

October 2018

Project

2058

Methodology


Version 5

MCGUINNESS INSTITUTE

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About the Institute	The McGuinness Institute is an independently funded non-partisan think tank. The main work programme of the Institute is <i>Project 2058</i> . The strategic aim of this project is to promote integrated long-term thinking, leadership and capacity-building so that New Zealand can effectively seek and create opportunities and explore and manage risks over the next 50 years. It is hoped that <i>Project 2058</i> will help develop dialogue among government, policy-analysts and members of the public about alternative strategies for the future of New Zealand.
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1.0 The McGuinness Institute

The McGuinness Institute (previously the Sustainable Future Institute [SFI]) is a non-partisan think tank working towards a sustainable future for New Zealand. Led by Chief Executive Wendy McGuinness, the Institute undertakes research and analysis with a view to contributing to a national conversation on New Zealand's long-term future. The Institute's work is guided by a commitment to sustainability, fairness, inclusiveness, practicality and relationships. The McGuinness Institute is funded by The McGuinness Foundation Trust, which invests in a range of not-for-profit education pursuits.

2.0 Project 2058

Project 2058 is the Institute's flagship project, established in 2008 to reflect a focus on New Zealand in the year 2058. Its strategic aim is to promote integrated long-term thinking, leadership and capacity-building so that New Zealand can effectively explore and manage risks and opportunities over the next 40 years. The Institute is now ten years into this 50-year project.

The fundamental proposition of *Project 2058* is that 'business as usual' is not a feasible option for New Zealand. The world we live in today is fast-paced, interconnected and technologically led. This makes it increasingly dynamic and complex and will lead to new problems and novel solutions for current and future generations. *Project 2058* is a mechanism that attempts to explore the future and to develop integrated long-term thinking so that we may progress towards a more sustainable and anti-fragile New Zealand.

All our major reports are grouped together as *Project 2058* reports (see Figure 1 left). They are usually supported by working papers and think pieces and sometimes build on the findings from surveys, workshops and other publications (such as our signature book *Nation Dates*). A full list of the types of publications we produce can be found on the McGuinness Institute website.

3.0 Principles

A set of core principles underpinning *Project 2058* was developed in 2009. They continue to drive and shape the work programme today.

1. Planning and decision-making must have a long-term focus.
2. Sustainability requires maintaining and promoting opportunity and equity for current and future generations.
3. Sustainability must be pursued through the integration of cultural, economic, environmental and social goals in a way that recognises the interconnected nature of our world. Planning should take a systems approach, celebrate diversity, respect human rights, and seek mutual solutions to mutual problems.
4. Sustainability must be progressed through participation and partnerships. It is vital to work together towards active participation and to give effect to the Treaty of Waitangi.
5. New Zealand should focus on sustainable development by increasing wellbeing and the four capitals of the Living Standards Framework rather than solely focusing on economic growth.
6. Environmental limits must be respected and the intrinsic value of all life systems recognised.
7. Decision-making should be based on the best information, which should be timely, accurate and meaningful.

4.0 Methodology

Acknowledging that there is a multiplicity of ways of planning for a sustainable future, the Institute has chosen to continually review its approach. This is the fifth version of our methodology, following the last review in 2012. Although some components of the methodology have remained the same, other aspects have changed considerably. Our work will always be organic and responsive to the needs and gaps we observe; we are not confined by the parameters of a single project or obliged to follow a fixed approach.

4.1 Original methodology

The original structure of the *Project 2058* methodology was linear, focusing on three distinct stages: research, scenarios and strategy (see Figure 1 below).

Figure 1: Original Project 2058 methodology



This method was selected as the best way for the Institute to contribute to a discussion on a National Sustainable Development Strategy (NSDS) for New Zealand. The development of an NSDS was the central goal of *Project 2058* at its inception; most countries had committed to produce a NSDS, including New Zealand in July 2001. However, to date, New Zealand (along with a number of other countries) still has not delivered on that commitment.

Around 2012 and 2013, the Institute gained some new insights that led to a reconsideration of our focus on the NSDS. The inciting events for this were the release of a 2012 UN report reviewing international NSDS progress and attendance of the Institute CEO at a European Sustainable Development Network (ESDN) conference in Austria in 2013.

4.2. Modified methodology

In 2016 the Institute significantly altered the *Project 2058* methodology, leading to a transition period that has just come to an end. The 2016 review saw the methodology evolve from a staged approach to an integrated approach. The integrated approach was based on the understanding that foresight drives strategy, strategy requires reporting, and reporting shapes foresight, as well as the assumption that these three capabilities must be developed and aligned in order to develop a more integrated, inclusive, coherent and progressive New Zealand.

Policy projects

This led to the development of three policy projects: *ForesightNZ*, *StrategyNZ* and *ReportingNZ*. Figure 2 below illustrates the relationship between policy projects and research projects.

Figure 2: Linkages between projects



Over the next few years, research that previously sat under *Project StrategyNZ* was divided into two, with the reporting aspect renamed *Project ReportingNZ*.

- The aim of *Project ReportingNZ* became ‘to explore ways to better inform New Zealand citizens’ in order to improve New Zealand’s information infrastructure and decision-making capabilities.
- The aim of *Project StrategyNZ* became ‘to explore ways to reach New Zealand’s preferred future’, with observations from the project contributing to a dialogue about developing and implementing a strategy.
- *Project ForesightNZ* was established as a new project aiming ‘to explore New Zealand’s probable and possible futures’. The idea was that these observations would add to a conversation about how different scenarios might play out in New Zealand. Many of the Institute’s youth workshops contribute to this project by acting as a probe into the future, exploring what young New Zealanders think and, at the same time, building their capability.

Research projects

During the transition, we found our earlier projects did not always fit neatly under one of the three policy projects. For example, work on New Zealand King Salmon such as *Working Paper 2016/02 – New Zealand King Salmon: A financial perspective* sits at the overlap of three projects: *OneOceanNZ*, *ReportingNZ* and *PublicScienceNZ*. Similarly, the *Conversations* work undertaken in 2008 underpins subsequent work in *Project CivicsNZ* and *Project ForesightNZ*. For this reason, we treated these original work streams as research projects that fit within the circle of the policy projects (see Figure 2).

1. *CivicsNZ*

The aim of this project is ‘to build the social capital and empowerment of New Zealand citizens’. It brought together our signature book *Nation Dates*, the 2008 *Conversations*, the 2011 *EmpowerNZ* youth workshop at Parliament, *Report 8 – Māori representation in Parliament* and the Institute’s submissions to the Constitutional Advisory Panel.

2. *LivestockNZ*

The aim of this project is ‘to explore a new narrative for livestock farming in New Zealand by navigating the growing tension between the health of our environment and the health of our agricultural industry’. Some early work pertaining to livestock was undertaken in 2017 and 2018 and was also researched as part of *Project ReportingNZ*. However, this project remains largely a work in progress.

3. *OneOceanNZ*

The aim of this project is ‘to contribute to a wider discussion on how we might best practice ocean management by promoting the stewardship of a healthy and productive ocean’. It brings together submissions, *Report 10 – One Ocean: Principles for the stewardship of a healthy and productive ocean*, think pieces and discussion events hosted by the Institute.

4. *PublicScienceNZ*

The aim of this project is ‘to contribute to a discussion on how to invest in science for the long-term benefit of New Zealand’. This brought together work on pandemic management, genetic modification, public science and New Zealand King Salmon.

5. *TacklingPovertyNZ*

The aim of this project is ‘to contribute to a national conversation on how to reduce poverty in New Zealand’. This began in 2015 with a youth workshop and then developed into a series of regional workshops around the country, bringing together a number of workshop publications and supporting working papers.

6. *TalentNZ*

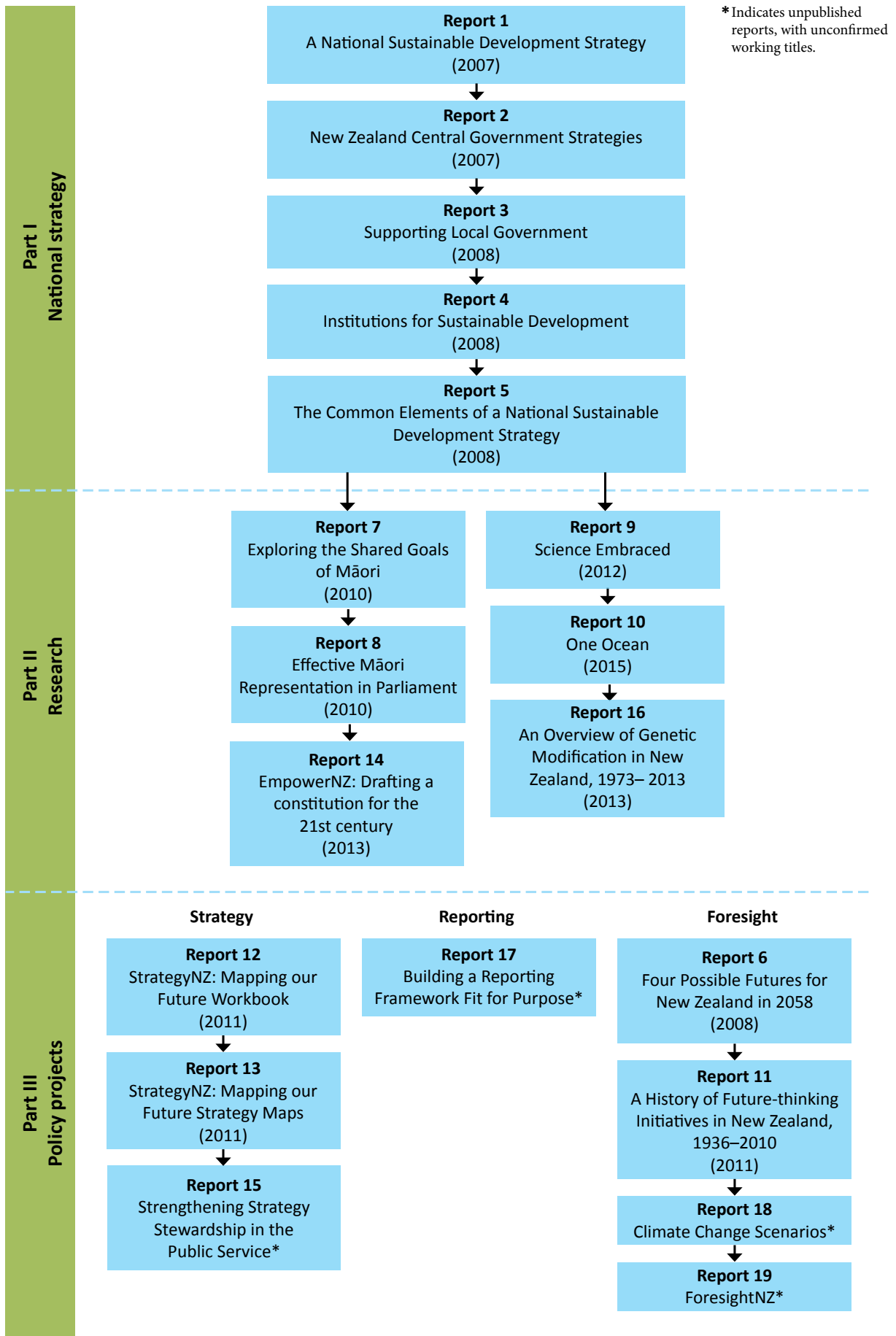
The aim of this project is ‘to contribute to Sir Paul Callaghan’s vision of making New Zealand “a place where talent wants to live” by testing his assumptions and exploring ways New Zealanders might turn this vision into reality’. The project was originally conceived of in response to Sir Paul’s words, which were part of his keynote speech at the 2011 *StrategyNZ* workshop.

4.3. New methodology for 2019 and beyond

The thinking that was started in 2016 is now well and truly embedded in our work programme for 2019 and beyond. While the methodology for *Project 2058* has been under review, the New Zealand government has garnered support for the New Zealand Treasury’s *Living Standards Framework*, using it as the thinking underlying the 2019 Wellbeing Budget and, more broadly, applying the four capitals to drive public policy outcomes. This emphasis on wellbeing and the four capitals is reflected in the shift away from the narrative of the preparation of a New Zealand NSDS in the original *Project 2058* methodology, while still retaining a focus on strategy. How this evolves over the long term will depend on many factors, but our short-term goal is to complete the next *Project 2058* reports:

- *Report 15 – Strengthening Strategy Stewardship in the Public Service*, the *StrategyNZ* report exploring ways to reach New Zealand’s preferred future, which will be published by the end of 2019 and will include a full update and analysis of the GDS Index.
- *Report 17 – Building a Reporting Framework Fit for Purpose*, the *ReportingNZ* report, which will be published by the end of the year.
- Report 18, looking at climate change scenarios. This report will build on some of the *ReportingNZ* publications and *LivestockNZ* work and will particularly draw on the findings of a Pasifika youth workshop on climate change scenarios that the Institute plans to host in 2019.
- Report 19, the *ForesightNZ* report exploring possible and probable futures, which will be published in 2020.

Figure 3: Map of Project 2058 reports as at 2018





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