



**URS**

**Will you be on the bus in 2050?**



*Vision 2050 – a Sustainable Business Council project*

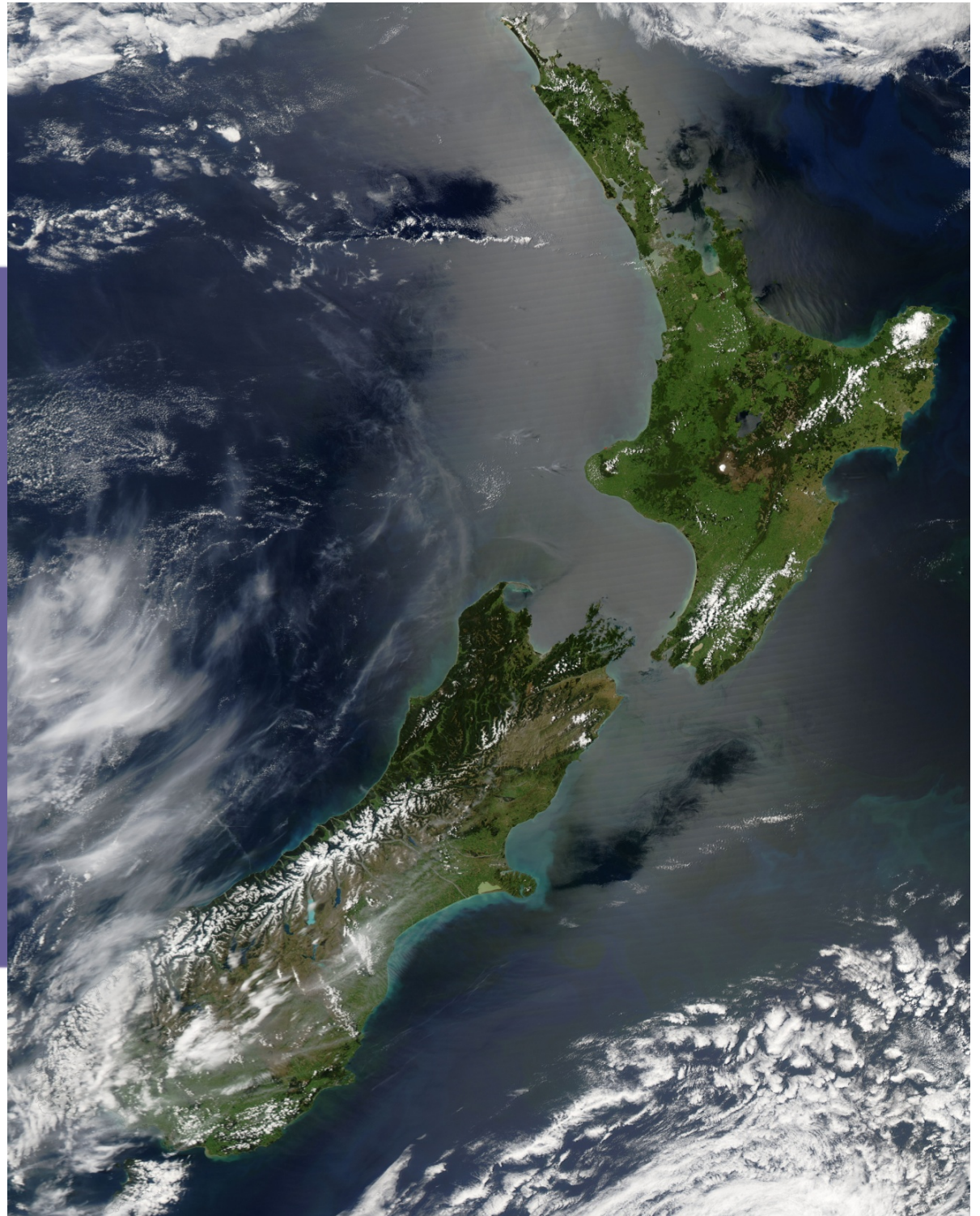
# Will cover:

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- The project – genesis and project
- The project outputs – Report and the Mural
- Exploring one of the pathways
- Engagement – the possibilities

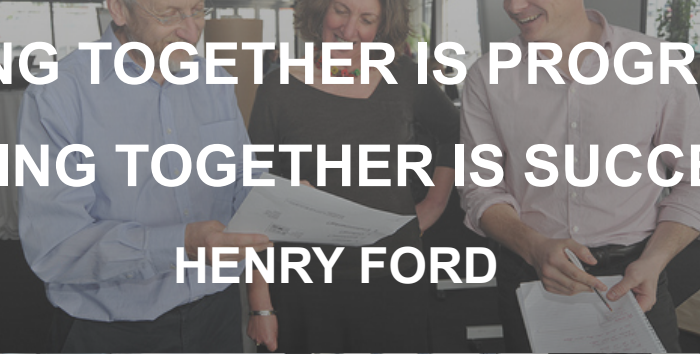
# NZ Vision 2050

Unlocking the immense  
potential within this  
country





**COMING TOGETHER IS A BEGINNING,  
KEEPING TOGETHER IS PROGRESS,  
WORKING TOGETHER IS SUCCESS.  
HENRY FORD**



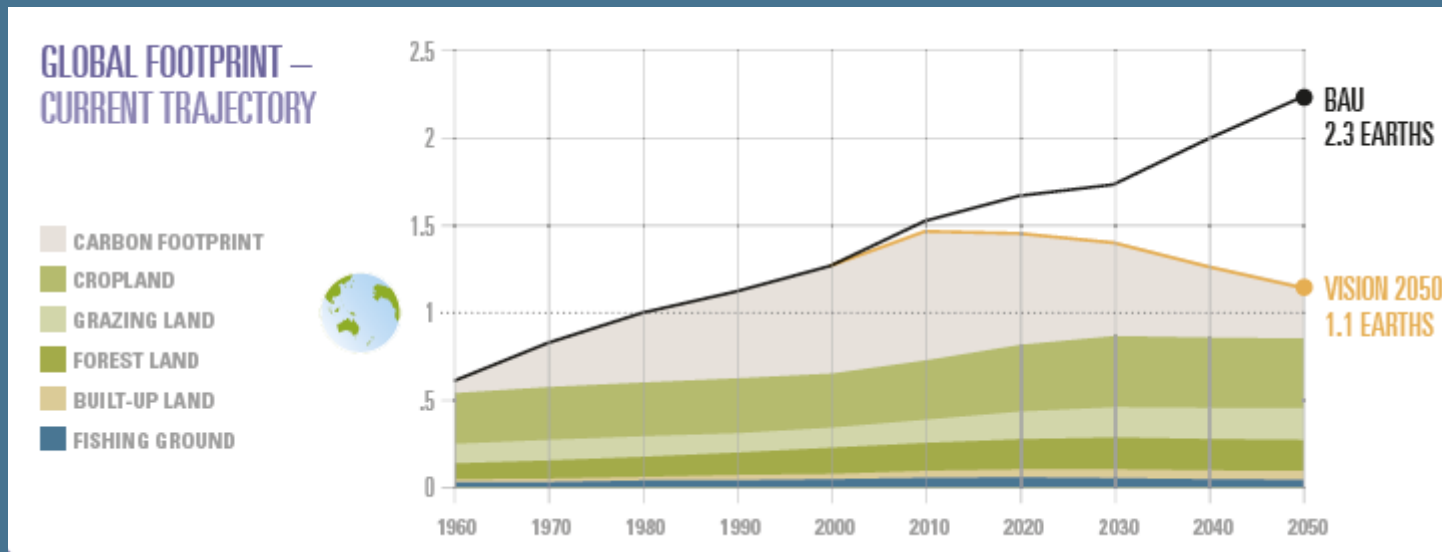
# FUTURE LEADERS



# VISION2050

# A PREFERABLE VISION

In 2050...New Zealand has 6 million people, living well and within the limits of the planet.



-  HUMAN DEVELOPMENT
-  CULTURAL DIVERSITY
-  MOBILITY
-  AGRICULTURE
-  MARINE
-  FOREST
-  ECONOMY
-  ENERGY & POWER
-  BUILDINGS
-  WASTE & MATERIALS
-  TOURISM

# LIVING WELL & WITHIN THE LIMITS OF THE PLANET

**Inequality**

**Productivity**

**Innovation**

**Health &  
Education**

**Crime**

**Sense of Place**

**Emissions**

**Water Quality**

**Biodiversity**

**Renewable  
Energy**

**Soil Health**



# URGENCY

**ALL THESE CHALLENGES ARE INTERCONNECTED AND URGENT.**

**WE NEED A WAY FOR BUSINESS TO THINK ABOUT A POSITIVE FUTURE FOR NEW ZEALAND.**

**WHICH AREAS WILL IMPACT YOUR BUSINESS?**

**WHAT ARE SOME OF THE KEY OPPORTUNITIES AND CHALLENGES THAT THIS FUTURE MAY HOLD?**

**OUR VISION 2050 PATHWAYS PROVIDE THIS FRAMEWORK.**

# THE REPORT

BUSINESS AS USUAL IS NOT AN OPTION

- HUMAN DEVELOPMENT 
- CULTURAL DIVERSITY 
- MOBILITY 
- AGRICULTURE 
- MARINE 
- FORESTS 
- ECONOMY 
- ENERGY & POWER 
- BUILDINGS 
- WASTE & MATERIALS 
- TOURISM 

The Project

The Vision

The Pathways

The Opportunities

The Action



# PATHWAYS

# Example: Energy & Power

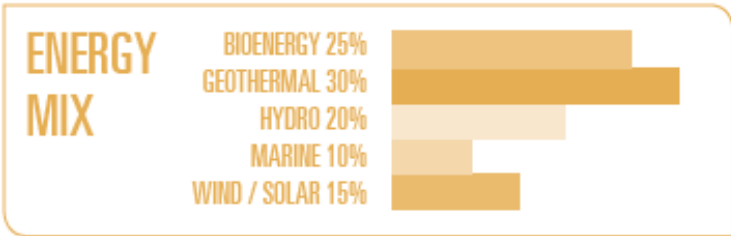
NZ is a niche player in global clean technology industry

Multiple sources of renewable energy for transport



Cost of energy reduces

Competing uses for water



NZ RENEWABLE ENERGY ATTRACTS GLOBAL INVESTMENT



NZ has 70% renewable energy supply

World Energy Conference held in NZ



Energy emissions declining

NZ unprepared for peak oil

MARINE ENERGY COMES ONLINE

# FOR EACH PATHWAY:

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Positive Imagination

Values shift required

Risks of BAU

Priority actions – by 2020

Linkages across pathways

# OPPORTUNITIES

# A NATION ON THE CUTTING EDGE OF THE

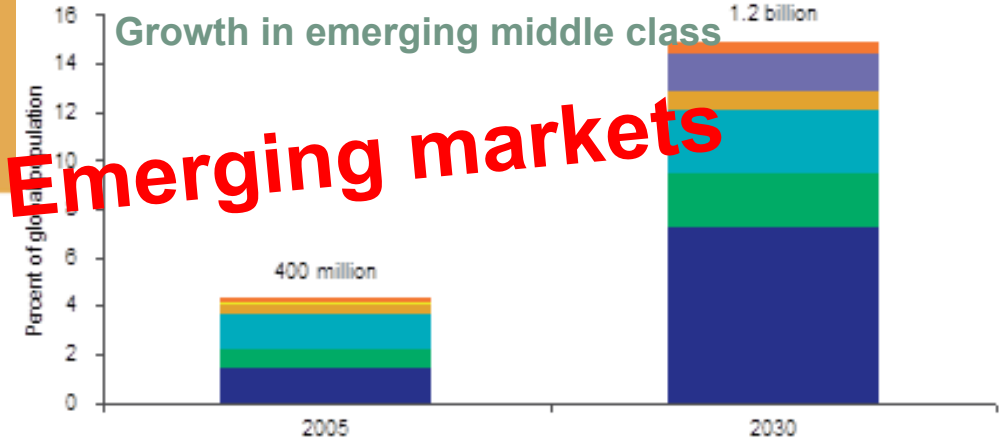


# OPPORTUNITIES

Science & technology



Energy

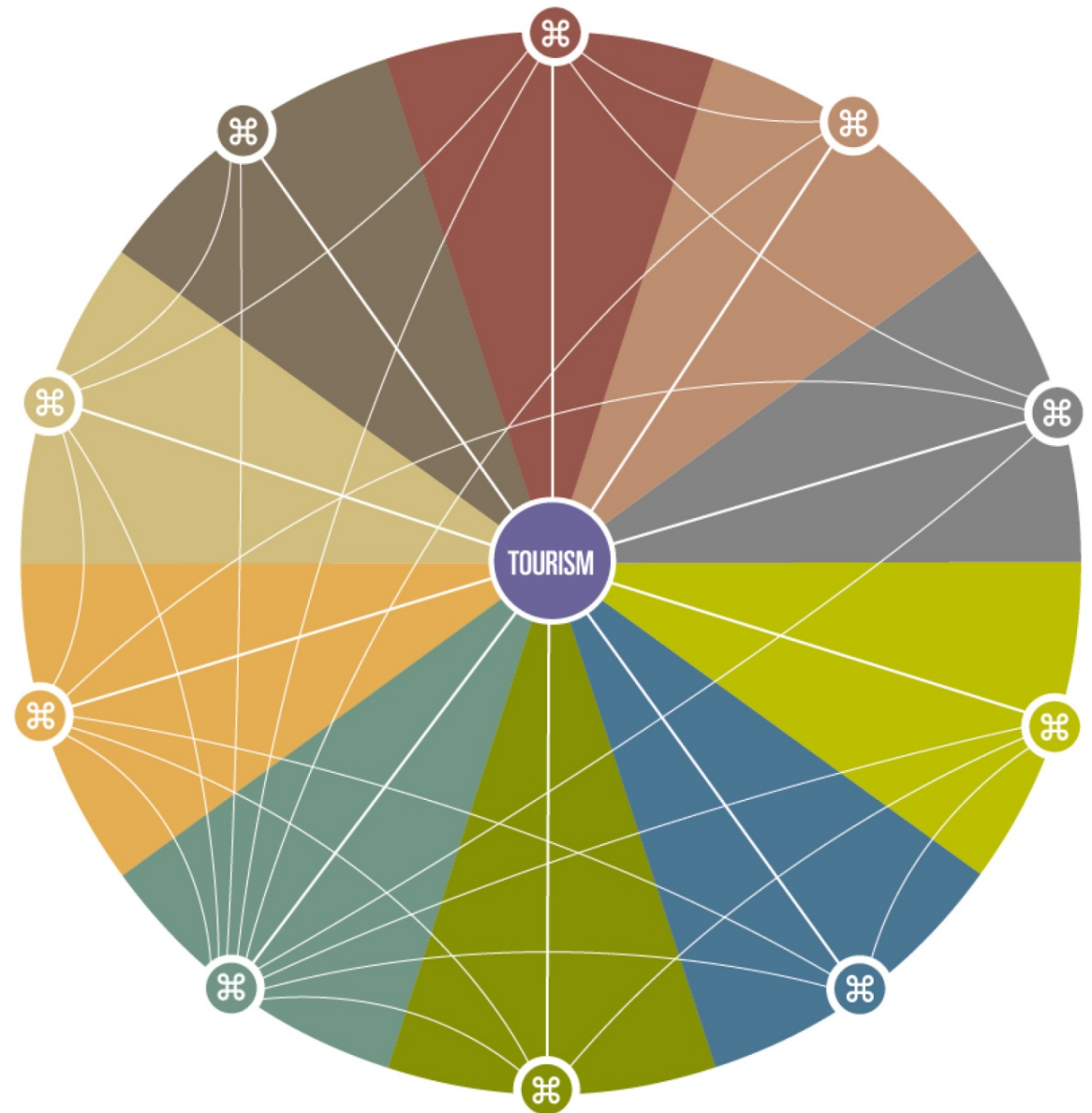


Production & consumption systems



# Interconnectedness and Collaboration are key themes of Vision 2050 across:

- Society
- Supply Chain
- Industry





# Beyond the Report: Provide; Engage; Deliver

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WHICH PATHWAYS  
WILL IMPACT  
YOUR BUSINESS?

WHAT ARE YOU DOING  
NOW THAT YOU WON'T  
BE ABLE TO DO IN THE  
FUTURE?

IF YOU STAY THE  
SAME, WILL YOU STILL  
BE IN BUSINESS IN  
2050?

WHAT  
OPPORTUNITIES  
DOES VISION 2050  
PRESENT?

WHY?

WHY  
NOT?

# Our next steps





**URS**

**Thank you, Kia Ora**



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