

## REQUEST FOR PROPOSALS: GREATER VALUE FROM GLOBAL MARKETS THEME

### Background and scope

The National Science Challenge: Our Land and Water (OL&W) has the objective “*To enhance primary sector production and productivity while maintaining and improving our land and water quality for future generations*” and the vision that “*New Zealand is world-renowned for integrated and successful land-based primary production systems, supported by healthy land and water and capable people*”.

The OL&W Challenge funds programmes that align to its Strategy ([www.ourlandandwater.nz](http://www.ourlandandwater.nz)). The Challenge has three research themes. The Greater Value from Global Markets theme emphasizes the role that primary products, which are highly-valued for their sustainability attributes, can play in incentivising changes in land use or land use practices. Building on previous work, a think-piece (see website) was commissioned to explore the rationale for a primary research question set as:

*How can value chains better share value (economic, environmental, social and cultural) from consumer to producer and **incentivise land use practices** that relieve tensions between national and international drivers?*

A workshop on the 29<sup>th</sup> of September validated this question and provided material for more detailed questions that would help provide direction and structure of a potential programme of work. Within the context of the primary question you should look to address the following statement or questions in your proposal:

#### *Value / credence*

Please review and keep a register of those high-value physical and credence attributes that relate to sustainable land use choices.

#### *Country of Origin*

What do domestic and international consumers value and expect of New Zealand primary production exports, especially those originating from Māori enterprises, and how is this value matched to New Zealand’s production systems?

#### *Market oriented value chains and communication*

What technologies and audit systems would provide assurance to international consumers that they are paying for sustainable New Zealand primary products, and how are these systems standardised in New Zealand to show the advantage of New Zealand primary products internationally?

### *Collaborative value chain*

What is the governance and specific data and measures needed for decision makers to improve the performance of collaborative value chains?

### *Land use choices*

Where along a collaborative value chain would interventions (e.g. technological) provide the greatest returns to producers of these attributes?

How can value chains communicate with their producers and reward them for providing credence attributes valued by domestic and international consumers?

## Funding

Up to 1.7 million dollars (ex GST) is available for **one programme**<sup>1</sup> for use up to 30 June, 2019.

## Eligibility

Any New Zealand-based research organisation or end-user may apply. However a minimum of 75% of any funds approved must remain within New Zealand. The project (or a close variation) cannot already be funded by MBIE or another funding agency and any parallel application(s) must be declared in the proposal.

## Assessing Proposals

**Proposals are to be sent to the Challenge e-mail, [ourlandandwater@agresearch.co.nz](mailto:ourlandandwater@agresearch.co.nz), by noon on the 18<sup>th</sup> of November, 2016 using the attached template:**

Proposals will be reviewed by the Directorate, Theme Leaders and two independent experts (one international). The Challenge will aim to have assessments done within a week, and notify the winning proposal upon approval of the proposal by the Our Land and Water Board. The Directorate reserves the right to negotiate changes to the successful proposal.

Projects will be assessed on a scale of 1 (poor) – 10 (excellent) in the following areas and weightings.

1. Science Excellence and integration (weighting, 50%)
2. Ability of the team to deliver, risks and capability development (weighting, 10%)
3. Potential for Impact (weighting, 40%)

Assessments will be communicated by the Chief Scientist to the Director who will make recommendations to the Challenge Board.

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<sup>1</sup> It is expected that the successful proposal will involve multiple providers.