

OUR LAND
AND WATER

Toitū te Whenua,
Toiora te Wai

Accelerating Challenge Impact through Focused Investment: The Matrix

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The Nexus: an enabling platform for Challenge integration and accelerated impact

- It's about how we work
 - Focus and Coordination
 - Additionality
 - Pan theme science
 - » **The Matrix**
 - Collaboration, Co-design, Capacity Building, Trans-disciplinary approaches
 - Challenge network, plenary sessions, working groups, creative spaces, social media
 - Delivery and Impact
 - Performance metrics
 - Longitudinal studies
 - » Proving impact and acceleration



The Matrix - Objectives

- Market intelligence and foresight information for Challenge direction
- Reinforce Challenge research map and gap analysis
- Foundations for
 - Performance Indicators programme
 - Greater Value in Global Markets theme

Approach



Foresight into consumer trends and international agreements



International driver

National/Regional/Industry strategies + research landscape



Domestic driver

	1	2	3	4	...
1	High Med	Low High	High Low	Med High	
2	Med High	Med Med	Low High	Med Low	
3	Low Low	High Low	Med High	High High	
4	High High	Med Low	High Low	Low Low	
...					



Approach

State of Knowledge

- International and National trends

Expert Group Workshops

- International Drivers
 - Market segments
 - Sector groups - marketing
 - Maori thought leader group
 - Central Govt
 - Market focused NGOs (e.g WWF)
- National Drivers
 - Sector groups – producers
 - Maori thought leader group
 - Regional and local Govt
 - NGOs

Synthesis and Matrix

- Priorities
- Gap analysis

Team and Time

- Market, Policy, Economics, Participatory research skills
- 3 month project (May to July 2016)

Using the matrix

Informing the Challenge direction

- Primary sector performance indicators programme
- Inform 'Greater Value from Global markets' theme
- Bringing Next and End users and Science teams together
 - Challenge communities of practise

