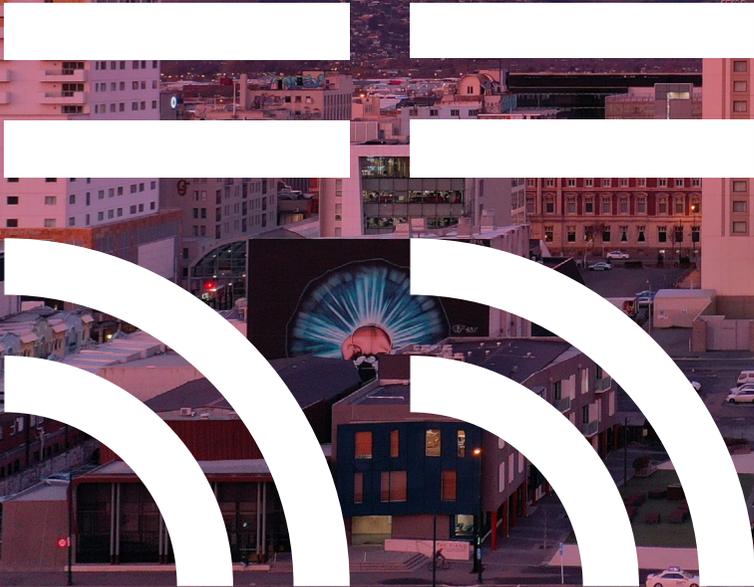


Christchurch Economic Ambition



Ōtautahi Christchurch is a city with big ambition. Whilst small on the global stage, as the second largest city in Aotearoa and the principal city in the South Island, Christchurch's achievements and potential defy its size.



This is our long-term ambition for Ōtautahi Christchurch to move towards a regenerative economy.

A **regenerative economy** is a productive economic system that unlocks the potential for the economy to grow **and** benefit people and the planet. It differs from the economy today.

It eliminates more carbon than it produces. It uses renewable energy and renewably sourced materials. It develops circular systems based on 'reuse, repair, and repurposing' resources rather 'taking, making and disposing' of them. This means there is less of a need to extract resources and that waste, emissions and pollution are minimised. It also invests in biodiversity restoration and is focused on better outcomes for all people. It increases community wellbeing and raises capacity of people to learn and create a positive future.

A regenerative economy is more of a process of continuous improvement than an end-state and requires investment in new technologies and industries that will create economic opportunities.

Ōtautahi Christchurch is well positioned to achieve this. The city has faced challenges and built back better, and today has new infrastructure, a world-class city centre, and substantial potential for investment and growth. We are also a community of people who care.

Our residents love Ōtautahi Christchurch and desire a balanced future that embraces people, nature and innovation.

The city's assets and values are inherent advantages that we can build upon to create a regenerative economic future.



Moving towards a regenerative economy will be an intergenerational journey. To do this we must work together, honour Te Tiriti o Waitangi, take a smart, evidence-based approach and build on the unique expertise, culture, and values of our community, including Te Ao Māori.

Too ambitious?

Maybe. The term ‘regenerative’ may evoke scepticism and push back from some sectors. Yet aspiration is needed to strive for and accelerate a thriving tomorrow. Without ambition, we risk stagnation, mediocrity and even destroying the very resources that support our existence. Business cannot thrive if our environment or society fail.

Too hard?

In the short term, yes — but this is a long-term ambition. No organisations in Ōtautahi Christchurch today are fully regenerative, and no-one has all the answers. Yet a growing number of organisations are moving in this direction. This ambition seeks to accelerate this trend and capitalise on the commercial, environmental and social opportunities it provides.

Too long term?

No. While it is simpler to think short term, big challenges and opportunities are complex and require sustained, practical effort to capture and solve. Problems like climate change, environmental degradation and inequality are unprecedented in scale and complexity and will not be solved in a single leap.



A future that is good for people and the planet is a future that is good for business.

Global markets have reached a tipping point where thinking about our environmental and social future has become mainstream.

Today, environmental social responsibility is no longer a 'nice to have' and it is less risky to lead than to fall behind.

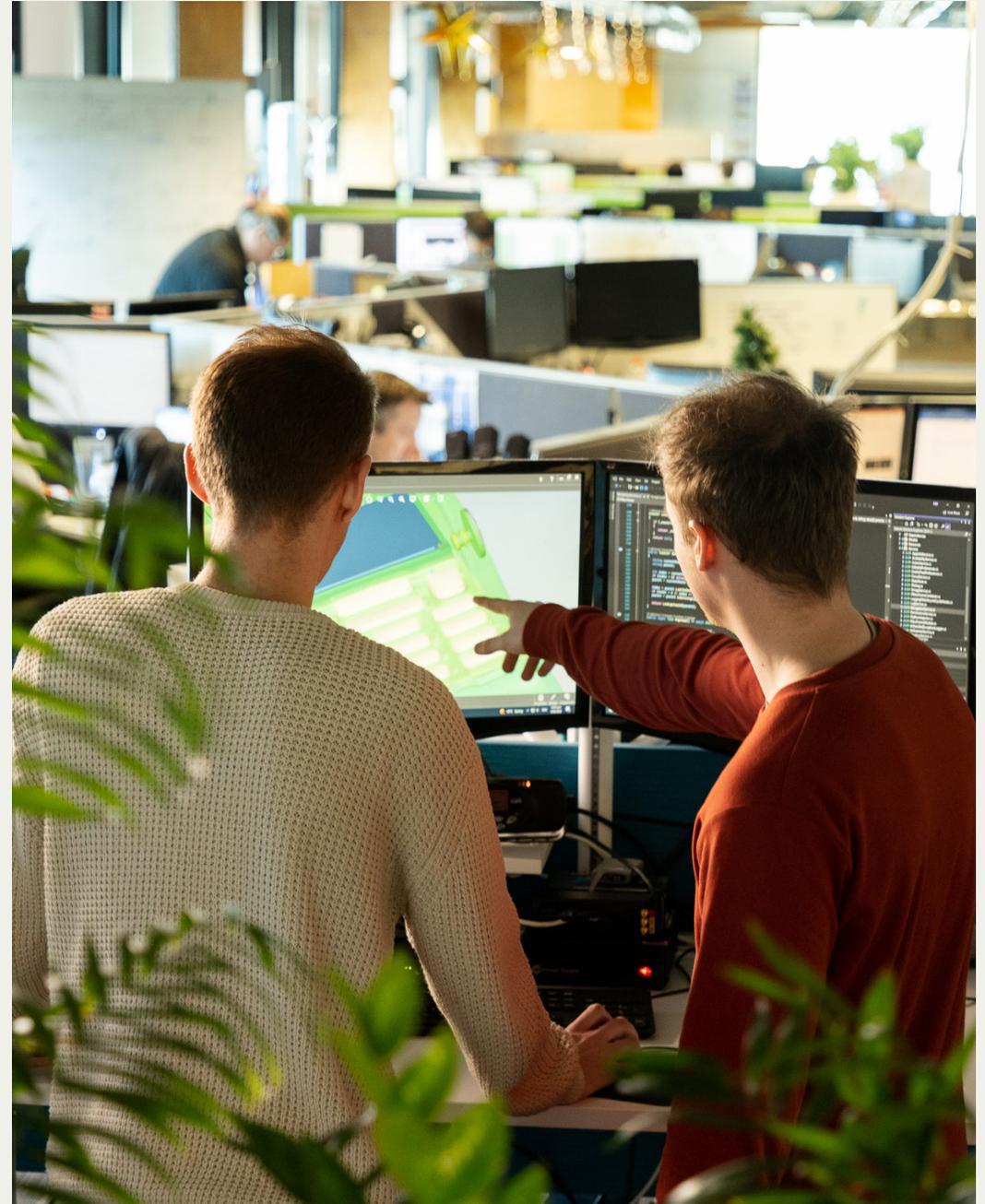
Better bottom line: Over the past decade, companies focusing on better environmental and social outcomes (ESG) achieve equal or higher market returns than those that do not.

Add value: Across global markets, including Aotearoa New Zealand, consumers are increasingly looking, and are often willing to pay a premium, for products and services that are good for them and good for the planet.

Attract capital: Investors – from individual savers through to large institutions – are rapidly directing funds towards sustainable and ethical businesses. This is a response to the potential for growth and profit in future-focused sectors, such as renewable energy, as well as opportunities for investors to use their capital to help create a better world.

Meet export market expectations: Governments overseas are raising environmental, climate, social and governance requirements for importers, making a strong ESG performance a must-have for leading export companies.

Attract and retain talent: Workers are seeking employers with an environmental and social conscience and want to work in industries that are contributing to a positive future.



The economy of Ōtautahi Christchurch has a symbiotic relationship with the Canterbury region and Aotearoa. We cannot strengthen the city economy and raise social and environmental capital by acting alone.

Similarly, individual companies will struggle to grow and improve their profitability, environmental and social performance without systems in place to support them.



- **Food, fibre, forestry and manufacturing are the foundations of regional exports.** Growing and adding value to these sectors in ways that benefit our economy, environment and society will require collective investment and problem solving.
- **The economy of Ōtautahi is dominated by small and medium enterprise.** Without support these businesses can lack the resources needed to expand, raise efficiency or improve ESG performance (i.e., through technology, research and development and innovation).
- **Businesses are taking action** to reduce their climate impacts but will not be able to eliminate carbon emissions without national, regional and local support and investment in renewable energy and fuels, and re-designed resource and waste management systems.
- **People are the economy.** Developing a skilled and knowledgeable workforce and addressing problems like inequality are essential for industry and our community to thrive – yet require effective partnerships at a local, regional and national level.
- **Ōtautahi is a relatively small city in a distant part of the world.** Distinguishing it as a globally competitive place to live, work, visit and invest means working together to develop and promote the city in ways that maximise impact.

Tackling shared challenges therefore requires co-operation — between businesses and sectors, with community organisations, government and non-government, and at a local, regional and national level.

By bringing stakeholders together, we can solve problems, share knowledge and build economies of scale that reduce risk and save costs.

Done right, stakeholder networks have potential to create a multiplier effect that will help everyone achieve more, faster.



10 Year Objectives

Four objectives and ten priorities have been identified to guide investment in the city's economy over the next decade. They aim to grow and strengthen our economy while building robust foundations for a regenerative future.



Hua: Shared Value

Enhance industry productivity and competitiveness while supporting a fair transition towards environment, climate and socially responsible models and practices.

Tūāpapa: Building Foundations

Raise city liveability and vibrancy, strengthen our global reputation and develop the infrastructure and services the city needs to support a regenerative future.



10 Year Objectives



Ako: Learning

Maximise access to learning opportunities and develop the skills people and businesses need to build a strong workforce and a prosperous, equitable future.

Kōkiri: Advancing

Build effective partnerships and bring cross-sector organisations together to advance the city's economic ambition.



10 Year Priorities

Priority 1: Connect businesses across industries and value chains through ‘clustering’ and invest in innovation, targeting industry and ideas with potential for transformational economic and environmental outcomes.

Priority 2: Develop an enhanced business growth and support system to help businesses scale up, access capability and support providers, attract investment, maximise efficiency, adopt technology and transition to net zero.

Priority 3: Adopt procurement policies that encourage businesses to implement environment, climate, and socially responsible business practices.

Priority 4: Initiate ‘best for city’ urban development projects with a focus on developing the city centre as a sustainable, vibrant destination and attractor of investment, visitors, residents and businesses.

Priority 5: Invest in infrastructure that is climate resilient and supports the city’s goal of a transition to zero emissions and zero waste.

Priority 6: Leverage the city’s new and renewed infrastructure and assets to attract visitors and events and build business networks, knowledge and credentials.

Priority 7: Connect industry, education and training providers and community members to develop and deliver education programs that meet the needs of local and regional industries and communities.

Priority 8: Ensure equitable access to technology and increase opportunities for all communities, particularly Māori, Pasifika and ethnic minorities, to contribute to the economy today and in the future.

Priority 9: Promote Ōtautahi Christchurch to national and international markets in a way that is consistent and maximises impact.

Priority 10: Build strong local, regional, and national economic development and advocacy partnerships that honour Te Tiriti o Waitangi.

ChristchurchNZ is the custodian and champion of the economic ambition. However, no single organisation will be solely responsible for delivery of the priorities. Delivery will be achieved through collaborative action by the private sector and partner organisations.

These include ChristchurchNZ, Christchurch City Council, Mana Whenua, Council-controlled organisations (e.g., Christchurch Airport and Lyttelton Port), local infrastructure and facility managers, national and regional government agencies as well as non-government institutions such as tertiary education providers and industry bodies.



Our long-term vision and goals for the future

Pou Whenua, a regenerative economy, is our North Star. We will not reach it, or achieve all our goals, in one generation. But it is the direction that we must travel to provide an economic future that is not only viable, but better for our people and planet.

