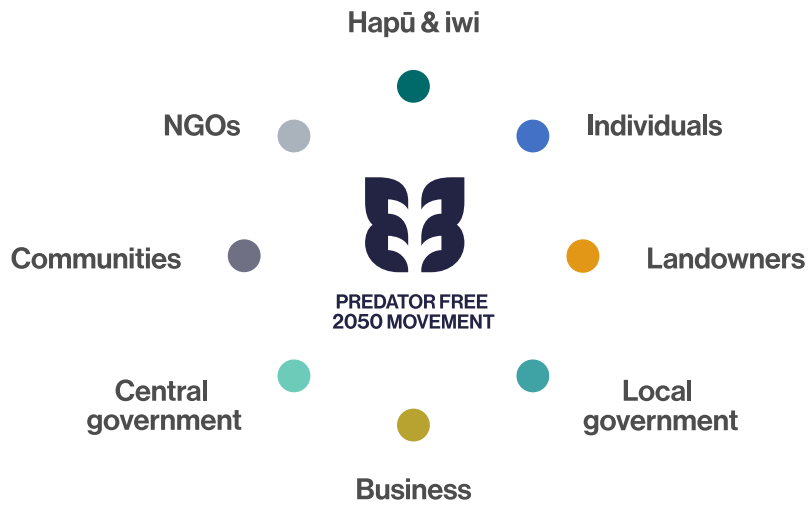
Body text:

Neue Haas Grotesk Text Pro

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890





Mobilise

People + systems



Innovate

Tools + technology



Accelerate

Eradication across Aotearoa



Mobilise

People + systems



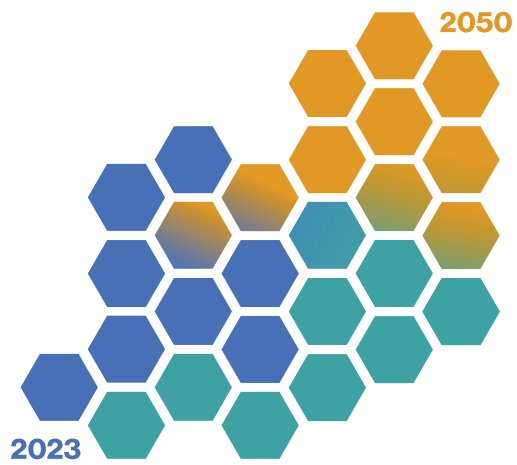
Innovate

Tools + technology






Accelerate

Eradication across Aotearoa



-  Accelerate
-  Innovate
-  Mobilise



-  Accelerate
-  Innovate
-  Mobilise

No predator management



When we don't act for nature, introduced predators continue to eat precious native plants and animals. Many native animals would go extinct without action, some in as few as two human generations. New Zealanders' connection to nature, wellbeing, recreation, economy, and tourism all suffer.

Predator suppression



By using traps and toxins, many populations of wildlife stabilise and grow. This will not make Aotearoa predator free, but it will keep predator numbers low for a few months or years at a time. Suppressing predator numbers over and over again can be time consuming, expensive, and challenging. We can often only do it in very high priority areas. In other areas, more sensitive plants and animals may never recover.

Predator eradication



With innovative tools and technologies, predators are completely removed and cannot re-enter. New Zealand's native plants and animals are safe from extinction and thriving. New Zealanders enjoy a deepened connection to nature, flourishing wildlife, recreation, international standing and a bolstered economy.

No predator management



When we don't act for nature, introduced predators continue to eat precious native plants and animals. Many native animals would go extinct without action, some in as few as two human generations. New Zealanders' connection to nature, wellbeing, recreation, economy, and tourism all suffer.

Predator suppression



By using traps and toxins, many populations of wildlife stabilise and grow. This will not make Aotearoa predator free, but it will keep predator numbers low for a few months or years at a time. Suppressing predator numbers over and over again can be time consuming, expensive, and challenging. We can often only do it in very high priority areas. In other areas, more sensitive plants and animals may never recover.

Predator eradication



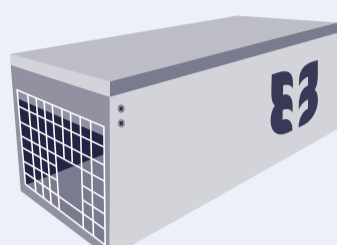
With innovative tools and technologies, predators are completely removed and cannot re-enter. New Zealand's native plants and animals are safe from extinction and thriving. New Zealanders enjoy a deepened connection to nature, flourishing wildlife, recreation, international standing and a bolstered economy.

Growing the Innovation Toolbox



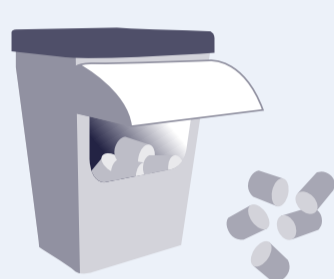
THE PREDATOR FREE MOVEMENT is investing in new tools, technology and techniques to eradicate harmful introduced predators so that nature can thrive. The tools and techniques we have available now are very limited. We need to grow the toolbox by designing, adapting or creating new options. Inventors, designers, scientists, and engineers are currently developing new tools and methods and investigating possible game changing technologies. Some of these technologies have not been used in New Zealand before. So, before any decisions are made, New Zealanders will be able to consider and respond to proposed technologies through public engagement and partnership with iwi and hapū.

Current tools



Traps

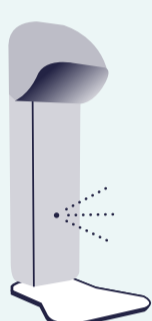
Every trap makes a difference in protecting native animals from the threat of predators. Traps work well in accessible areas where people can check them regularly. But they're often not effective or safe in hard-to-reach areas with rugged terrain.



Toxins

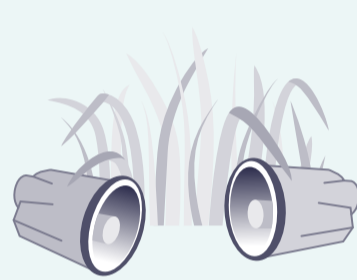
Toxic bait is a safe and effective tool to protect our native species and restore our forests. Toxins in bait stations or aerial operations manage predators, giving native species breathing room to recover. However, this must be repeated every 2-3 years to be effective.

Tools in research and development



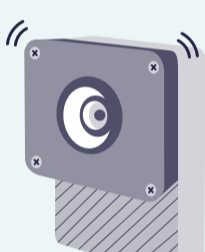
Smart traps

Smart traps could detect and control predators and reset themselves. For example, the Sptifire is a self-resetting smart pest control device which accurately detects predators using sensors and delivers a targeted toxin onto their fur.



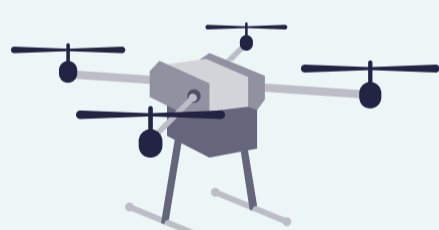
Biodegradable aerial traps

Tiny biodegradable traps targeting rats could be dropped from helicopters or drones and biodegrade into the natural environment. This would allow us to trap on more remote and rugged terrain.



Smart detection devices

Smart detection devices could help us quickly detect and control predators. For example, cameras equipped with AI linked with an automated lure feeder can attract, detect and notify managers of predators.



Drones

Drones can help us effectively and fuel-efficiently move traps and bait into hard-to-reach and rugged areas. For example, fuel efficient drones could be better alternatives to helicopters for predator eradication operations.



New Techniques

In addition to innovating new tools, we're also learning to use current tools in new ways. For example, using natural features such as rivers and mountain ranges as barriers to predator reinvasion.

Potential future tools



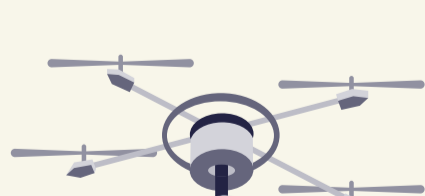
Artificial intelligence

AI could build models to predict predator behaviours and locations. This would help efficiently track down and remove remaining predators in an area.



Predator birth control

By studying predators genes, we can develop efficient, long-lasting and humane tools. For example, a promising new technique could identify natural mutations where predators have infertile offspring. By spreading that mutation over generations, we could have predator birth control.



Robotics and drones

Field inspection robots on the ground, autonomous drones in the sky or satellite imagery could help us monitor large areas of land for predators.



Pest-specific toxins

Pest-specific toxins would only kill one species of predator and not harm other animals. By studying predators, we can learn about specific and unique weaknesses they may have.



Breakthrough science

With ~30 years to achieve Predator Free 2050, there could be significant scientific breakthroughs that we haven't heard of yet. By investing in research and development, we can grow the toolbox.

Making progress towards a predator free New Zealand

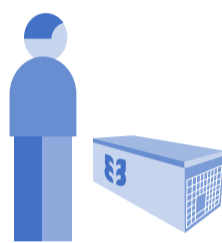
The Predator Free movement has already had the following achievements:



5,400+

trapping projects across the country sharing their progress on Trap.NZ

800+

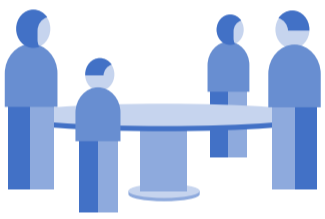


people attending trap training micro-credential workshops



30,000+

copies of trapping guides shared



30+

national organisations working together in advisory groups to develop action plans and distribute funding



A collective strategy to get us to a Predator Free 2050 with input from people via facilitated workshops, surveys, digital engagement and hui

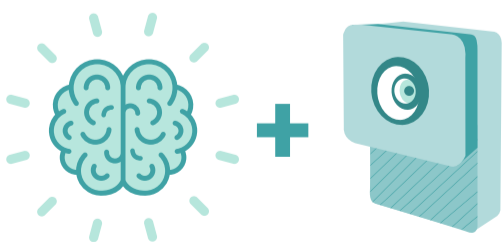
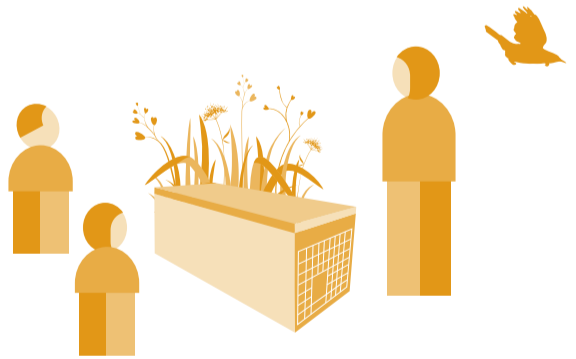


Successful eradications on

~140

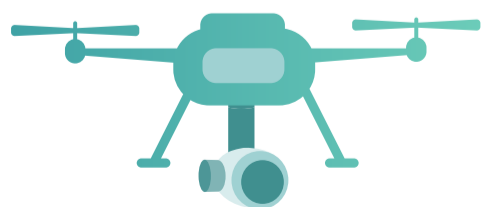
islands in New Zealand

A successful urban eradication of possums, rats and mustelids on Te Motu Kairangi/Miramar Peninsula in Wellington



Newly produced innovative tools and technologies like cameras with artificial intelligence and new self-resetting traps

Research into potential future innovative tools and technology like biodegradable aerial traps, predator birth control and predator-sensing drones



Development and implementation of predator removal across



100,000 ha
in South Westland

Predator Free 2050
New Zealand is a unique country with a rich and diverse native flora and fauna. We want to protect this unique natural heritage.

More Zealanders' connection to nature runs deep - through:
 - 72% of New Zealanders have a connection to nature.
 - 84% of New Zealanders have a connection to nature.
 - 81% of New Zealanders have a connection to nature.
 - 100% of New Zealanders have a connection to nature.

Introduced predators threaten nature
Involvement with introduced predators is a major threat to native species.

These 3 introduced predators pose the greatest threat
Rats, possums, and stoats.

one in five
of native species are at risk of extinction.

Predator Free 2050: To eradicate rats, stoats and possums from all of Aotearoa New Zealand by 2050

Why we need to eradicate introduced predators from Aotearoa
There are 3 possible outcomes for Aotearoa:
 - No predator management: 20 million native species at risk.
 - Predator suppression: 10 million native species at risk.
 - Predator eradication: 1 million native species at risk.

Working together to achieve the goal
Government, iwi/Māori, and the private sector are working together to achieve the goal.

How will the actions Predator Free 2050?
 - Mobilise: People and places.
 - Innovate: People and technology.
 - Accelerate: People and resources.

Communities are mobilising across Aotearoa
In the first 12 months of the Predator Free 2050 campaign, more than 100,000 people have joined community groups.

Individuals will increase Aotearoa are taking action
 - 1 in 5 people are taking action.
 - 17% of people are taking action.
 - 2,000+ community groups are taking action.
 - 11,300+ people are taking action.
 - 174,600+ people are taking action.
 - 26.8% of people are taking action.

We're growing the business for eradicating predators
The Predator Free 2050 campaign is creating new business opportunities for eradicating predators.

5,400+ people are all working hard to grow our toolbox
 - 5 years to grow the toolbox.
 - \$43 million invested in growing the toolbox.

Some of these technologies have not been used in Aotearoa before
 - 50+ new technologies are being used.
 - 30+ new technologies are being used.

Current tools
 - Traps: 100+ types.
 - Baits: 100+ types.

Tasks in research and development
 - 100+ tasks in research and development.
 - 100+ tasks in research and development.

Potential future tools
 - 100+ potential future tools.
 - 100+ potential future tools.

Just a few years, we've made progress towards a predator free Aotearoa New Zealand
 - 5,400+ people have joined community groups.
 - 800+ people have joined community groups.
 - 30,000+ people have joined community groups.
 - 30+ people have joined community groups.
 - 140+ people have joined community groups.
 - 100,000+ people have joined community groups.

Everyone can play a role in helping achieve Predator Free 2050
 - Spread the word.
 - Join a community group.
 - Trap predators in your own backyard.
 - Make your garden welcoming for native animals.
 - Donate a trap to a community group.