

StrategyNZ: Mapping our Future

Introduction

1. Overview

- Global Context - Peter Bishop

2. StrategyNZ: Mapping our Future

- The Purpose and Process - Wendy McGuinness
- Members of Parliament - Jessica Prendergast
- The Communication Strategy - Rory Sarten

3. Discussion

Global Context - Peter Bishop



The Sustainable Future Institute

www.sustainablefuture.info

A non-partisan think tank working for the public good, contributing strategic foresight through evidence-based research and policy analysis.



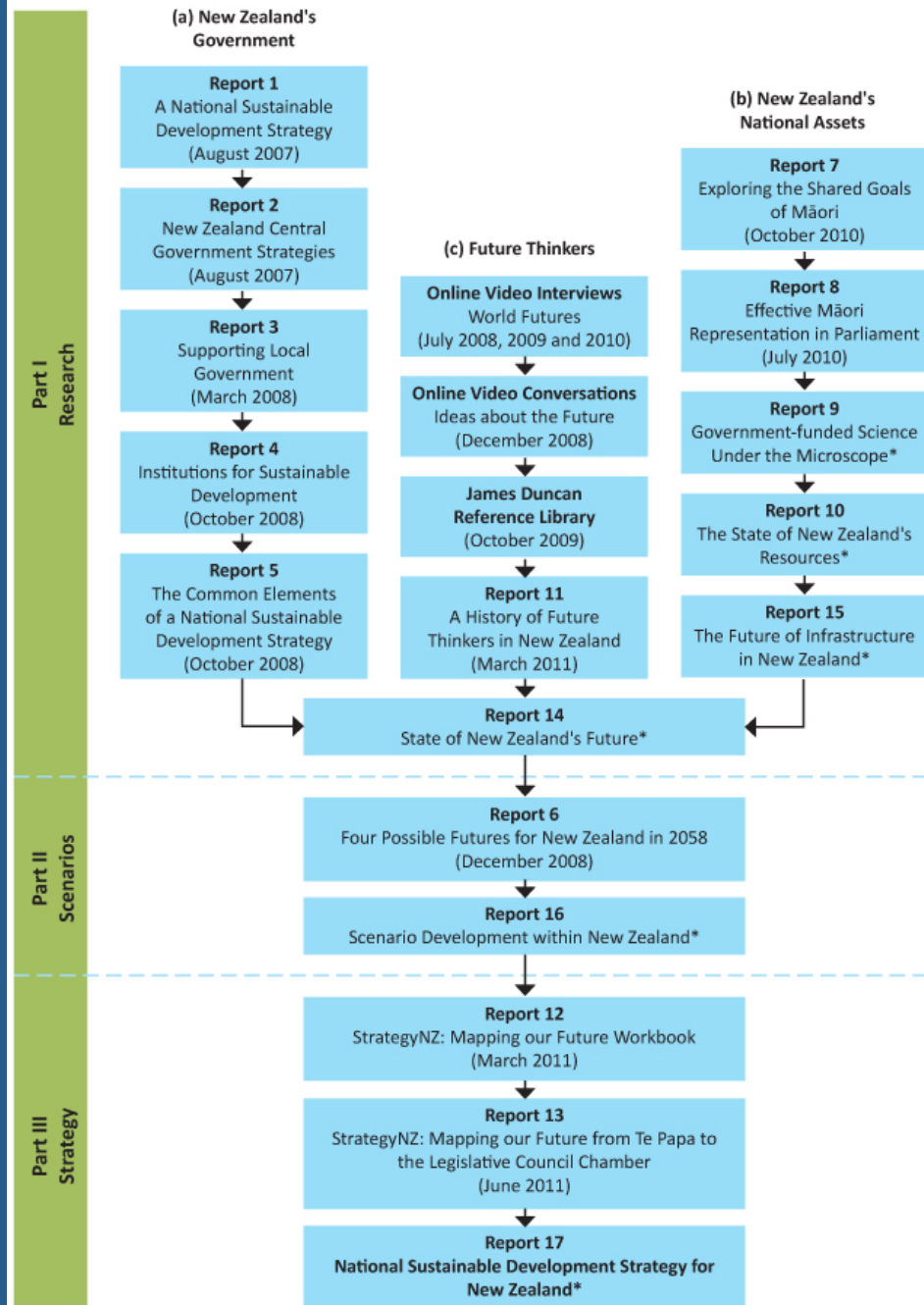
Project 2058

The main work programme of Project 2058 is divided into three parts:

Part 1: Research
provides the groundwork

Part 2: Scenarios
explores the future

Part 3: Strategy
proposes a strategic direction



* Date of publication to be confirmed

StrategyNZ: Mapping our Future

Pre-Workshop

Nation Dates (Book)

Workbook (Report 12)

Future Studies Course (Dr Peter Bishop)

Workshop

Part 1 – Setting the global context

Part 2 – Where New Zealand is today

Part 3 – Preparing strategy maps

Part 4 – Presenting and judging strategy maps

Part 5 – Three workstreams

Part 6 – Presentations

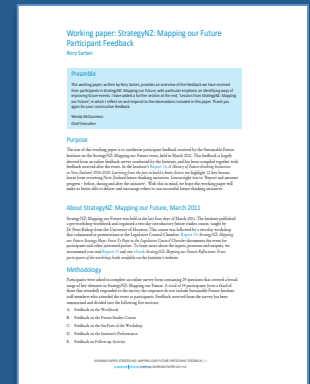
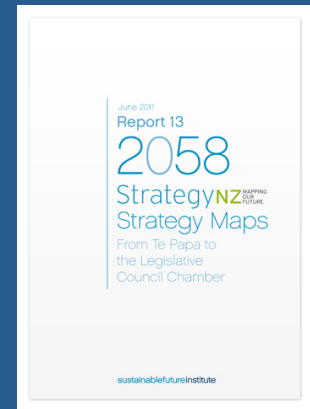
to Members of Parliament

Post-Workshop

Strategy Map (Report 13)

Feedback (Working paper)

Reflections by Participants (e-book)

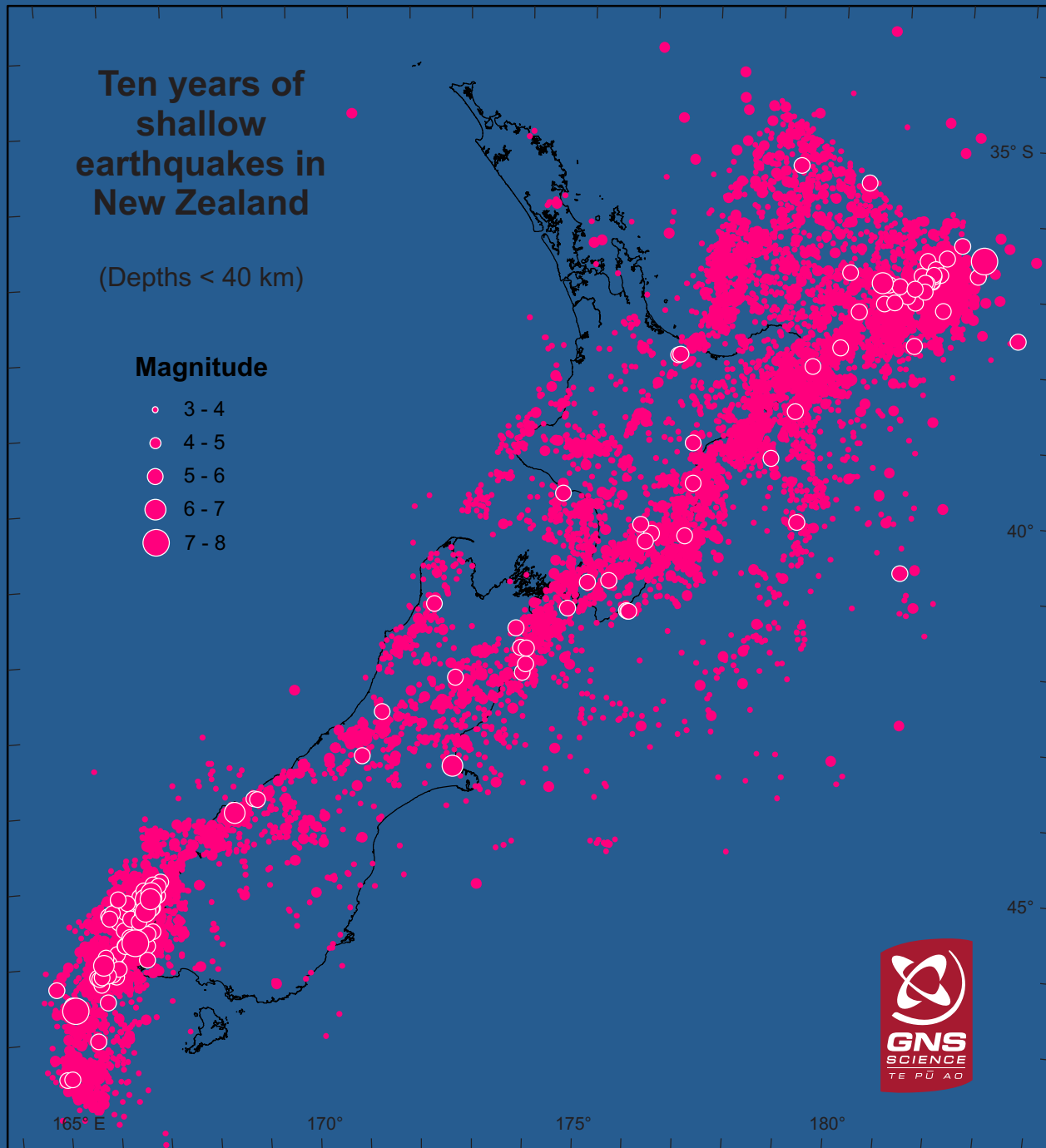


Ten years of shallow earthquakes in New Zealand

(Depths < 40 km)

Magnitude

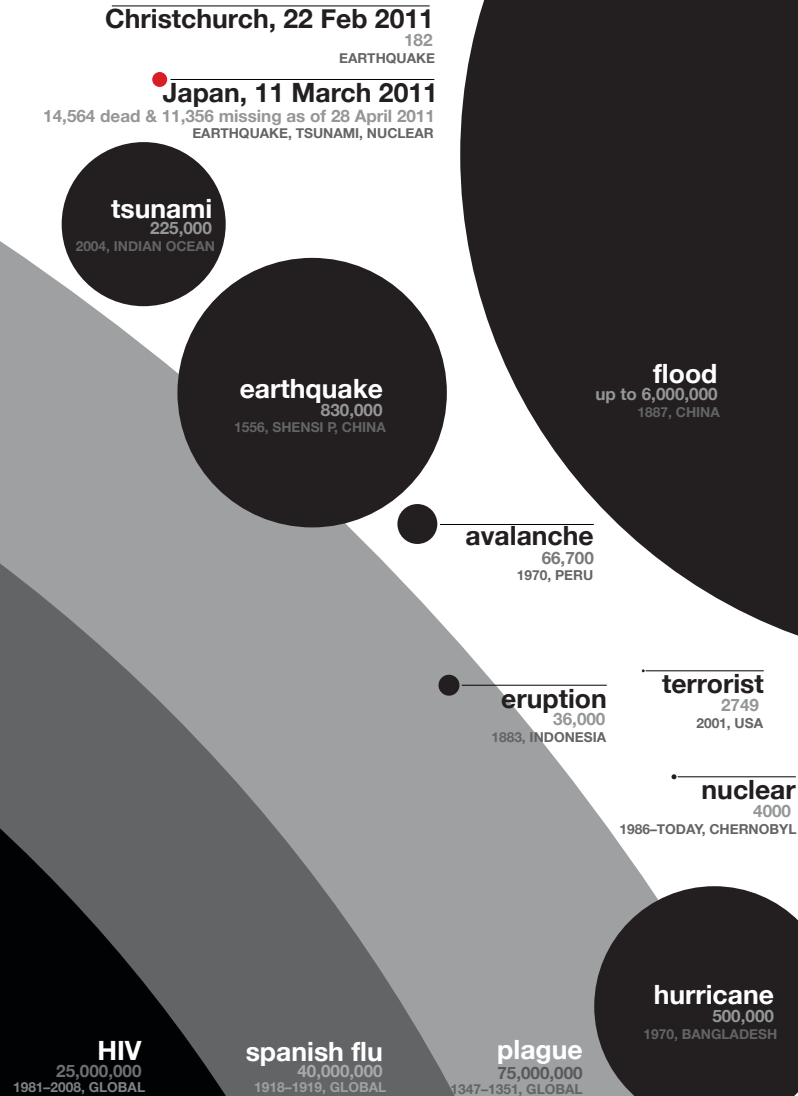
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- 4 - 5
- 5 - 6
- 6 - 7
- 7 - 8



Global Disasters

By casualties

Largest and most recent



Intelligent Countries





Group Exercise



Output 1: Develop a vision and illustrate this through a cover for the *New Zealand Listener* in 2058 that delivers us the ends that the strategy is designed to achieve.



Output 2: Explore what New Zealand does differently, better or uniquely compared to others. Illustrate our advantage through the design of a Coat of Arms for 2058. With respect to this, think of the emblems or symbols you believe represent New Zealand and where you would position them in relation to each other.

Strategy Mapping for New Zealand



Output 3: Design a strategy map for New Zealand that shows the scope, as in what New Zealand should focus on or not, and what technologies and practices the country will employ.



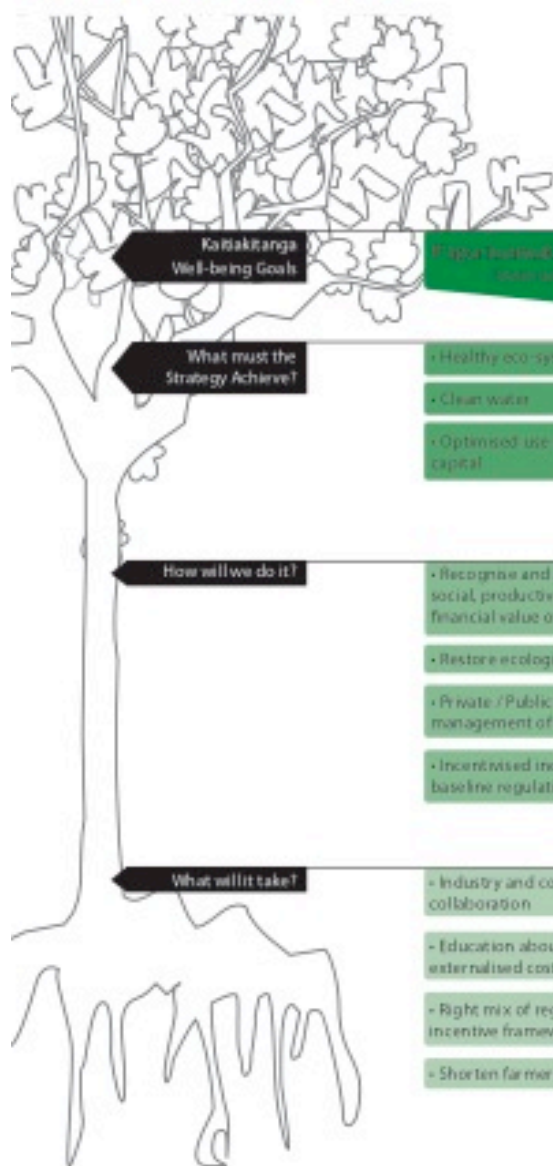


Exploring New Zealand's Coat of Arms in 2058



Exploring a cover for The New Zealand Listener in 2058

Output 3: Strategy Map – Group 1



Ka haere nga mokopuna ki te hi tuna! “The grandchildren will fish the eels”

By 2058 New Zealand will be recognised as the happiest nation on earth!

Kaitiakitanga Well-being Goals	Papa kaitiaki me te taiao Natural Environment	Kotahitanga Dynamic and capable communities	Manaakitanga Prosperous and developing economy	Whakawhānauangatanga Global interconnectedness
What must the Strategy Achieve?	<ul style="list-style-type: none"> • Healthy eco-systems • Clean water • Optimised use of the land's natural capital 	<ul style="list-style-type: none"> • Flexible, versatile, resilient communities responsive to opportunity • Intelligent community engaged in government • Respect and harmony in diversity 	<ul style="list-style-type: none"> • Improved living standards for all 	<ul style="list-style-type: none"> • Strong trade and peacekeeping relationships
How will we do it?	<ul style="list-style-type: none"> • Recognise and acknowledge the social, productive, spiritual and financial value of ecosystem services • Restore ecological infrastructure • Private / Public collaborative management of ecosystem services • Incentivised industry to exceed baseline regulation 	<ul style="list-style-type: none"> • Educate New Zealanders on cultural differences and Government processes (civics) • Aotearoa citizen charter 	<ul style="list-style-type: none"> • Commercialising smart business ideas • Rebuild Christchurch as a leading eco-city 	<ul style="list-style-type: none"> • Humanitarian commitment • Advocate in international forums • Build strategic relationships
What will it take?	<ul style="list-style-type: none"> • Industry and community collaboration • Education about accounting for externalised costs • Right mix of regulation and incentive frameworks • Shorten farmer to consumer chain 	<ul style="list-style-type: none"> • Incentivise and regulate for transparent government • Understand and practice other's worldviews • Ability to relate cross-culturally 	<ul style="list-style-type: none"> • Increased access to capital • Open R&D links between science and business • Effective open collaboration across value chains • Access to high speed data 	<ul style="list-style-type: none"> • Skilful diplomacy • Confidence on world stage • Openness and transparency

Strategy Map
New Zealand 2058

Vision: in 2058 Aotearoa/New Zealand will be a healthy, creative and prosperous country in which people will want to live.

themes	Foresight	Reform	Education	Kaitiakitanga	Wellness
achievements	Innovative high-tech business	Mode 2 governance participation prosperity	Education for schools of the future	Sustaining our environment	A healthy human population
how?	<ul style="list-style-type: none"> · Foresight centre · Investment R&D · Talent utopia · Govt/Bus partner · Global networks 	<ul style="list-style-type: none"> · Constitutional reform · Broaden monetary framework · Tax resources · Civics education · Youth vote 	<ul style="list-style-type: none"> · Investment · Enviro schools · Foster creativity · Systems thinking · Civics curriculum · Life-learning 	<ul style="list-style-type: none"> · GPI account tech · Kaitiaki education · Eco-services · Business kaitiaki 	<ul style="list-style-type: none"> · Food without tax · School lunch M2 · Preventative & monitoring health care
what will it take?	<ul style="list-style-type: none"> · Visionary culture · Increase R&D to 5% of GDP · Expand entry visa criteria · Global marketing strategy 	<ul style="list-style-type: none"> · Constitution · Policy targets broadened by Reserve Bank · Est. and fund office of strategic foresight 	<ul style="list-style-type: none"> · Expand funding · Curriculum dev. for <ul style="list-style-type: none"> - Environment - Civics · Teachers empowered · Build on best practice 	<ul style="list-style-type: none"> · Ecoservices markets · R&D invest · GPI centre & Res +\$ · Business as kaitiaki · Consumption as kaitiaki 	<ul style="list-style-type: none"> · Tax free fruit & vege · Health checks to 18yr · e-Medicine growth · Climate change disease mitigation

Output 3: Strategy Map – Group 3



Be the first country to put real value on our resources
Incentivise low carbon energy solutions

Redefine wealth in New Zealand

Five-year political term
Funding redistribution
Leadership
Behaviour change

Deliver high quality of life in low carbon world

Food security through local growing

A culture of risk taking
Virtual conversation on hard choices
Interest in New Zealand

Attractive to purposeful, passionate, citizens

Education
Commercialise innovation

Venture capital
Research and development expenditure
Money

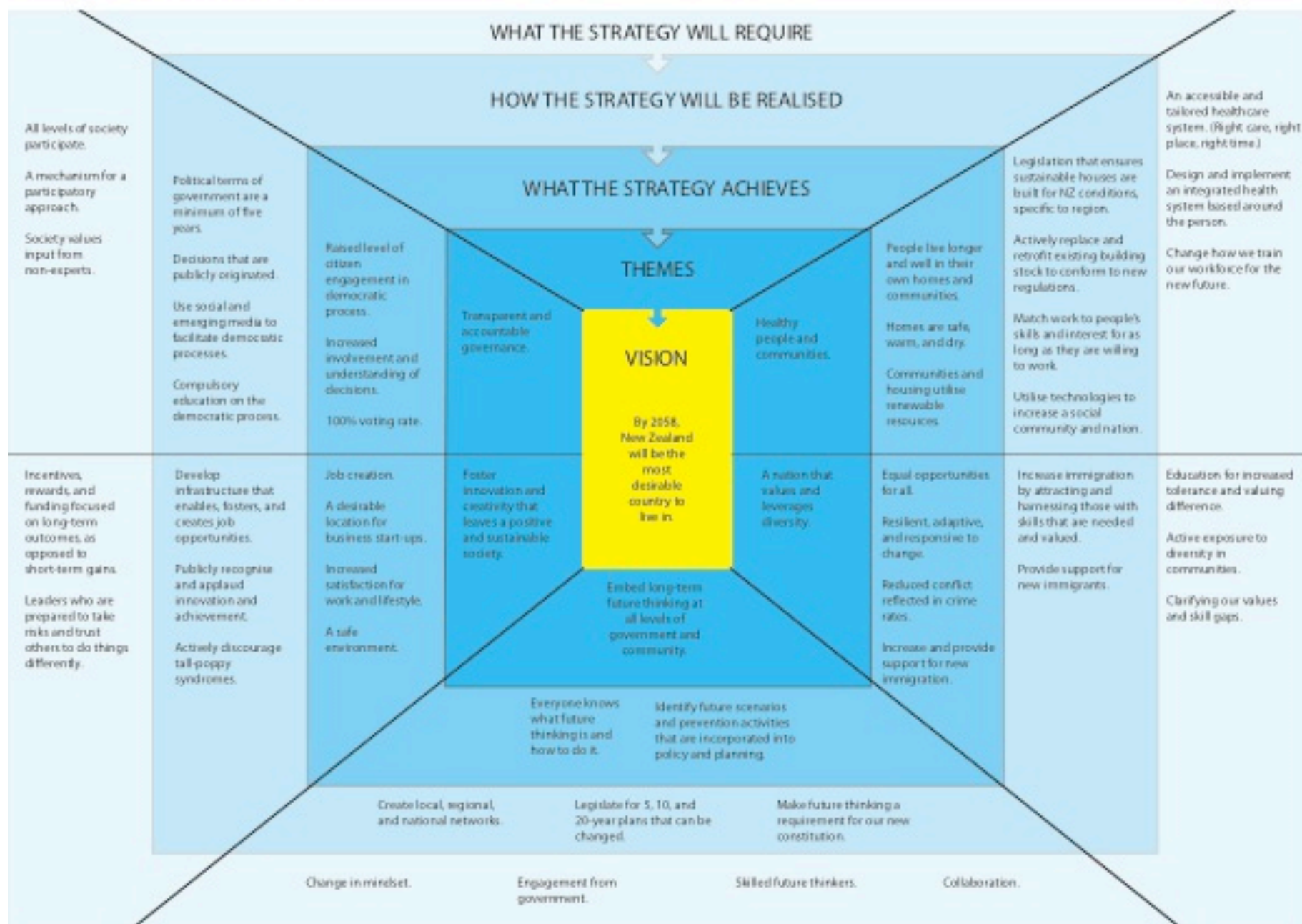
Use bicultural success to lead the way in diversity
Incentivise healthy choice (e.g. transport)

Healthy New Zealanders living in healthy communities in a healthy environment

Global education Knowledge
Leadership Political
Community innovation

Continue to make bold choices on environmental issues

Output 3: Strategy Map – Group 4



Legislative Council Chamber



Presentations to Members of Parliament and opportunity to hear their responses

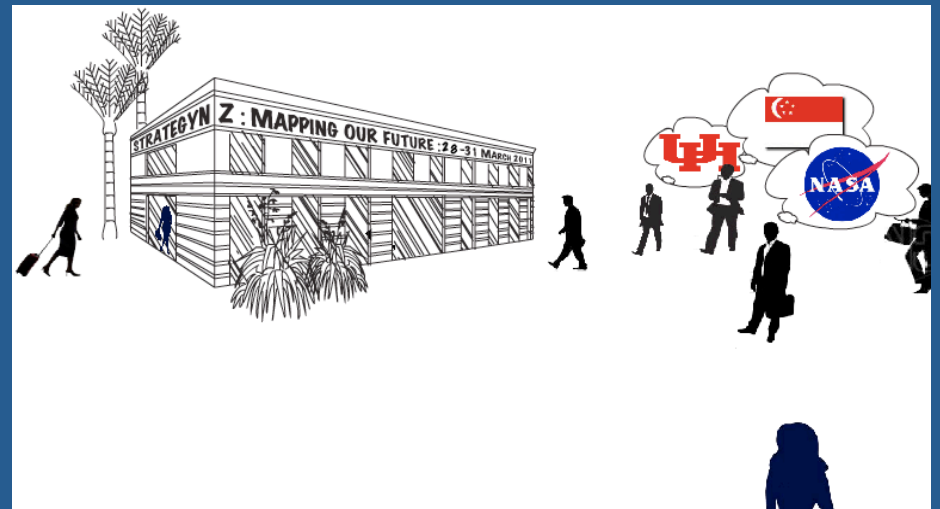
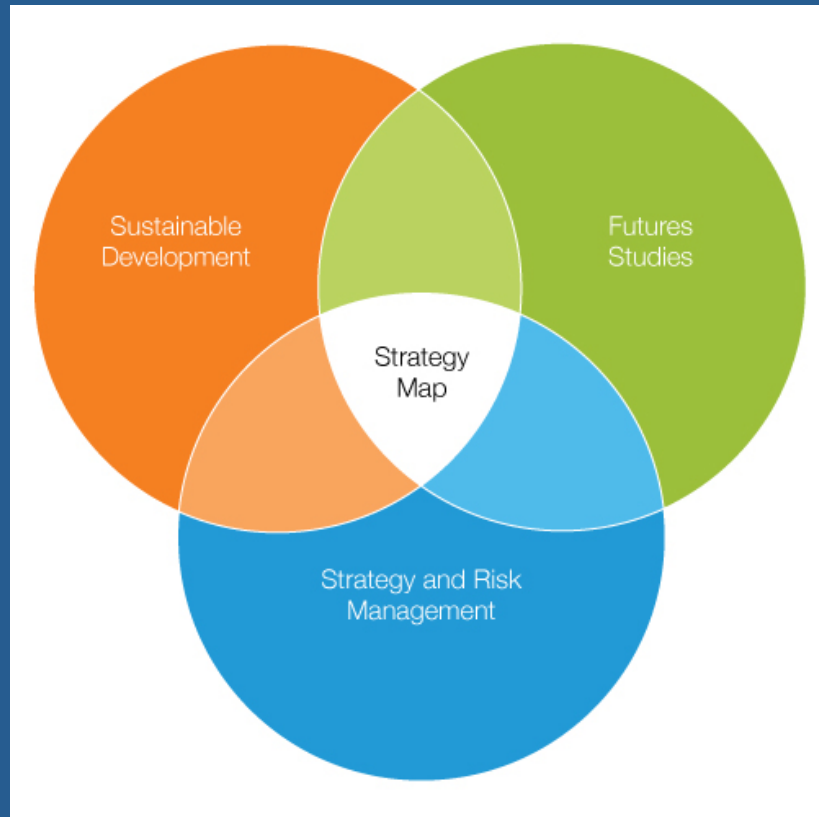
The Legislative Council Chamber



- New Zealand's Upper House met from 1865 to 1951
- Second debating chamber - New Zealand equivalent of the British House of Lords
- Now used for formal occasions, in particular for the state opening of Parliament

Communicating our Message

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The Designers

o the evening to
as for a new
stener cover.
ideas the

lead up to StrategyNZ: Mapping our Future, travelling to Wellington
in the weekends to work on the workbook and other aspects of
the event design. Gillian also participated in the workshop as a
designer for one of the groups.



Moving from Vision to Action

If time is an asset,
those younger than us today may have more *future*,
but those today that turn vision into action
definitely have more *leverage*.

A change of 1 degree in direction now
will demand less change for future generations.

Thank you

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