



## **Missions to shift to a circular and regenerative Aotearoa**

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## Definition

Moonshot: /'mu:nʃɒt/

1) An ambitious, exploratory and ground-breaking project undertaken without any expectation of near-term profitability, or a full investigation of potential risks and benefits.

2) A long-term goal, an audacious ambition or innovative project.

For us, this means a regenerative Aotearoa. And it is possible.





# Outline

Mission 1 The Compass: Te Takarangi

Mission 2 The Moonshot Map: Data and Insights

Mission 3 The Exploration: Living Labs





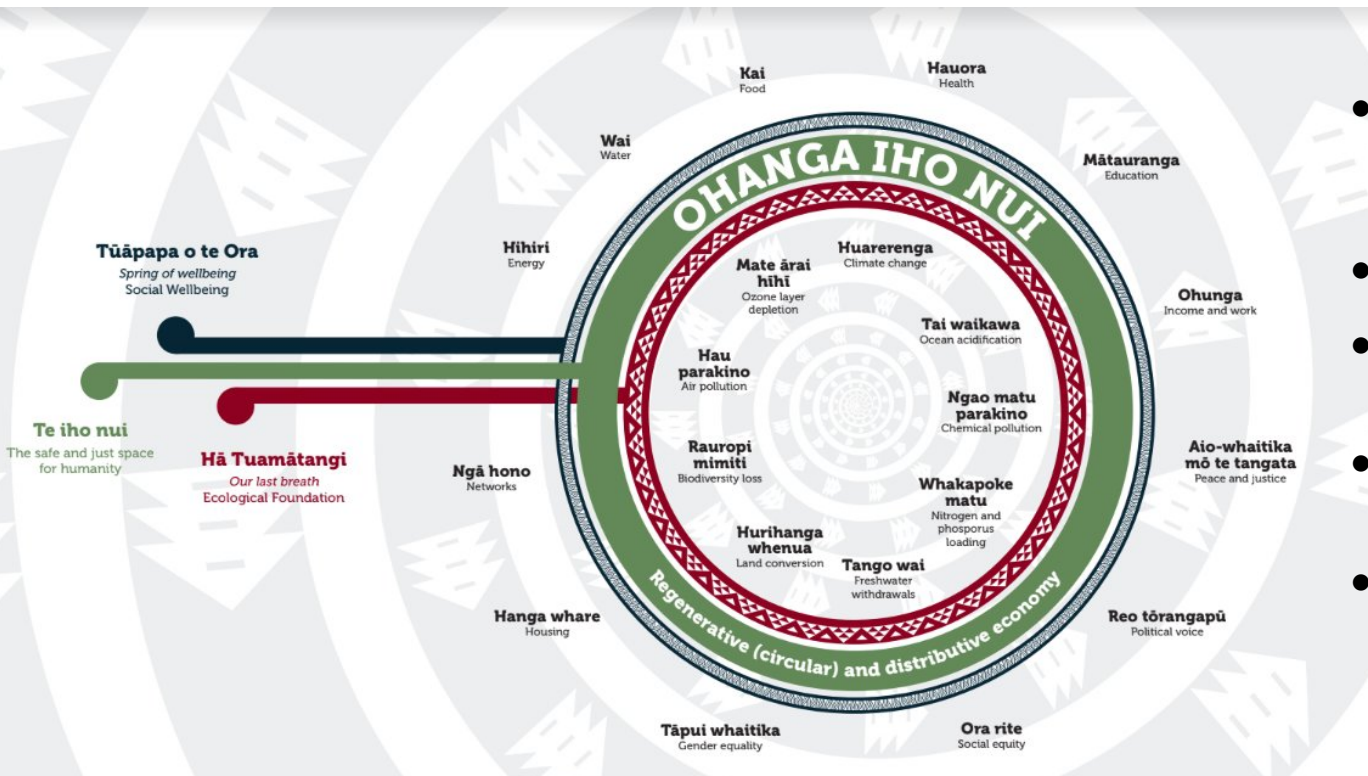
# Moonshot Mission 1 - **The Compass**



# Te Takarangi: Reimagining the Doughnut



# Te Takarangi - A values-based Compass



- *Whakapapa* - thriving people and communities
- *Tikanga* - Communities able to stocktake past and current behaviour to align with a Mauri Ora framework
- *Wairua* - Communities must seek balance
- *Tapu / Noa* - Social cohesion and respecting the sanctity of all living beings
- *Mauri* - People and communities at the centre, able to rejuvenate communities
- *Mana* - generated in and exercised by communities, integrated knowledge

Reimagined for Project: Moonshot by Dr. Teina Boasa-Dean with contribution from Johnnie Freeland






# Moonshot Mission 2 - The Map



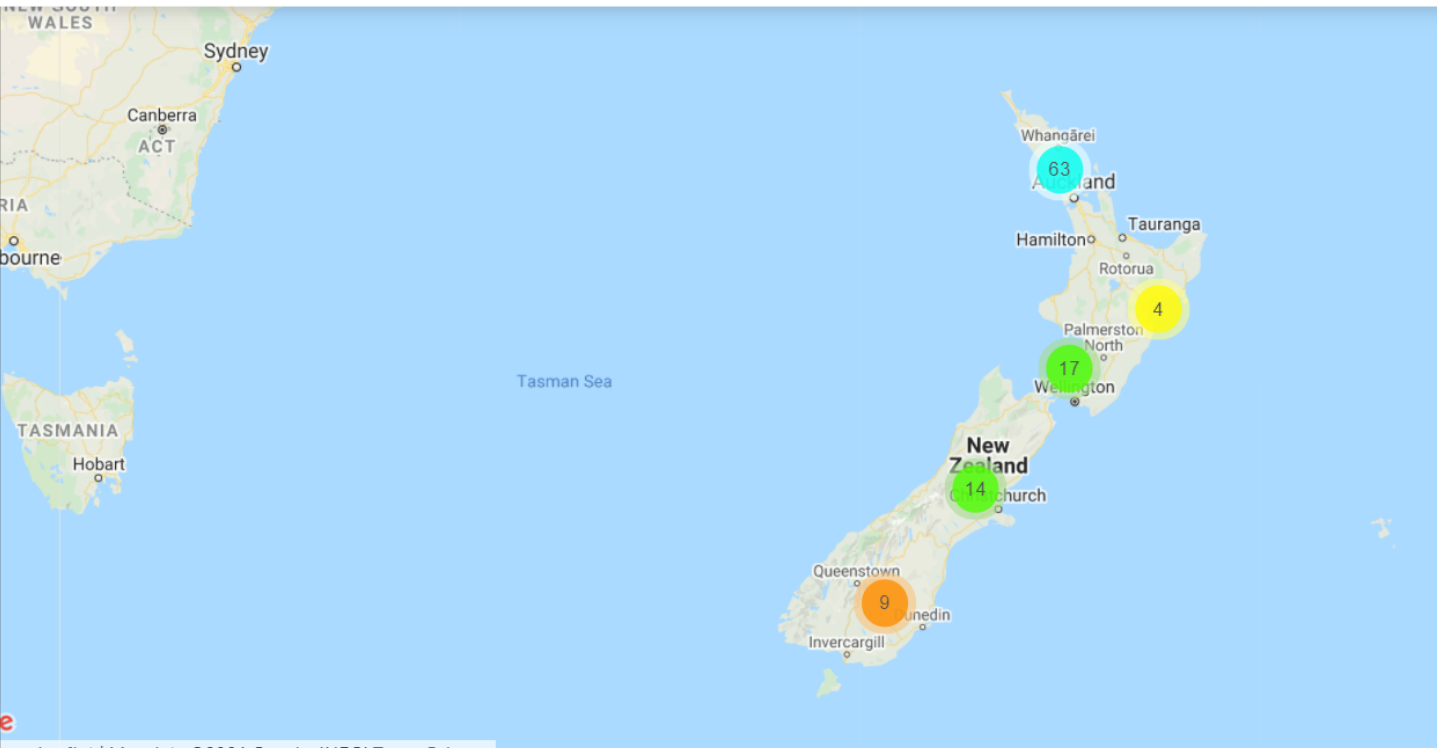
# The Moonshot Map: [www.projectmoonshot.city](http://www.projectmoonshot.city)



## Project Moonshot

### Circular and Regenerative Initiatives in New Zealand


Our Decade of Action



Tasman Sea

Filter by ^

| Projects                     | Countries | Type | Tags |
|------------------------------|-----------|------|------|
| + Aquaculture                |           |      | 1    |
| + Biodiversity / Restoration |           |      | 8    |
| + Children / Young People    |           |      | 4    |
| + Clothing / Textiles        |           |      | 7    |
| + Community                  |           |      | 8    |
| + Digital / IT               |           |      |      |
| + Events / Venues            |           |      |      |





# Moonshot Map #tags

Community  
commitment e.g. eco  
villages, transition  
towns, marae activities

The return to a  
previous or  
original state

Assets reuse,  
secondhand, extending  
life through repair and  
share. Design for  
durability and  
upgradability. 'As a  
service' models

Closing the loop,  
remanufacturing,  
repurposing, recycling,  
anaerobic digestion,  
extracting biochemicals  
from organic waste  
(circular bioeconomy),  
product stewardship

Exchanging inputs and  
technologies for  
advanced (e.g. bio-  
based) materials or  
exponential  
technologies that will  
do no harm

#Place-based  
#Exchange  
Innovation

#Restorative

#Share

#Loop

#Regenerative

#Social Innovation

#Optimise

#Virtualise

Promotion of self-  
renewal capacity of  
natural systems with the  
aim of reactivating  
ecological processes  
damaged or over-  
exploited by human  
action

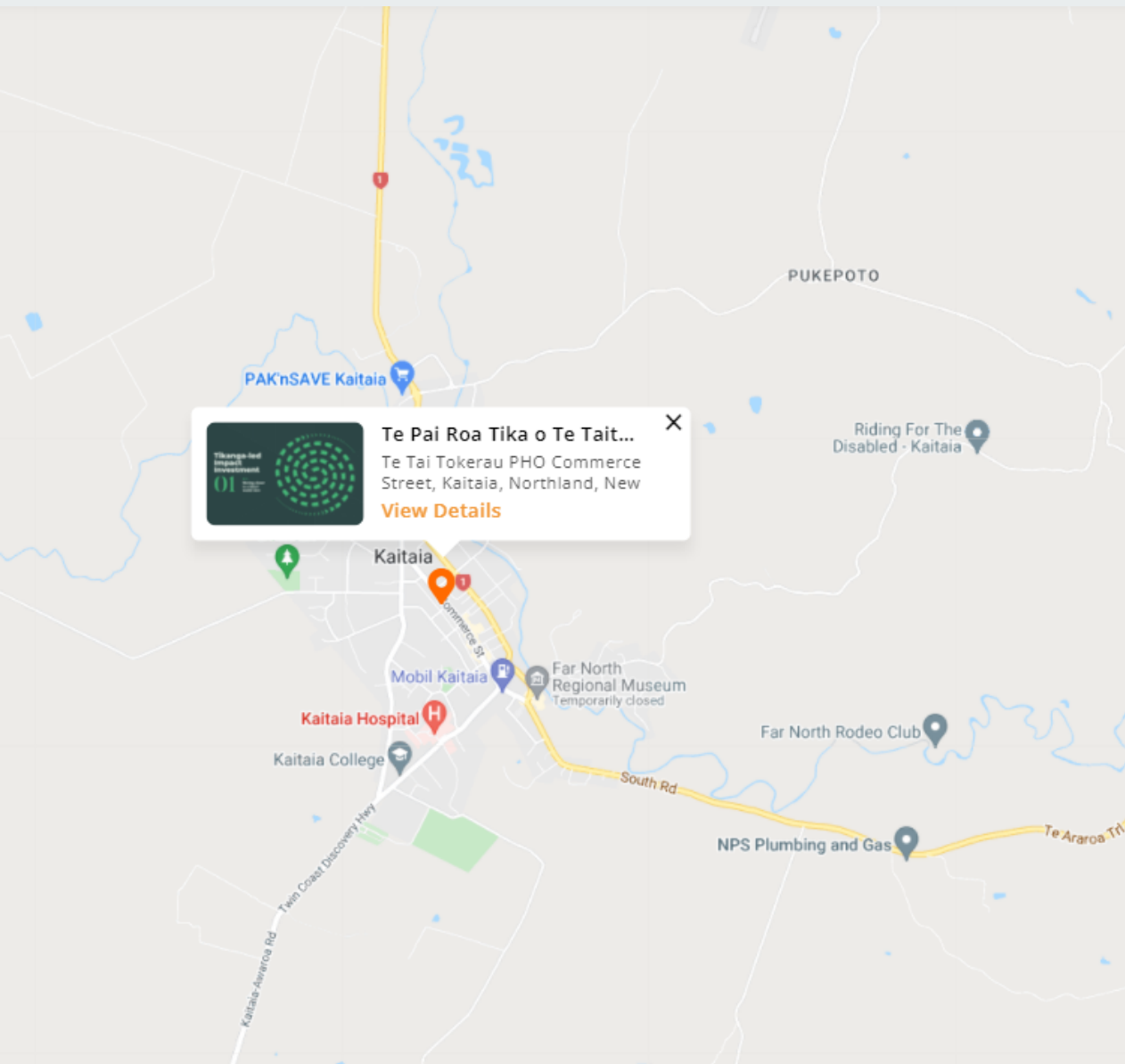
Intergenerational,  
whānau-centred,  
interconnected –  
seeking to produce  
new insights, skills,  
and capabilities to  
grow the size, diversity  
and capacity of the  
ecosystem

Increase performance,  
efficiency; remove waste  
in production, supply  
chain ('lean'), Leverage  
big data, automation,  
sensors

Digitalisation

Distributive by design -  
a networked, systems  
approach e.g. multiple  
3D printers, regional  
hubs, distributed  
renewable energy  
systems





## Te Pai Roa Tika o Te Taitokerau (Transforming Taitokerau For Good)

Te Tai Tokerau PHO Commerce Street, Kaitiaki, Northland, New Zealand



Tags Restorative Social Innovation Place-based Innovation

### Project Detail

Transforming Taitokerau for Good is a systems-change investment programme driven by iwi leaders in the Amokura Iwi Consortium. It aims to generate large-scale, long-term impact through investments that have environmental, financial and social returns in Tai Tokerau in revitalised housing, forestry. Underpinned by a Te Ao Māori approach, the aim is to showcase Taitokerau as an exemplar of a 21st century economy, one that shoots beyond a zero-carbon target to broader regeneration.

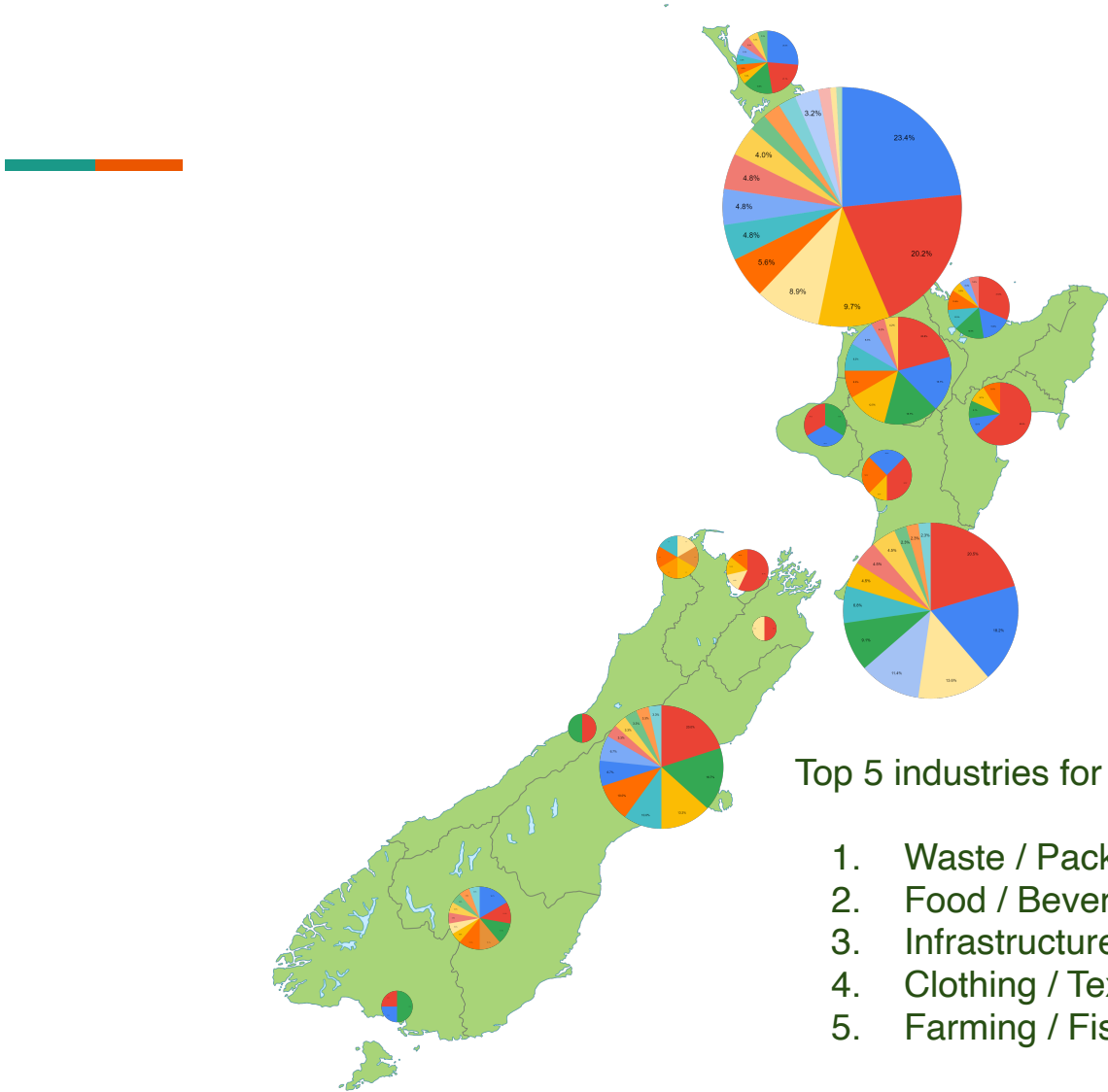
<https://vimeo.com/377692008>

Curator - Lucie Greenwood

Project Type - Initiative



# Moonshot Map - Snapshot of grassroots CE activity 2022-23



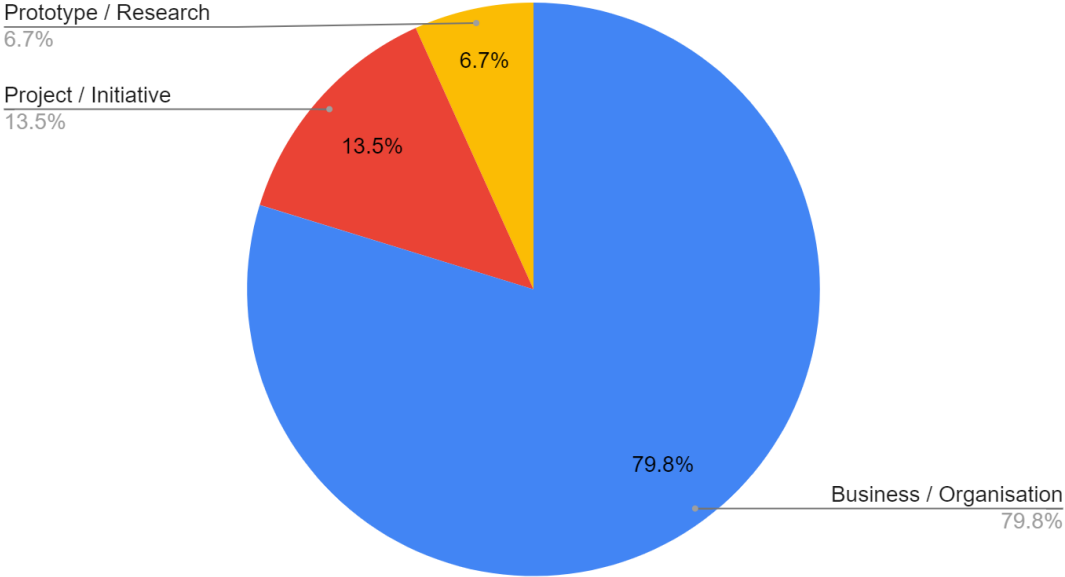
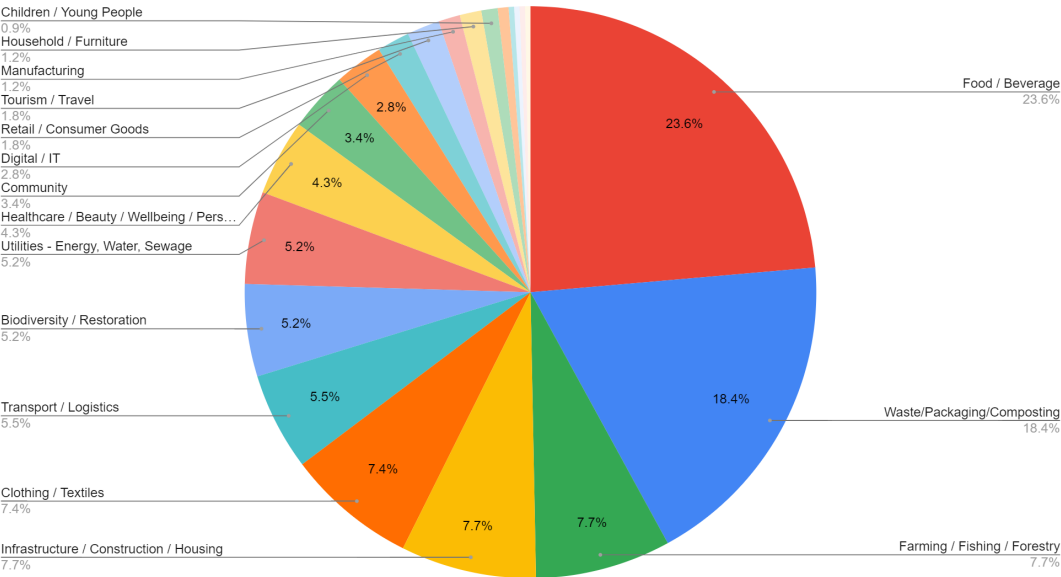
Top 5 industries for grassroots CE activity

- 1. Waste / Packaging / Composting
- 2. Food / Beverage, including food rescue
- 3. Infrastructure / Construction Housing - in cities
- 4. Clothing / Textiles - in cities
- 5. Farming / Fishing / Forestry - in regions



# Moonshot Map - What has it told us

## NZ is still a recycling economy

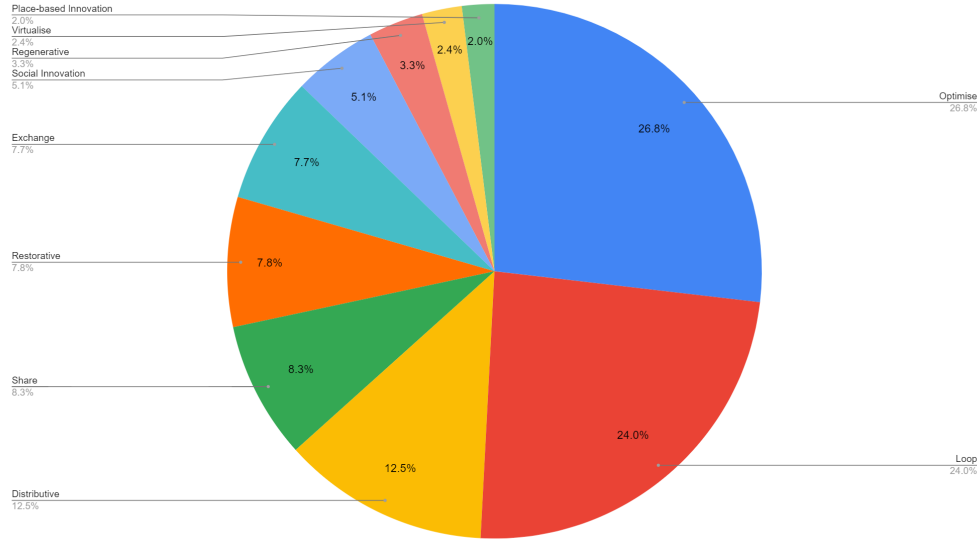


CE activities are being driven by business or organisations

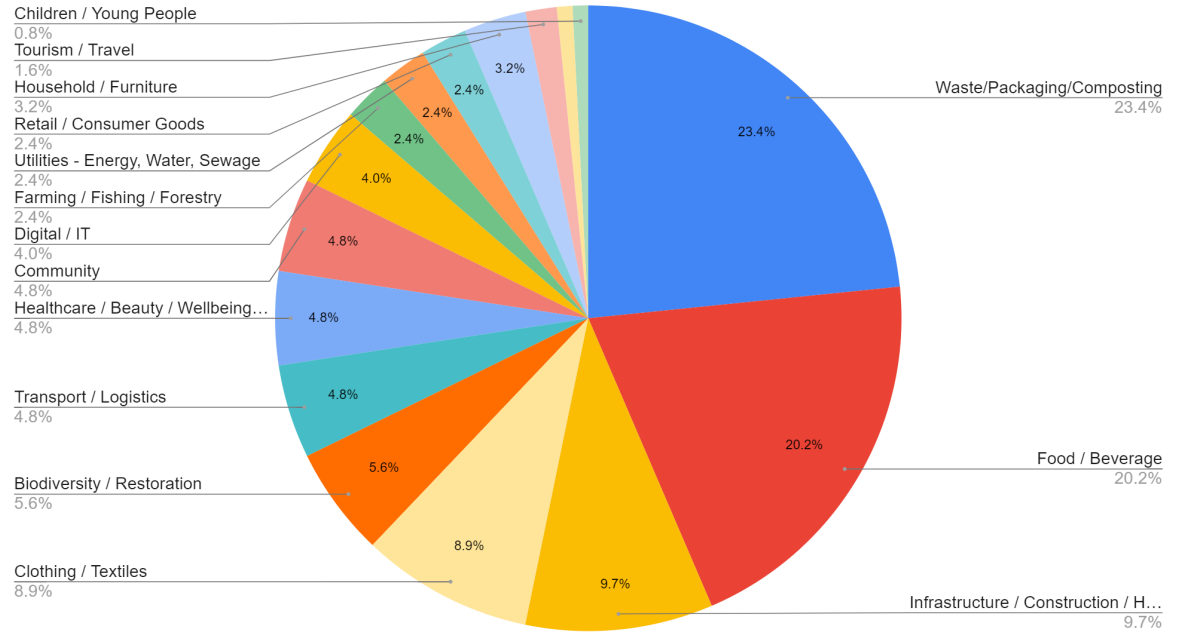


# Moonshot Map - How mature is our circular economy?

NZ is still focussed on closing waste loops and efficiency rather than circular design



## Auckland



124 data points of grassroots CE activity in Tamaki



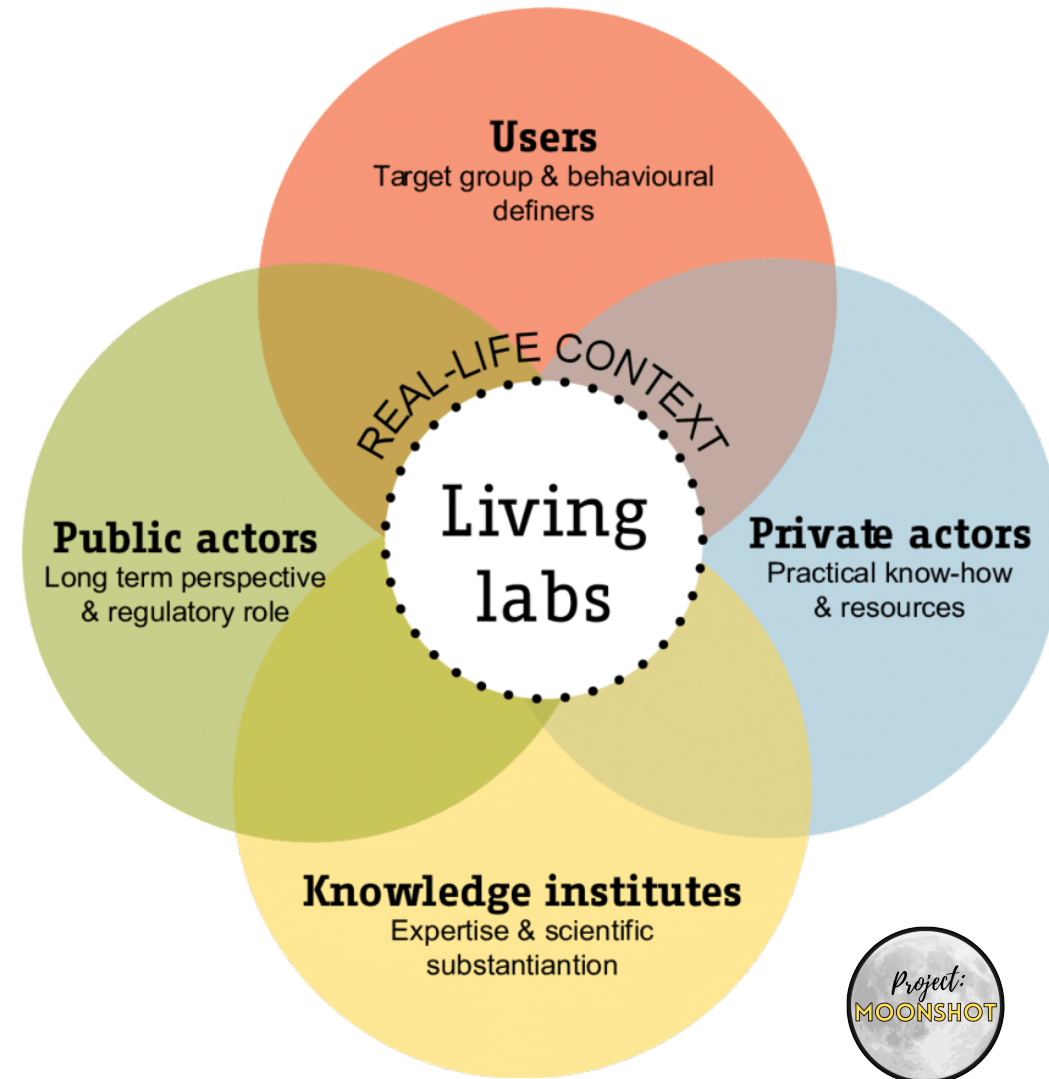


# Moonshot Mission 3 - **Exploring Living Labs**



# What is a Living Lab?

- A key barrier to transitioning to circular at scale and pace is trying to fit circular models into a linear system.
- How can we solve messy, systemic problems? Through the Living Labs approach.
- A Living Lab is a user-centered, open innovation ecosystem based on user co-creation, integrating research and innovation processes in real life communities and settings.
- A Living Lab - or any systems thinking - requires a radical rethink of how we collaborate.



# Living Labs require Radical Collaboration



Scan me!

- As a first step, we have started a Kumu map of **who** is working on **what**.
- A next step will be to **connect the dots** and identify **key resources** to help accelerate collaboration and avoid duplication.
- **We invite you to share up to three key initiatives for our public Kumu map.**



Or visit [Slido.com](https://www.slido.com) with code #2902463

Wifi: Beca

Pwd: ecard-disburse-flaxseed





Let's now hear more about Living Labs from Debbie O'Byrne

Ngā Mihi \* Thank you

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