

Expression of Interest

Working Group: Place-Based Pilots

Fast-track and extend uptake of land uses, management and practices to improve the vitality of te Taiao through place-based pilot studies

Context

The Our Land and Water National Science Challenge (Toitū te Whenua, Toiora te Wai) (OLW) has a vision that looks to a future where catchments contain mosaics of land uses that are more resilient, healthy, and prosperous than today. This is a future in which all New Zealanders can be proud of the state of our land and water and share the economic, environmental, social and cultural value from te Taiao.

To improve the vitality of te Taiao, land stewards and organisations are exploring and designing pathways to more resilient, healthy, and prosperous land uses. For example, MPI's [Fit for a Better World](#) vision is centred on ethical production systems and a regenerative mindset towards te Taiao. This is prompting interest in developing, learning from, and scaling enterprise to rohe¹-scale options that are moving from te Taiao in their thinking to te Taiao in action².

The OLW [Research Workplan Update 2020](#) outlines our desire to move beyond investments in research advice, to investing in the implementation and integration of that research in action.

OLW is forming a Working Group of stakeholders and researchers to review previous and existing place-based examples of land use change and management change. The group will then recommend New Zealand case studies for further research. Inclusion of Māori agribusiness and land management case studies is a priority. The group will then co-design and prepare programme proposals for OLW to invest (\$7.4 M for 2.5 years) in ways to increase uptake and scale up such ventures.

Two programme proposals, blending research and its implementation, are anticipated, to:

1. Use **place-based examples** of land use/management change to identify and facilitate (at enterprise and rohe scales) holistic pathways to sustainable land- and freshwater-use options that enhance the vitality of te Taiao. The programme will work with land stewards and organisations in the agri-food and fibre sectors to assess and progress the design, development, implementation and entry to market of options that support healthy land, water and people.
2. **Evidence, communicate and scale up** the pathway and progress of case studies to enhance the vitality of te Taiao. This programme will identify the best mechanisms to share knowledge, experience, and evidence to make land use and land management change in the existing and into new rohe.

Timeframe and Budget

Up to \$500,000 will be allocated among the working group as determined by the Lead Contractor to undertake this project over a term of 6 months from March 2021. The Working Group will co-design the two programme proposals and submit deliverables (Table 1) by 30 September 2021 (Figure 1).

The anticipated time commitment will be decided between the Working Group Leads and team members following the first meeting to clarify scope. We are seeking applicants that can commit 20% to 40% of their time over six months, as well as applicants interested in an advisory role by participating in up to three one-day workshops and providing feedback on draft documents.

¹ Rohe describe the territory or boundaries of Iwi, although some divide their rohe into several takiwā.

² e.g. [Pā to Plate](#), [Miro](#) collective of Māori food producers, examples from [Storving Kaitiakitanga](#), Kanapu Hemp, Manawa Honey, Whangarei catchment group, multi-functional landscapes, and options within established sectors, e.g. organic and regenerative dairy farming, [Happy Cow](#), [Jersey Girls](#), [Blue Duck Station](#), Retro Organics

Scope and Summary of Deliverables

Table 1 summarises the key deliverables for the Working Group. Some of the key questions to consider in programme design include:

1. What factors hinder or enable the success and scaling of these enterprises within or outside of their rohe considering:
 - a. Measuring enterprise characteristics such as environmental footprint, entity structures, profitability, critical mass, and level of industry support
 - b. Rohe, community size and diversity, demographics, values and capabilities?
2. What are the financial, market, infrastructure, community, cultural, policy and regulatory drivers of change? What is the best mix of these factors to enhance te Taiao faster in different rohe?
3. How can iwi, Government, industry, NGOs, and communities collectively support the design and implementation of more land- and freshwater-based options that enhance te Taiao?
4. What mātauranga Māori, western science, practitioner knowledge and capability is needed to develop and implement options that enhance te Taiao?

The scope does **not** include:

1. Analysis of production systems and value chains solely for the benefit of individual entities
2. Development of new decision-support tools for production systems or value chains (where possible, existing DSS should be used or the need for new models highlighted)

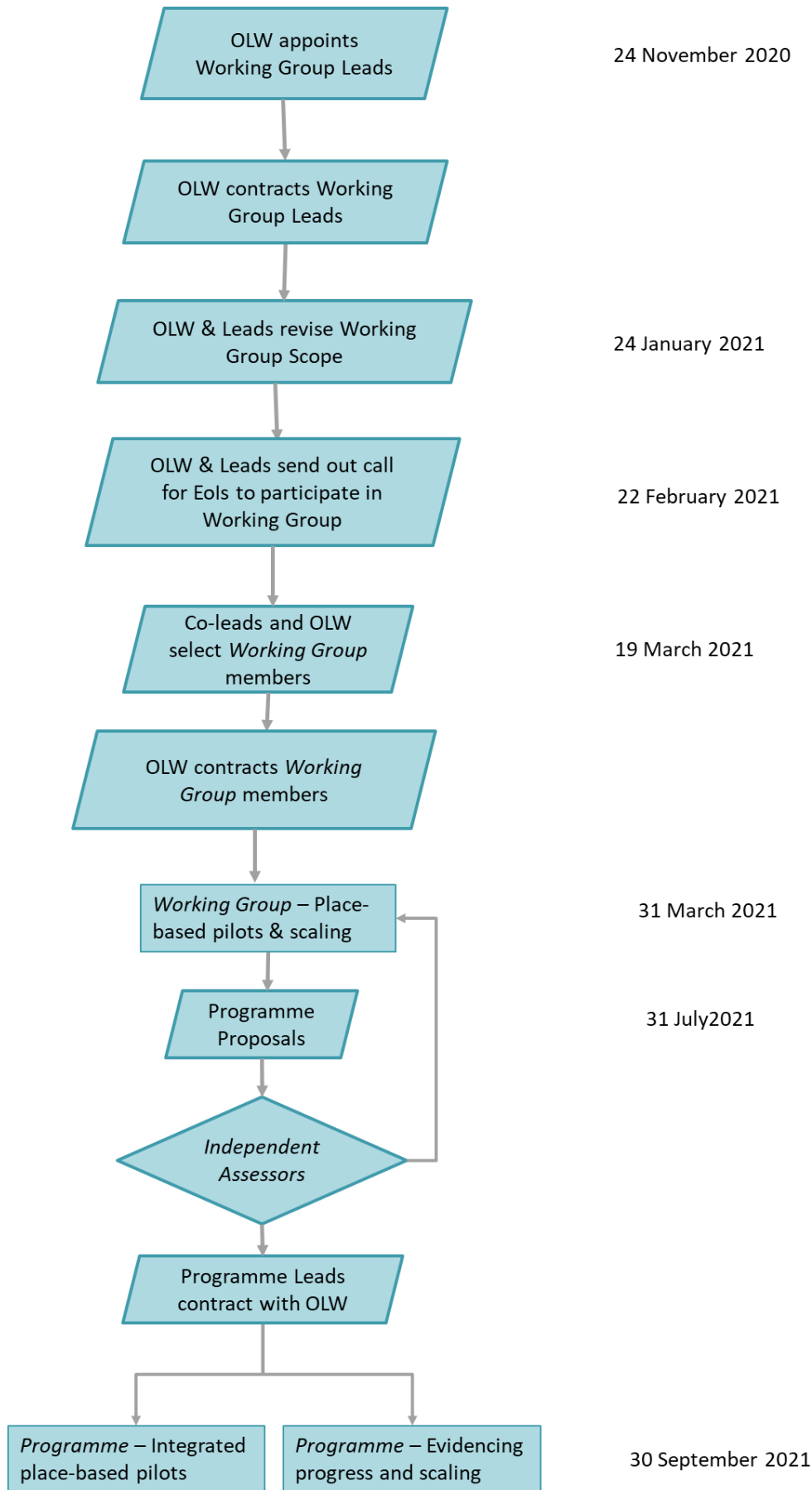
Table 1: Working Group Deliverables

Deliverable	Description
Report to OLW, providing a review of place-based examples of land use or land management change	<ul style="list-style-type: none"> • Review of NZ and overseas examples of place-based pilots of land use change initiatives, and their success (at any scale) or otherwise³ • Stock-take of NZ initiatives to design, implement and progress land- and water-use change to improve te Taiao • Criteria for the selection of case studies for the anticipated research programmes • Recommendations for NZ case studies, including Māori-led examples and those with a high degree of Māori participation • Engagement with case studies to lay foundation for the following research programme
Report to OLW, providing a review of scaling	<ul style="list-style-type: none"> • Review of NZ⁴ and overseas examples of experience with scaling land use change initiatives • Specific attention paid to those occurring within Māori-led and Māori participation land use/management scenarios
Place-based programme proposal	<ul style="list-style-type: none"> • Co-design proposal for integrating research in place-based pilots to answer the above questions (and others of relevance) • Proposal will include the criteria for selecting pilots, selected pilots and locations, and role of stakeholders and research in the pilots
Evidencing and scaling programme proposal	<ul style="list-style-type: none"> • Co-designed proposal for evidencing and scaling of place-based pilots and answering the above questions (and others of relevance)

³ e.g. the [Wageningen Lighthouse Farm project](#) or [Agro-ecosystem Living Labs](#)

⁴ e.g. MABx, Deer Industry Passion2Profit Advance Parties, Red Meat Profit Partnership, Dairy industry Step Change Project, Farm Environment Plans

Figure 1: Process and timeline for the co-design and start of programmes



Eligibility Criteria of Working Group Members

The co-leads for this Working Group have been appointed. They will oversee both the Working Group's construction and its progress, with guidance from the OLV Directorate. The co-leads are Richard Jones (tehurinui@gmail.com) and Simon Stokes (simonstokesconsulting@gmail.com).

The Working Group membership will comprise a mix of Māori business and community members, communicators, rural professionals and researchers, covering a diverse range of skills and experience including:

- Progressing sustainable business models from idea to successful ventures
- Scaling ventures in size and to other locations, including how to extend and communicate options
- Kaupapa Māori, Māori-centred and Māori-led initiatives and research
- Mātauranga Māori with respect to land- and freshwater-based sustainable business options
- Co-innovation, community-led and co-design processes for research planning
- Familiarity with previous land-use change research outcomes of relevance (OLW-funded and wider)
- Knowledge of current and emerging financial, market, infrastructure, community, cultural and policy and regulatory drivers influencing land-based sectors

Applicants must have a willingness to collaborate in outcome-focused research that has te ao Māori at its centre. A background knowledge of te Taiao and what it takes to move forward with te Taiao as a foundation will be developed with group members who are not already familiar, during the initial stages of the Working Group's deliberations.

Register Your Interest

Please submit an audio, video or written expression of interest to ourlandandwater@agresearch.co.nz by 5pm on 15 March 2021

Please include an account of relevant experience responding to each of the points below:

1. Please let us know if your expression of interest is for:
 - a. Working Group (20% to 40% of your time over six months)
 - b. Advisor (up to three one-day workshops and providing feedback on draft documents)
2. Why are you interested in this kaupapa? What would you like to achieve by participating in this kaupapa?
3. What experience and skills can you contribute to this kaupapa?
4. Please tell us about some te ao Māori mahi and initiatives (or research) you have been involved in.
5. Please tell us about some collaborative and community outcome-focused initiatives or mahi you have been involved in.

Please keep your application to 3 A4 pages or a 5-minute video/audio file. Feel free to attach a CV in addition to this.

To request further information contact: Dr James Turner, OLV Science Leader, Pathways to Transition: james.turner@agresearch.co.nz, 021 281 5230