



# ECO's website redesign project

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UX Summative

# Table of contents

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- 02** Briefing and goals
- 03** Current website analysis
- 04** Competitor analysis
- 06** Target audience
- 07** User personnas
- 09** User journey
- 10** User research
- 12** Style tile
- 14** Proposed information architecture
- 15** Low fidelity wireframes
- 20** High fidelity wireframes
- 20** Prototype

# Briefing

We have been asked to analyse the user experience of ECO's current website and develop a proposal for a redesign that includes a web-based prototype.

The organisation wants to convey what they do in a way that is up to date and informative. They would like to know how successfully they are reaching these goals at the moment and receive a strategy for enhancing at least one capability connected to the objectives of the website.

**01** Analyse ECO's current website user experience

**02** Convey website's goals in a up to date and informative way.

**03** Present a strategy to enhance at least one functionality related to their goals.

# Goals

The website's objectives are:

**01** To raise public knowledge of their cause

**02** To offer prospective members a warm invitation to join

**03** To keep current members engaged

We have redesigned the website thinking about these goals. The landing page will have ECO's history in brief, so the public gets to know them quickly. Followed by ECO groups showing how they organise their causes and inviting the new user to find out more about it, as well as inviting them to join. We will also feature ECO's publications on the landing page to keep members enganged, with a quick explanation about the publications to attract new users. The redesign will be mordern and users will be able to acess it on their computers, mobile or tablet.



# Current Website Analysis

## STRENGTHS

- 1 The color palette selected for the website and logo work well together.
- 2 The website is really informative, it would benefit to be organized in a more attractive and modern way.
- 3 Landing page photo slide grabs attention with pleasing visuals but lacks clear references and some photos are untitled.

## WEAKNESSES

- 1 The pages contain an overwhelming amount of text, potentially discouraging for some users. Integrating visuals to break up the text can create a more balanced layout.
- 2 The website features a limited number of photos and they are small-sized.
- 3 It is not responsive for mobile and tablet devices, this could be a critical barrier to reach a wider audience.

1

2

3

1

2

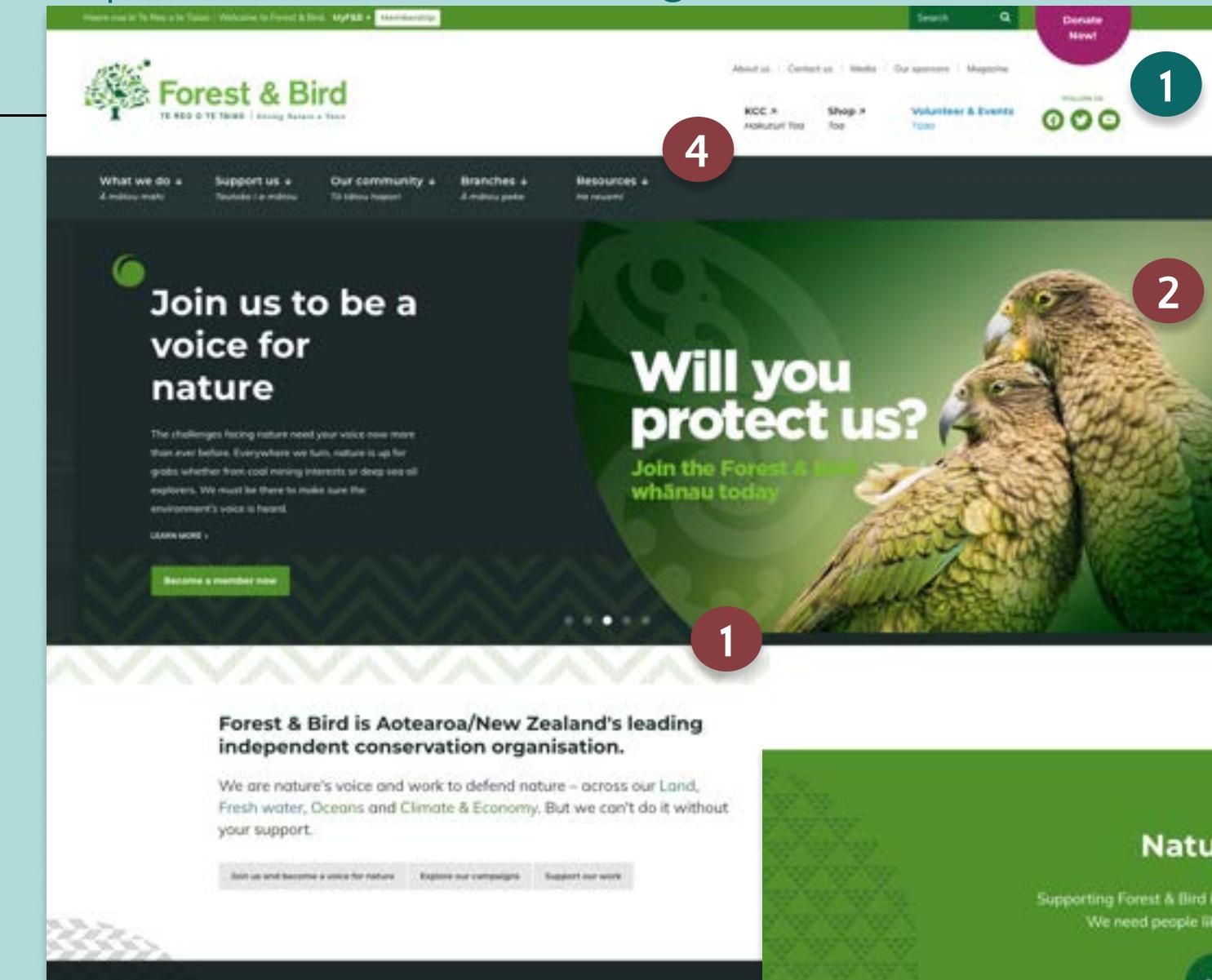
3

# Competitor Analysis

## STRENGTHS

- 1 The website achieves an **great balance** between text and visuals, with a clear and effective hierarchy of information.
- 2 The **pictures are of good quality** and are sufficiently large.
- 3 Every page features a **well-executed call-to-action** for donations.
- 4 Integration of **Te Reo Māori language**.

<https://www.forestandbird.org.nz/>



## WEAKNESSES

- 1 The top navigation **appears cluttered** with multiple layers.
- 2 There is a **low contrast** between the text and the background.

This screenshot shows the "LATEST MEDIA RELEASES" and "UPCOMING EVENTS" sections of the website.  
1. The "LATEST MEDIA RELEASES" section lists several news items with small text and low contrast against the dark background.  
2. The "UPCOMING EVENTS" section lists events like "E-commerce and Fulfillment Volunteer" and "Sanctuary Winter Planting 2" with low contrast text.  
A "VIEW ALL MEDIA RELEASES" and "VIEW ALL UPCOMING EVENTS" button are at the bottom.

# Competitor Analysis

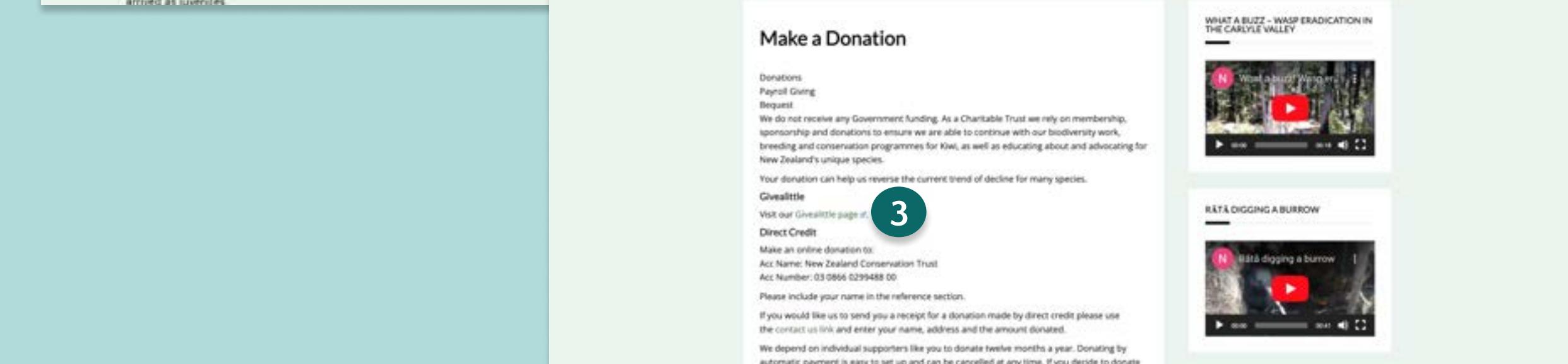
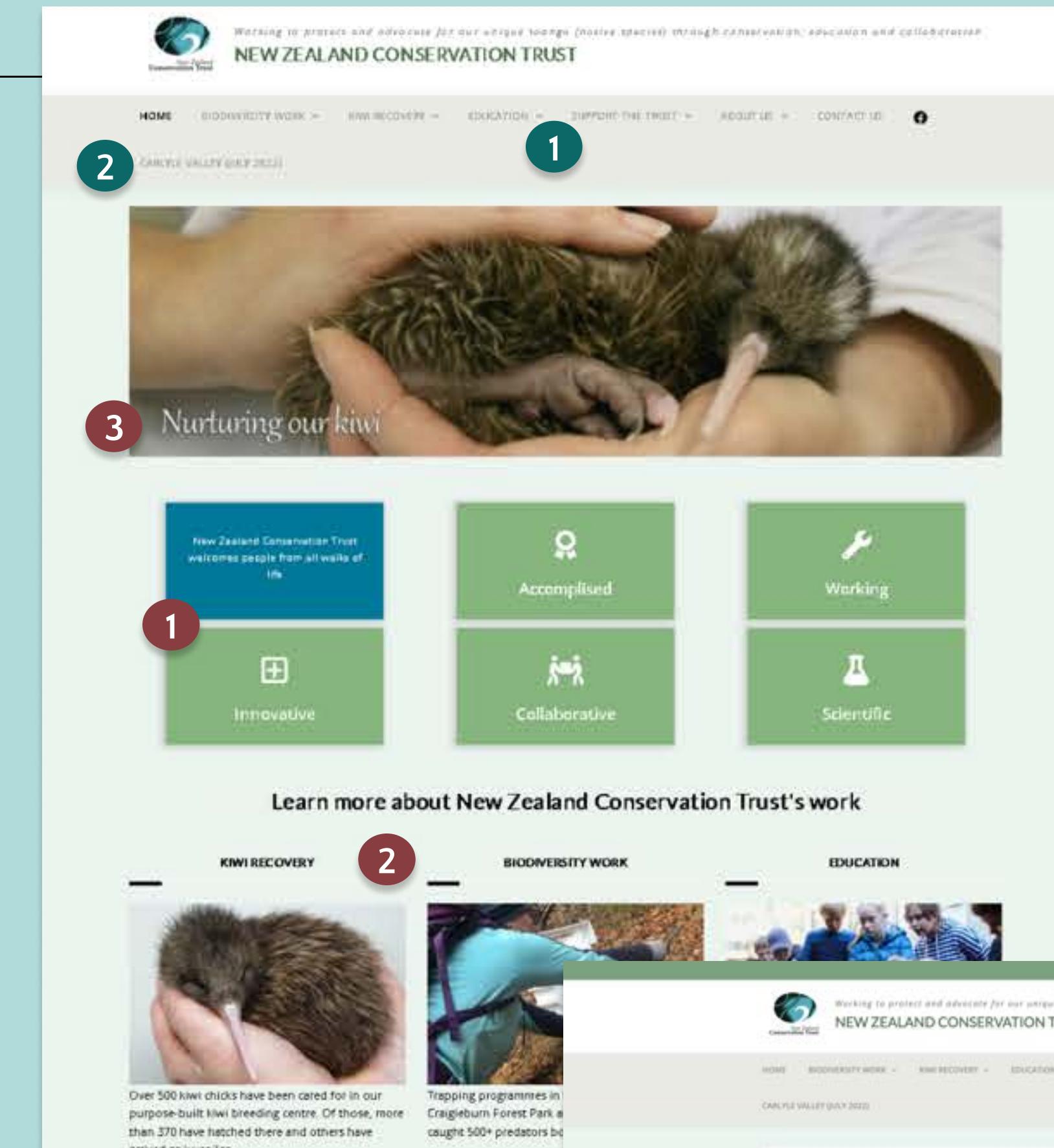
## STRENGTHS

- 1 The landing page effectively captures users' attention with **clear values communicated** through interactive cards.
- 2 Examples of their work on the landing page with **clear visuals and short description**, creating a positive impression among users.
- 3 The landing page's photo slide **effectively showcases current projects and captures users' attention**.

## WEAKNESSES

- 1 **Insufficient contrast** in the menu colour, may pose challenges for users with **readability issues**.
- 2 The menu contains a link that appears **out of place**.
- 3 The call-to-action for donating is not prominent enough, as it only appears on one page and fails to draw attention to the funding link. **It lacks visibility and clarity**.

<https://www.nzconservationtrust.org.nz/>



# Target Audience

---

We have researched which demographics are more likely to donate and contribute to the environment in New Zealand. Based on this research and on ECO's goals for the website, we have identified two main target audiences:

## PRIMARY

- 20 - 60 years old.
- Worried about the New Zealand's native environment.
- Are willing to contribute their time and skills for a cause they believe in.

## SECONDARY

- 30+ years old.
- Worried about the New Zealand's native environment.
- Has a steady income, and wants to contribute to a cause they believe in.
- Doesn't have a lot of free time.

# User Personas

Based on the research of the website's target audience, we have created two user personas.

## Persona #1



55 Years Old | Christchurch, New Zealand

### User Story

Pauline works part time as a veterinarian in a practice she shares with her son. She volunteers twice a week at the Wildlife hospital, trying to save and rescue native species. She also lends her skills to the Willowbank Wildlife Reserve when they need extra help. She is looking to contribute and be a part of an environmental organization, as she has always been an advocate for conservation in New Zealand. She is married and has two adult daughters, and a son. They like to camp as a family on the holidays.

### Goals

- To eventually retire as a veterinarian and volunteer 100% of her work to help conservation in New Zealand.
- To make a permanent impact on the improvement of NZ's conservation
- Be the best grandmum soon.

### Pain Points

- When she can't save an animal on her hands.
- Wasting her time.

## Persona #2



35 Years Old | Wellington, New Zealand

### User Story

Andrew works for an IT company that sometimes sends their workers for a day out for volunteering. His favourite volunteering day is at Matiu/Somes Island, just off Wellington Harbor. He has learned there is a lot of work involved too keep the environment in New Zealand, that it needs more investment and people involved. He feels he earns enough money that he could donate to New Zealand environmental NGOs. He lives with his partner and she is happy to make changes on their budget and habits to help mitigate climate change and the changes in NZ environment.

### Goals

- To donate more money to good causes.
- Do the great Abel Tasman walk over the holidays.
- Start biking to work every day.

### Pain Points

- Wellington's traffic.
- Not having enough free time.

# User Journey

This is a journey of Pauline on the current Eco website, she wants to become a friend of ECO.

|                                  |                                                                                                                               |                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                 |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ACTION</b>                    | Pauline finds the ECO website on google                                                                                       | Looks for more information                                                                                                                                                                                                  | Looks to sign up and become a member                                                                                                                                                                                                            | Finish form and submit                                                                                                                                                                                          |
| <b>TASK</b>                      | <ul style="list-style-type: none"><li>Click on the website and find information about this NGO.</li></ul>                     | <ul style="list-style-type: none"><li>Browse around the website for more information about the NGO.</li></ul>                                                                                                               | <ul style="list-style-type: none"><li>Sign up to become a friend of ECO.</li></ul>                                                                                                                                                              | <ul style="list-style-type: none"><li>Submit the sign up form.</li></ul>                                                                                                                                        |
| <b>USER FEELING</b>              |                                                                                                                               |                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                 |
| <b>IMPROVEMENT OPPORTUNITIES</b> | Have a quick but informative “about the NGO” on the landing page, so the user has an immediate idea of what the NGO is about. | The user finds the information is currently scattered around the website. it needs to be organised for easy navigation.<br><br>We will redesign the Information Architecture and make sure information can be easily found. | The pages feel cluttered and information is not as quick to find because of it.<br><br>We will make sure there is enough balance between text and visual (as well as white space) so the user can scan the page easily and find what they need. | There is currently no submission button, this can cause frustration on the user and the NGO misses the opportunity to gain a new member.<br><br>We will make sure the user can successfully sign up and donate. |

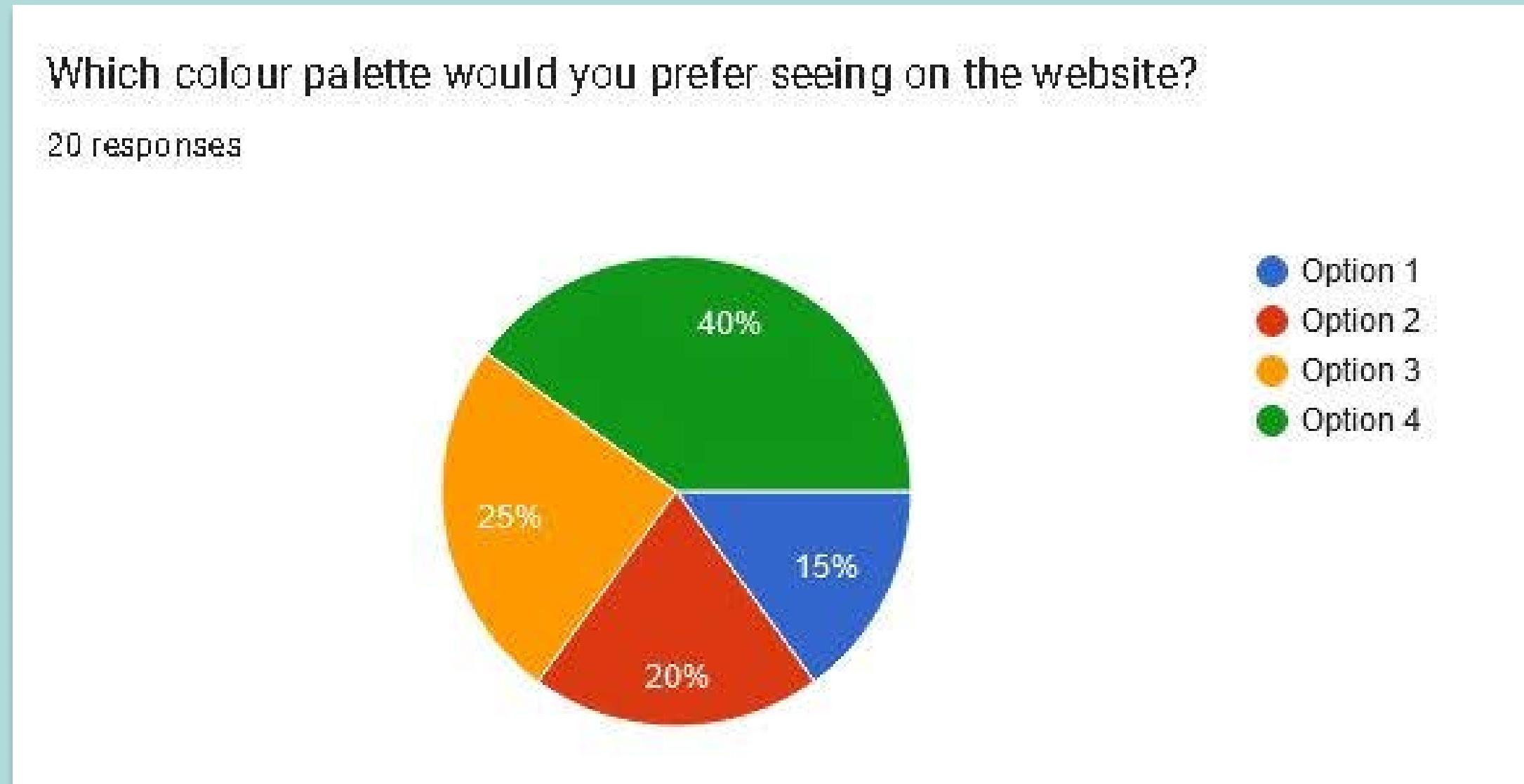
This scenario has helped us find what to improve on the website to make the sign up process quick and effortless, as well as finding information about ECO.



# User Research for style

We created a survey for our target audience to tell us which style they prefer to see on the ECO's website. We wanted to **honour ECO's colours**, so we created a colour palette that connects with the logo and the colours they have already been using for years.

## SURVEY RESULT:



## SURVEY:

**Website style for ECO**

Kia ora,  
ECO is a network of fifty-plus large and small environmental organisations based all around New Zealand.

We are redesigning their website and to do this we need your help with selecting the best style for our website. We appreciate your feedback and thank you for your time.

[ju.reisgui@gmail.com \(not shared\)](#) [Switch account](#)

\* Required

For reference, this is their logo:

Which colour palette would you prefer seeing on the website?

**OPTION 1**

**OPTION 2**

**OPTION 3**

**OPTION 4**

Option 1

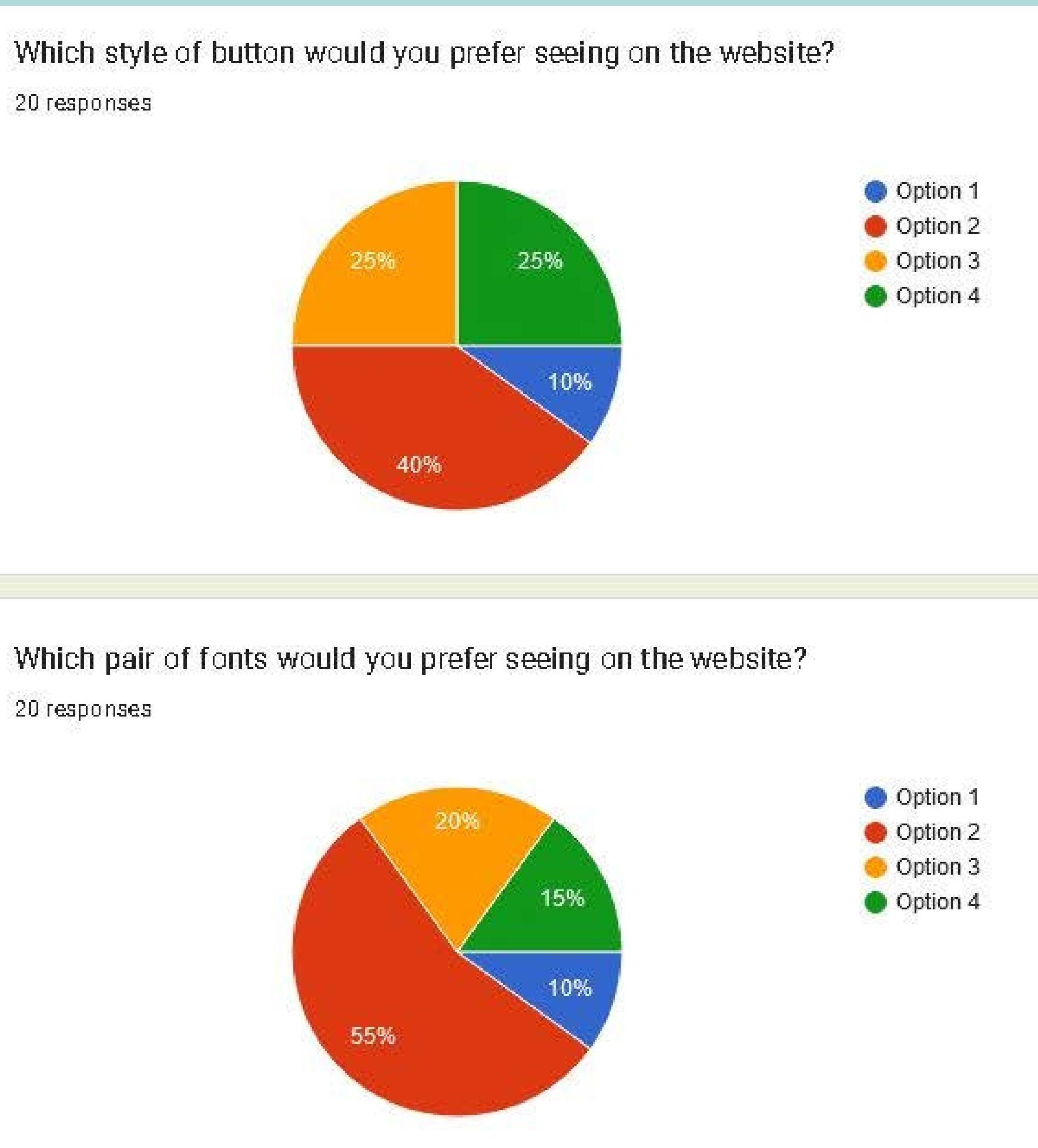
Option 2

Option 3

Option 4

# User Research for style

## SURVEY RESULT:



## SURVEY:

Which style of button would you prefer seeing on the website? \*

Option 1       Option 2  
 Option 3       Option 4

Which pair of fonts would you prefer seeing on the website? \*

Option 1       Option 2  
 Option 3       Option 4

Any suggestions to help us improve the look of our website?

Your answer

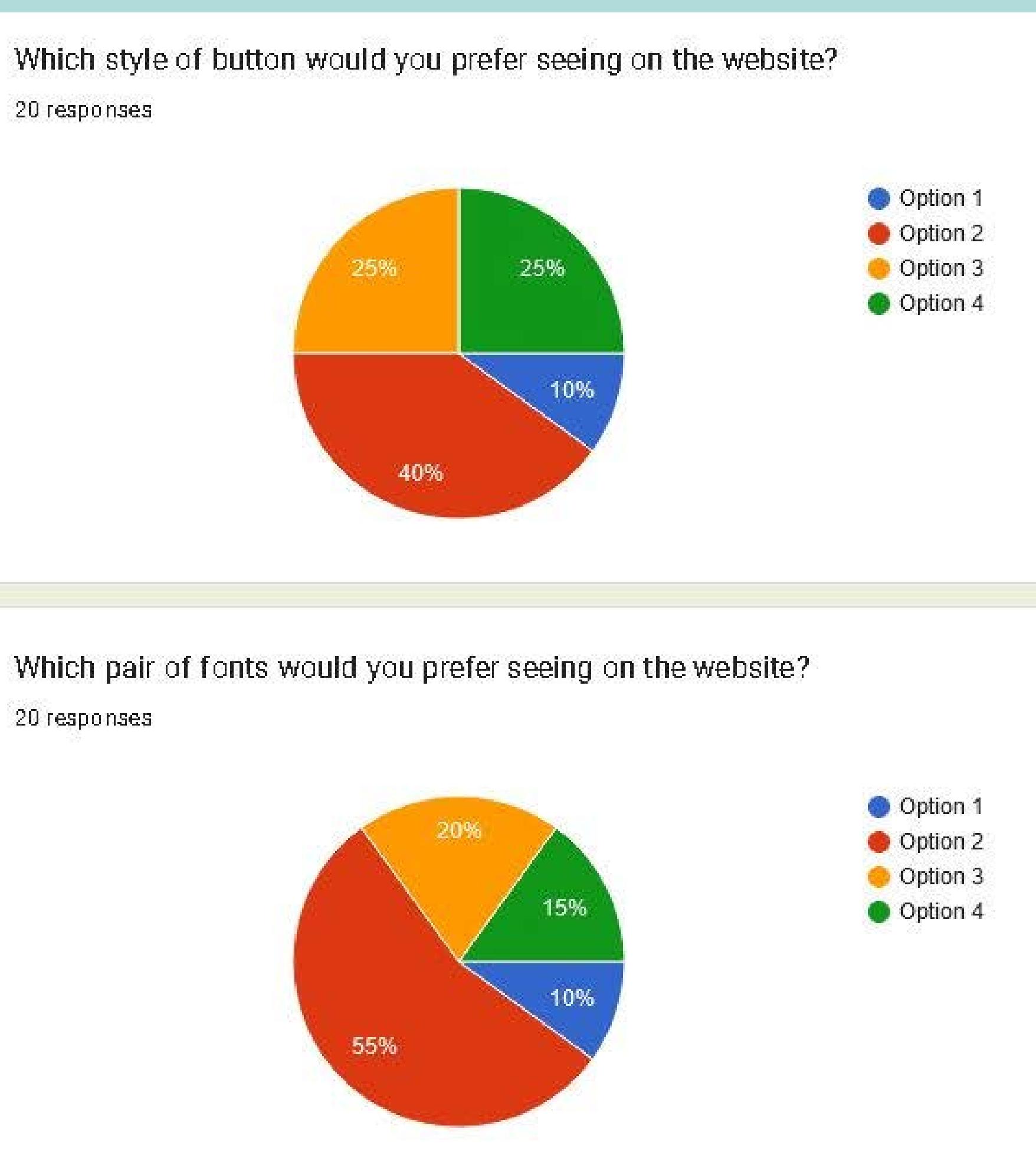
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Google Forms

# Style Tile

## SURVEY RESULT:



## SURVEY:

Which style of button would you prefer seeing on the website? \*

Option 1      Option 2

Option 3      Option 4

Which pair of fonts would you prefer seeing on the website? \*

This is a header  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis pharetra, neque gravida scelerisque.

Option 1      Option 2

This is a header  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis pharetra, neque gravida scelerisque.

Option 3      Option 4

Any suggestions to help us improve the look of our website?

Your answer

Submit      Clear form

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Google Forms

# Style Tile

Based on user research this will be the style of the redesigned website.



COLOURS

|                       |                            |                   |                        |                |
|-----------------------|----------------------------|-------------------|------------------------|----------------|
| Pine Green<br>#0D7369 | Light Sea Green<br>#00A7A7 | Auburn<br>#992E2F | Baby Powder<br>#F1F5F2 | Jet<br>#2E2E2E |
|-----------------------|----------------------------|-------------------|------------------------|----------------|

FONTS

# This is a header

DM Serif Display 48px

## This is a sub-header

DM Serif Display 38px

This is a body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Dui, pharetra, neque gravida scelerisque.

DM Sans 20px

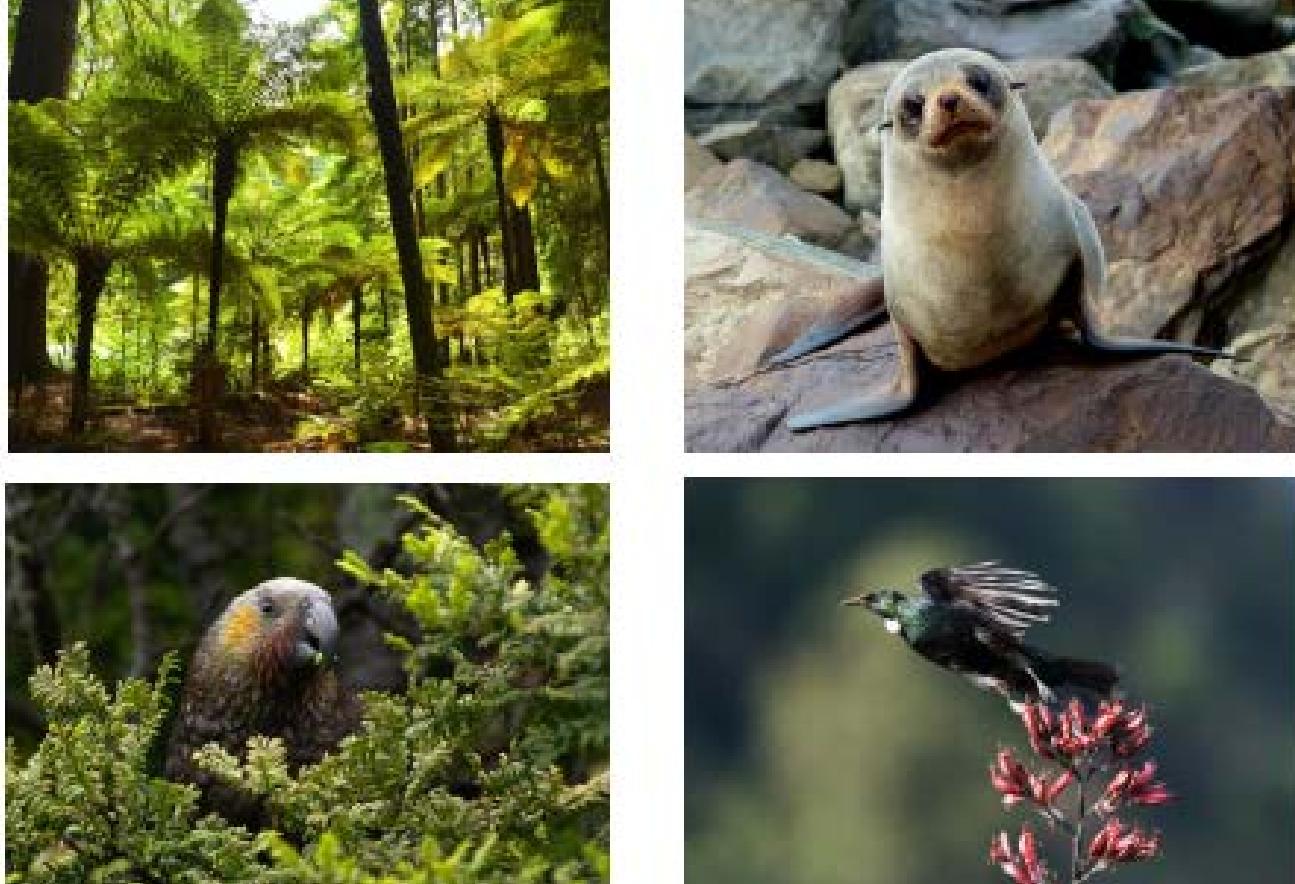
BUTTONS

Buttons include "Donate" and "Koha". A "Donate" button has a cursor icon pointing to it.

ICONS

Social media icons: Twitter, Facebook, Instagram, and a magnifying glass for search.

IMAGERY

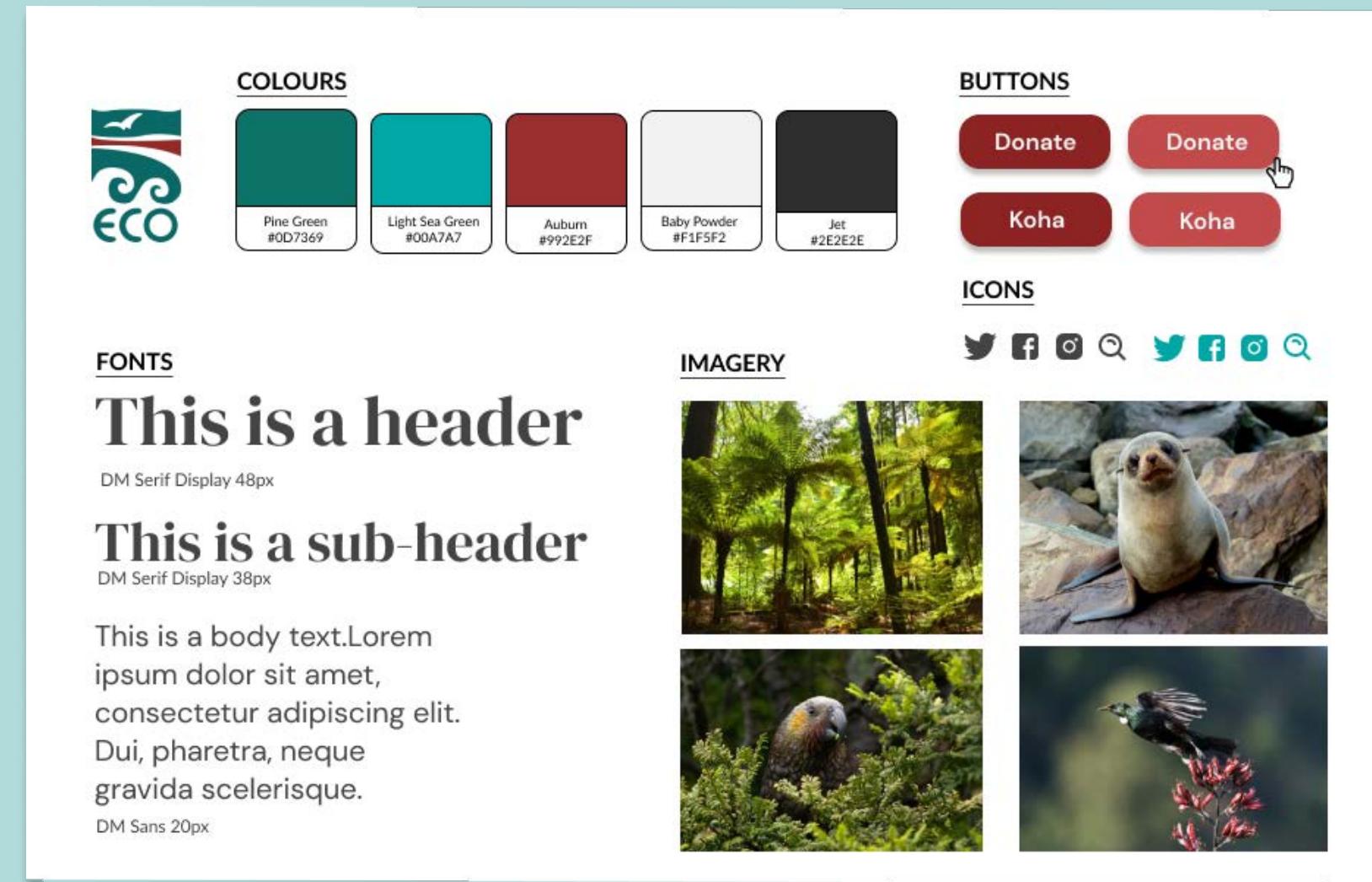




# User Feedback on Style Tile

**Question 1:** From 1 to 5, how do you like the final style tile?

**Question 2:** From 1 to 5, do you think it fits ECO's brand?



User #1, female, 37 years old

The style is great and it suites the brand and their message. The colour palette enhances the brand and it's a very clean design. For both questions it's a 5.

User #2, female, 30 years old

Q1: 5 for the style tile because the colours are nice on the eyes and it is aligned with the "environment" theme.  
Q2: 5 - same reason above and it fits with their branding

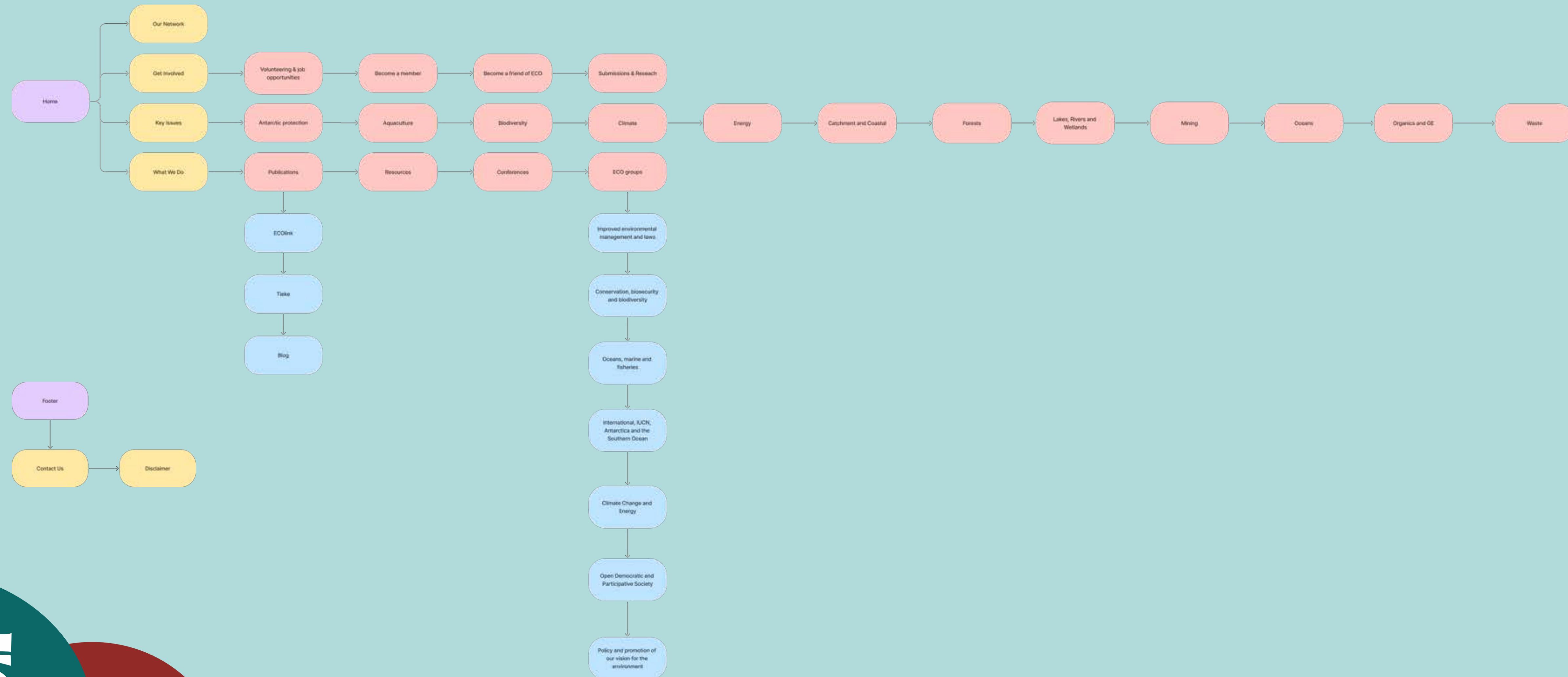
User #3, male, 25 years old

For both first questions, 5!  
It serves its purpose perfectly, colour palette is great, but it all looks great to me and I can't see anything to improve on!



# Proposed Information Architecture

We have redesigned the current site map for easier navigation. We organized similar information into one page, so the user can find what they are looking for quicker and avoid frustrations.



# Low Fidelity Wireframes - User Feedback

We created two versions of the **landing page** so we could gather feedback from users. The users compared both versions letting us know what they liked and what they didn't like from those versions, and from that feedback we created the final version.

User #1, female, 37 years old

VERSION 1

50 years of ECO!  
Lorem ipsum dolor sit amet.

**About us**  
Take tino

Pharetra urna, tempor at amet viverra. Enim massa dictum nibh gravida tellus suspendisse malesuada dulis nunc. At vitae potenti et quam malesuada id ac nibh. Eulsmod massa nec posuere bibendum quam vitae sagittis, nulla duis. Pellentesque nulla sed sem varius enim. Diam vulputate amet semper nec aliquet egestas mattis. Lobortis tortor, vel nisi nec vulputate sed. Nulla urna ut purus vulputat eget mattis nunc. Quis egestas nunc congue urna, et pellentesque pulvinar cursus pellentesque. Ultrices aliquam id est sem ac morbi pulvinar sit in. Et sit quam nullam malesuada accumsan, id sit nec dignissim vulputate. Nibh dictumst bibendum nunc facilisis massa cras venenatis hac. Massa lobortis ut urna id quam massa adipiscing purus erat. Sed amet et vulputate enim, proin.

VERSION 2

50 years of ECO!  
Lorem ipsum dolor sit amet.

**About us**

Pharetra urna, tempor at amet viverra. Enim massa dictum nibh gravida tellus suspendisse malesuada dulis nunc. At vitae potenti et quam malesuada id ac nibh. Eulsmod massa nec posuere bibendum quam vitae sagittis, nulla duis. Pellentesque nulla sed sem varius enim. Diam vulputate amet semper nec aliquet egestas mattis. Lobortis tortor, vel nisi nec vulputate sed. Nulla urna ut purus vulputat eget mattis nunc. Quis egestas nunc congue urna, et pellentesque pulvinar cursus pellentesque. Ultrices aliquam id est sem ac morbi pulvinar sit in. Et sit quam nullam malesuada accumsan, id sit nec dignissim vulputate. Nibh dictumst bibendum nunc facilisis massa cras venenatis hac. Massa lobortis ut urna id quam massa adipiscing purus erat. Sed amet et vulputate enim, proin.

The menu needs hierarchy between English and Te Reo, having them the same size and style is confusing. I also don't like two different buttons for the same purpose. I prefer version 1.

User #2, male, 34 years old

The hierarchy doesn't bother me, however I think it's a good idea to have Te Reo different, in italic or smaller. Keep the translation consistent, for the menu and titles, it needs to be the same everywhere on the page.

# Low Fidelity Wireframes - User Feedback

**VERSION 1**

The wireframe shows a grid of six circular buttons, each containing a large 'X' and the text 'Lorem Ipsum'. Below this is a horizontal line, followed by the text 'Lorem ipsum dolor sit amet' and two small rectangular buttons labeled 'Join us' and 'Lorem ipsum'. At the bottom, there's a section titled 'Keep informed' with the text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit.' and three rectangular buttons labeled 'ECOlink', 'Tieke', and 'Blog'.

**VERSION 2**

The wireframe shows a grid of six square buttons, each containing a large 'X' and the text 'Lorem Ipsum'. Below this is a horizontal line, followed by the text 'Lorem ipsum dolor sit amet' and two small rectangular buttons labeled 'Join us' and 'Lorem ipsum'. At the bottom, there's a section titled 'Keep informed' with the text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit.' and three rectangular buttons labeled 'ECOlink', 'Tieke', and 'Blog'.

User #1, female, 37 years old

The menu needs hierarchy between English and Te Reo, having them the same size and style is confusing. I also don't like two different buttons for the same purpose. I prefer version 1.

User #2, male, 34 years old

The hierarchy doesn't bother me, however I think it's a good idea to have Te Reo different, in italic or smaller. Keep the translation consistent, for the menu and titles, it needs to be the same everywhere on the page.

# Low Fidelity Wireframes - User Feedback

Environment and Conservation Organisations (ECO)

A wireframe showing the top navigation bar with a logo, a main content area with a banner and a donation button, and a footer section containing contact information, social media links, and legal notices.

Logo

Aotearoa needs your support

>Lorem ipsum dolor sit amet, consectetur adipiscing elit.

\$10 \$20 \$50 \$100 Other

Donate Koha

Contacts

126 Vivian St, PO Box 11-057, Te Aro, Wellington 6011

04-385 7545

eco@eco.org.nz

Enquiry

Follow us

Disclaimer

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ECO is a registered charitable entity under the Charities Act 2005. Registration no CC4565

VERSION 1

Environment and Conservation Organisations (ECO)

A wireframe showing the top navigation bar with a logo, a main content area with a banner and a donation button, and a footer section containing contact information, social media links, and legal notices.

Logo

Aotearoa needs your support

>Lorem ipsum dolor sit amet, consectetur adipiscing elit.

\$10 \$20 \$50 \$100 Other

Donate Koha

Follow us

Contact us

Disclaimer

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Contacts

126 Vivian St, PO Box 11-057, Te Aro, Wellington 6011

04-385 7545

eco@eco.org.nz

VERSION 2

User #1, female, 37 years old

I prefer version 1, the footer is great with all of contact methods on one side and the bureaucracy on the other side.

User #2, male, 34 years old

I think you should show more than one NGO logo at once at the ECO section. I prefer version 2 for the donation banner but with one button, I think you should add both words in one button.



# Low Fidelity Wireframes

We took the user's feedback into consideration and made appropriate changes to the landing page. We applied the same considerations to the other wireframes.

The wireframe shows a header with the ECO logo and navigation links: 'What we do', 'Key Issues', 'Get involved', 'Our network', and 'Donate Koha'. Below the header is a large, light-grey rectangular area containing placeholder text '50 years of ECO! Lorem ipsum dolor sit amet.' and several large 'X' marks indicating placeholder content areas. At the bottom, there is a section titled 'About us' with two columns of placeholder text.

This wireframe displays a title 'ECO groups' followed by a paragraph of placeholder text. Below is a grid of six placeholder cards, each featuring a large 'X' mark. The cards are labeled with placeholder names: 'Improved environmental management and laws', 'Conservation, biosecurity and biodiversity', 'Oceans, marine and fisheries', 'International, IUCN, Antarctica and the Southern Ocean', 'Climate Change and Energy', and 'Open Democratic and Participative Society'. A section titled 'Get involved with the ECO groups' includes buttons for 'Become a member' and 'Friend of ECO'. At the bottom, there is a section titled 'Keep informed' with placeholder text and three placeholder cards labeled 'ECOLink', 'Tieke', and 'Blog'.

The wireframe features a title 'Environment and Conservation Organisations (ECO)' and a paragraph of placeholder text. It includes a horizontal navigation bar with four placeholder logos and arrows for navigation. Below is a section titled 'Aotearoa needs your support' with a placeholder text area and a donation button. At the bottom, there is a 'Contacts' section with placeholder address, phone number, email, and an 'Enquiry' button, along with social media icons for Twitter, Facebook, and Instagram. A copyright notice and disclaimer are also present.

# Low Fidelity Wireframes

DONATION PAGE

The wireframe for the Donation Page includes the ECO logo at the top. Navigation links for 'What we do', 'Key Issues', 'Get involved', 'Our network', and a 'Donate Koha' button are present. The main section is titled 'Donate Koha' with placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra ac sed orci posuere. Proin ac vitae enim vestibulum.' Below this is a donation amount selector with buttons for '\$10', '\$20', '\$50', '\$100', and 'Other'. A large input field for 'Name \*' is followed by 'Address', 'City/Town', and 'Postcode' fields. An 'Email \*' field is provided, along with a checkbox for newsletter sign-up and a dropdown for ECO group affiliation. The 'Payment information' section contains fields for 'Name on card \*', 'Card number \*', 'Expiration date \*', and 'CVC \*'. A 'Thank you! Whakawhetai koe!' message and a 'Donate Koha' button conclude the form.

FRIEND OF ECO SUBSCRIPTION PAGE

The wireframe for the Friend of ECO page features the ECO logo at the top. Navigation links for 'What we do', 'Key Issues', 'Get involved', 'Our network', and a 'Donate Koha' button are included. The main content area is titled 'Friend of ECO' with placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra ac sed orci posuere. Proin ac vitae enim vestibulum.' It contains fields for 'Name \*', 'Address', 'City/Town', 'Postcode', 'Email \*', and checkboxes for newsletter sign-up and ECO group affiliation. The 'Payment information' section follows with fields for 'Name on card \*', 'Card number \*', 'Expiration date \*', and 'CVC \*'. A 'Friend of ECO' button is located below the payment fields. The footer includes 'Welcome! Haere mae!', contact details, and links for 'Follow us' and 'Disclaimer'.

GET INVOLVED PAGE

The wireframe for the Get Involved page shows the ECO logo at the top. Navigation links for 'What we do', 'Key Issues', 'Get involved', 'Our network', and a 'Donate Koha' button are shown. The main area is titled 'Get involved' and includes four categories: 'Volunteering & Job Opportunities', 'Friend of ECO', 'Become a member', and 'Submissions & Research'. Each category has a placeholder text box and a 'Become a [category]' button. The 'Volunteering & Job Opportunities' section also includes a 'Volunteer' button. The 'Friend of ECO' section includes a table for Student Organization membership fees. The 'Become a member' section includes a table for Member Organization membership fees. The 'Submissions & Research' section includes a table for Submission fees. A 'Aotearoa needs your support' section with a donation amount selector and 'Donate' and 'Koha' buttons is also present.



# High Fidelity Wireframes - User Feedback

We designed high fidelity wireframes based on the low fidelity wireframes and asked users for feedback.



## USER FEEDBACK

- 1 Clean and simple menu, good colours too. I am confused about the MI, but I recognise the Māori flag.

User #1, female, 31 years old

- 2 I really enjoy the clean menu and the integration with Te Reo.

User #2, female, 25 years old

- 3 I enjoy this section, it's a nice layout. I think maybe the border could be slightly thinner? It looks slightly bulky.

User #2, female, 25 years old

## ACTION

We have changed the MI for Te Reo, we also decided to leave the social media icons just on the footer as other users pointed out they seemed out of place.

The border was changed to slightly thinner.

# High Fidelity Wireframes - User Feedback

The wireframe shows the 'ECO groups' section of a website. It features a grid of six cards representing different environmental working groups: Improved environmental management and laws (with a tree and scales icon), Conservation, biosecurity and biodiversity (with a bird icon), Oceans, marine and fisheries (with a dolphin icon), International, IUCN, Antarctica and the Southern Ocean (with penguins icon), Climate Change and Energy (with a protest icon), and Open Democratic and Participative Society (with a group of people icon). Below the grid is a green button labeled 'VOTE FOR THE ENVIRONMENT' with a checkmark icon. To its right is a call-to-action box titled 'Get involved with the ECO groups' containing 'Become a member' and 'Friend of ECO' buttons. At the bottom, there's a 'Keep informed' section with links to ECOLink, Tieke, and Blog.

- 1 ECO has a working group system to assist our work on environmental issues, to provide for more input by Members and Friends, and for better collaboration with other groups. Each working group will function by preparing an action plan in consideration of current issues and the opportunities for 'making a difference', and the skills and time available to the working group.
- 2 ECO keeps you informed through a variety of publications, whether you are a member or a friend of ECO, or just interested on the cause, we have publications for you!
- 3 ECO sends a quarterly newsletter for members and friends.

## USER FEEDBACK

1 I think the text could be the same width as the pictures, might balance it out nicely.

User #2, female, 25 years old

## ACTION

The text has been changed as suggested on the next page.



2 I like these a lot!

User #2, female, 25 years old

3 I think the text being centered would look nicer.

User #2, female, 25 years old

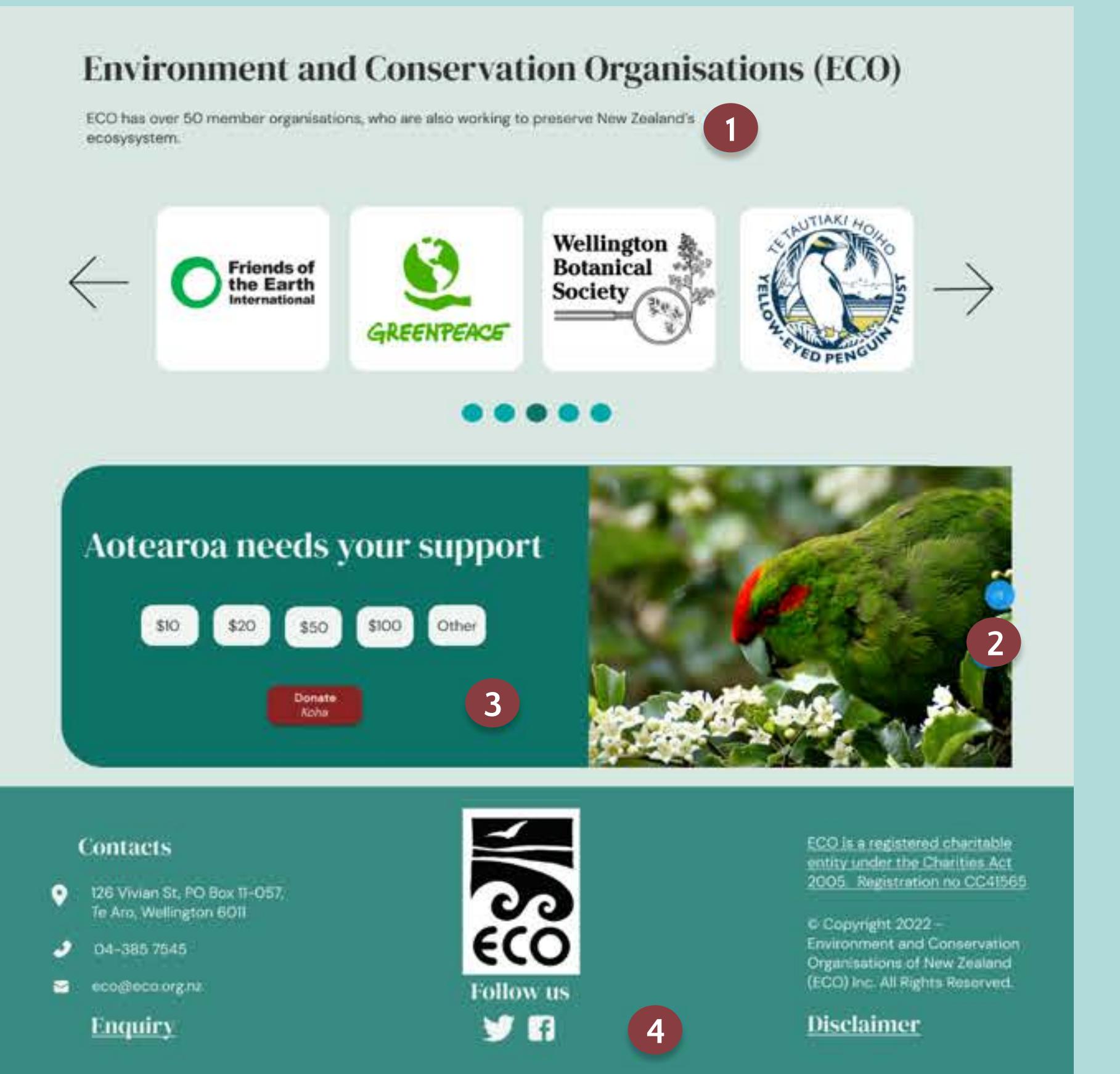
Centered text would look more appealing.

User #3, female, 34 years old

The text has been changed to be centered



# High Fidelity Wireframes - User Feedback



## USER FEEDBACK

- 1 Same feedback about the other text, full width and centered would be better.

User #2, female, 25 years old

## ACTION

It has been changed to centered and full width.

- 2 The corners are rounded but the image isn't, it looks unbalanced to me.

User #4, female, 37 years old

The corners have been changed to round.

- I'm not sure about the picture having straight corners while the banner had rounded corners.

User #2, female, 25 years old

- 3 I love the donation incentive.

User #1, female, 25 years old

- 4 I love this section.

User #2, female, 25 years old



# High Fidelity Wireframes

What we do  
A mātou mahi

Key Issues  
Take tino

Get involved  
Uru atu

Our network  
Te whatunga

Donate Koha

Te Reo

Celebrating 50 years of ECO!  
Since 1971 making a difference in Aotearoa

## About us

ECO was founded in 1971 as CoEnCo to meet the needs of the conservation community. We became ECO in 1976. We are a non-profit network of 50+ organisations with a concern for conservation and the environment.

Our membership includes large international groups such as Greenpeace and Friends of the Earth, national groups including National Council of Women, as well as small local groups such as Kapiti Environmental Action and Save the Otago Peninsula, and issue oriented groups like the Yellow-eyed Penguin Trust.

ECO has been centrally involved in campaigns to protect native forests, lakes and rivers, the reform of the Mining Act and defeat of the National Development Act, and in supporting the Resource Management Act and the establishment of the Department of Conservation and Ministry for the Environment. ECO continues to be at the forefront of environmental campaigns on fisheries, transport and environmental management.

ECO's work is carried out largely by volunteers, supported by a small office and resource centre in Wellington. There are around 500 'Friends of ECO,' individual subscribers and others who support our work.

## ECO groups

ECO has a working group system to assist our work on environmental issues, to provide for more input by Members and Friends, and for better collaboration with other groups. Each working group will function by preparing an action plan in consideration of current issues and the opportunities for 'making a difference', and the skills and time available to the working group.

- Improved environmental management and laws
- Conservation, biosecurity and biodiversity
- Oceans, marine and fisheries
- International, IUCN, Antarctica and the Southern Ocean
- Climate Change and Energy
- Open Democratic and Participative Society

### VOTE FOR THE ENVIRONMENT

Policy and promotion of our vision for the environment

### Get involved with the ECO groups

Become a member | Friend of ECO

## Keep informed

ECO keeps you informed through a variety of publications, whether you are a member or a friend of ECO, or just interested on the cause, we have publications for you!

- ECOlink**  
ECO sends a quarterly newsletter for members and friends.
- Tieke**  
ECO produces a weekly e-newsletter for anyone who is interested.
- Blog**  
Check out the latest ECO news.

## Environment and Conservation Organisations (ECO)

ECO has over 50 member organisations, who are also working to preserve New Zealand's ecosystem.

← →

- Friends of the Earth International
- GREENPEACE
- Wellington Botanical Society
- TE TAUIHAKI HOIHO YELLOW-EYED PENGUIN TRUST

Aotearoa needs your support

\$10 \$20 \$50 \$100 Other

Donate Koha

### Contacts

126 Vivian St, PO Box 11-057, Te Aro, Wellington 6011  
04-385 7545  
eco@eco.org.nz

### Enquiry

Follow us

ECO is a registered charitable entity under the Charities Act 2005. Registration no CC4565

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### Disclaimer

# High Fidelity Wireframes



DONATION PAGE

**Donate**

ECO is now 50 years old, a vital and mutually committed, and supportive network of organisations that works together to share information, empower each other, support others, and tackle the pressures and environmental conservation crises. We work to change the system drivers and problematic structures and attitudes that promote or perpetuate losses of biodiversity, overuse and harvest, pollution, and other environmental harms and injustices. We appreciate your support!

Name \*

Address

City/Town  Postcode

Email \*

Sing-up for our newsletter (Tieke) to receive news about the environment and conservation in NZ.

**Payment information**

Name on card \*

Card number \*

Expiration date \*  CVC\*

Thank you!  
Whakawhetai koe!

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**Disclaimer**

GET INVOLVED PAGE

**Get involved**

Join us to protect the environment, whether you want to volunteer, and lend us your skills or support us, your involvement is important.

**Volunteering & Job Opportunities**

Now and then ECO has opportunities for volunteer work. We are looking for people with these skills in particular:

- Preparing documents and updating information on a...
- Publishing grant and sponsorship applications;
- Planning, grant and sponsorship management for our Resource Centre;
- Writing and translating newsletters for both Maori and English;
- Help with stalls or events;

ECO has no paid opportunities at the moment but if you would like to volunteer please fill out our form and we'll get back to you!

**Friend of ECO**

By becoming a Friend you will:

- Help ensure that there is a strong New Zealand advocacy for the environment;
- Receive up-to-date information on our own participation in environmental movements, including ECO's quarterly newsletter (Tieke);
- Receive invitations to conferences and seminars;
- Enable ECO to achieve and realize its long-term environmental goals.

**Subscribing as a Unpaid Friend of ECO** \$25 p.a.  
**Subscribing as a Paid Friend of ECO** \$45 p.a.  
**Subscribing as a Sustaining Friend of ECO** \$100 p.a.  
**Subscribing as a Corporate Friend of ECO** \$200 p.a.

**Become a member**

Membership is by application to the ECO Executive for groups which are:

- committed wholly or partly to work in various aspects of environment and conservation;
- whose aims and policy are in sympathy with those of ECO;

Subscriptions for member organisations are determined by the size of the organisation:

|                                  |             |
|----------------------------------|-------------|
| Student Organisation             | \$25 p.a.   |
| 101-1000 members                 | \$50 p.a.   |
| 1001-4999 members                | \$100 p.a.  |
| 5000+ members (not GST included) | \$2000 p.a. |

**Submissions & Research**

Our focus is on writing submissions, and these include letters to the media, and letters to government ministers about issues of concern to ECO.

ECO is pleased to present recent research by members and others, and we will use this page to post links to other research and papers of interest.

ECO is also keen to receive suggestions for post graduate students for both short research projects and for thesis length research, particularly in the environmental policy or conservation fields.

**Aotearoa needs your support**

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FRIEND OF ECO SUBSCRIPTION PAGE

**Friend of ECO**

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**Name \***

**Address**

**City/Town**  **Postcode**

**Email \***

Sing-up for our newsletter (Tieke) to receive news about the environment and conservation in NZ.

**Which friendship would you like to have with ECO?**

**Which ECO group would you like to be a part of?**

**Payment information**

**Name on card \***

**Card number \***

**Expiration date \*** **CVC\***

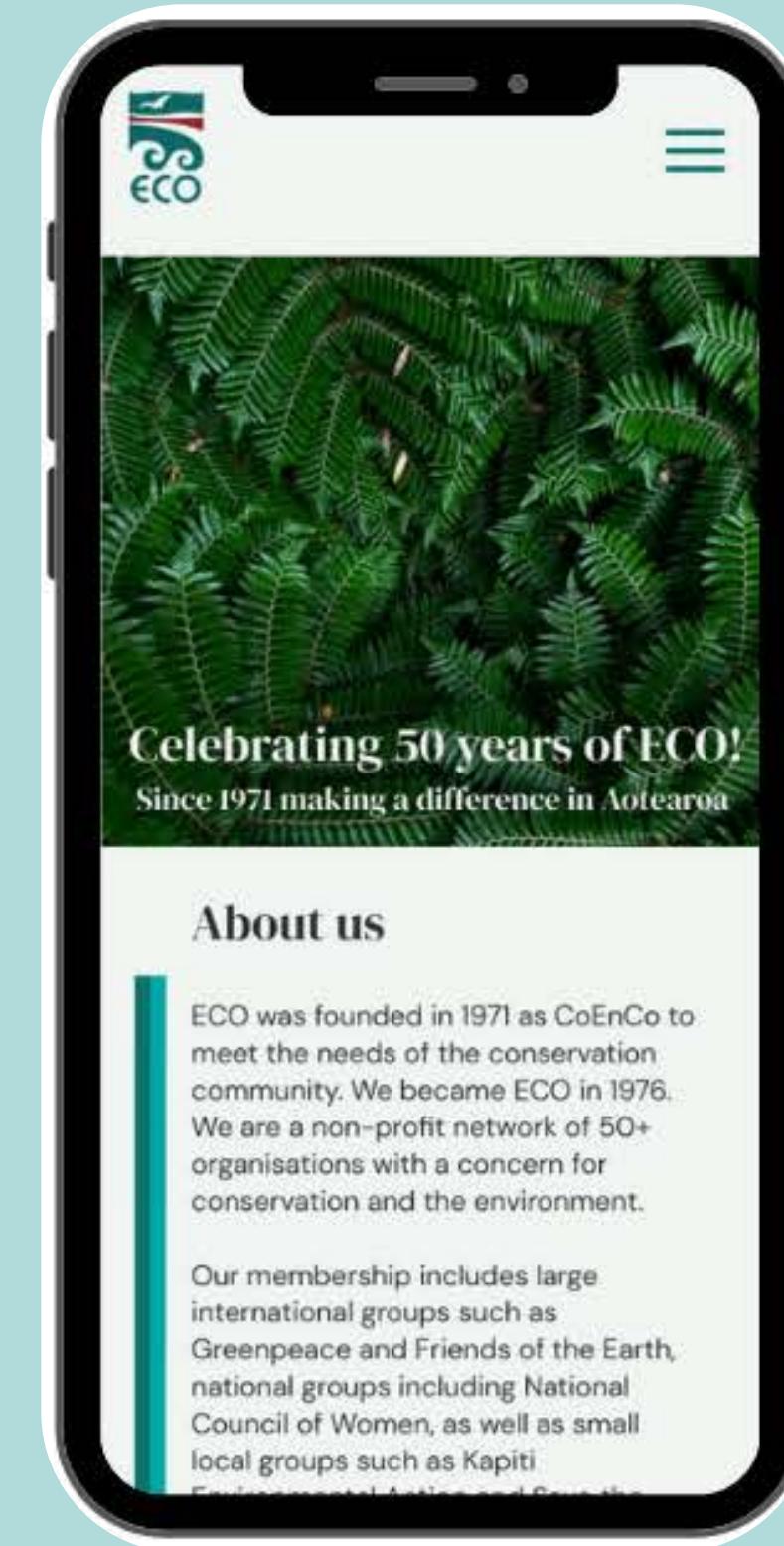
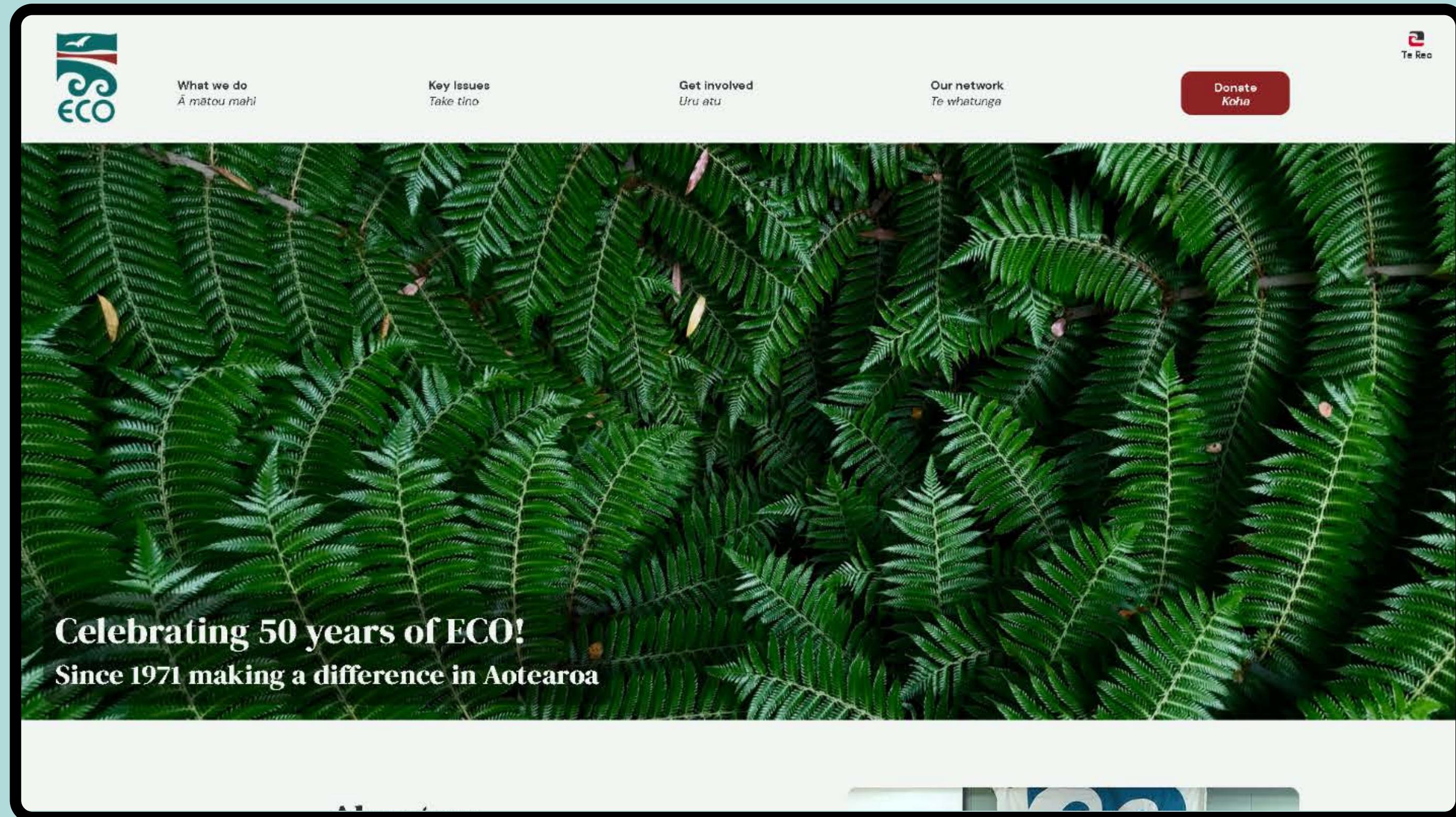
Welcome!  
Haere mae!

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# One page web prototype



Visit the landing page prototype:  
[Click Here!](#)