



KNOWLEDGE AND INFORMATION ON THE USE OF NEW ZEALAND'S GREATEST ASSET

IN THIS ISSUE

# Building Partnerships

Another year has passed and the National Land Resource Centre (NLRC) continues to be successful, particularly with respect to building partnerships in its three areas of work. Our current Newsletter highlights a small selection of the collaborative work undertaken over the past and upcoming in the next year.

## Strategy & Alignment

The NLRC continues to foster alignment of research activities with national priorities and policy changes. Over the last 6 months the NLRC has contributed to the development of the National Science Challenges by acting as broker between regional councils and the NSC - 'Our Land & Water'. Further to this the NLRC recently released a review and update on regional council research priorities for land and water. The NLRC will continue to work collaboratively across the sectors to guide and develop new opportunities for initiatives for better collaboration.

## Data & Information Management

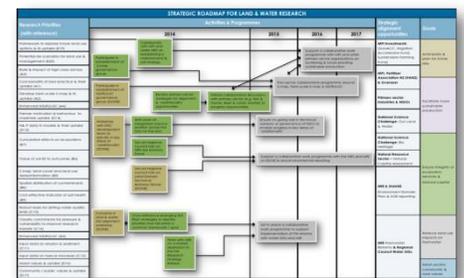
There is growing significant activity in data and information management both nationally and internationally. Central Government has established the State of the Environment land domain technical advisory group – to which the NLRC has contributed. In addition, the NLRC has participated in the creation of a NZ Geospatial Research & Development Strategy and also the National Soils

Database Improvement Programme. Internationally the NLRC plans to contribute to the Global Soils Partnership (GSP); the forthcoming establishment of Pacific Soil Partnership will help facilitate more activity in this space.

## Uptake, Adoption & Capability Building

The NLRC continues to work with its partners to grow capability and engagement with the most current and up-to-date science information and tools from across and beyond the science community. This year hosted a new workshop on building stakeholder engagement using digital media. Thirty-five attendees, including journalists and representatives from Beef & Lamb, One-Farm, Royal Society of NZ, OSPRI, Massey University, and four CRIs, shared experiences of working with digital social media platforms. The workshop resulted in more than 2,500 twitter views. Stay tuned for more workshops being offered in the up-coming year.

Various improvements have been made to the NLRC website, including a new expertise directory. The directory, which will be launched in the spring, will provide access to a range of land and water experts across the CRIs and links to their associated projects.



## Strategic Roadmap for Land & Water

A new report provides a Strategic Roadmap for Land & Water Research.

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## New Media Matters Workshop

The NLRC and AgResearch hosted the first CRI led digital social media workshop: 'New Media Matters – Building Stakeholder Engagement'.

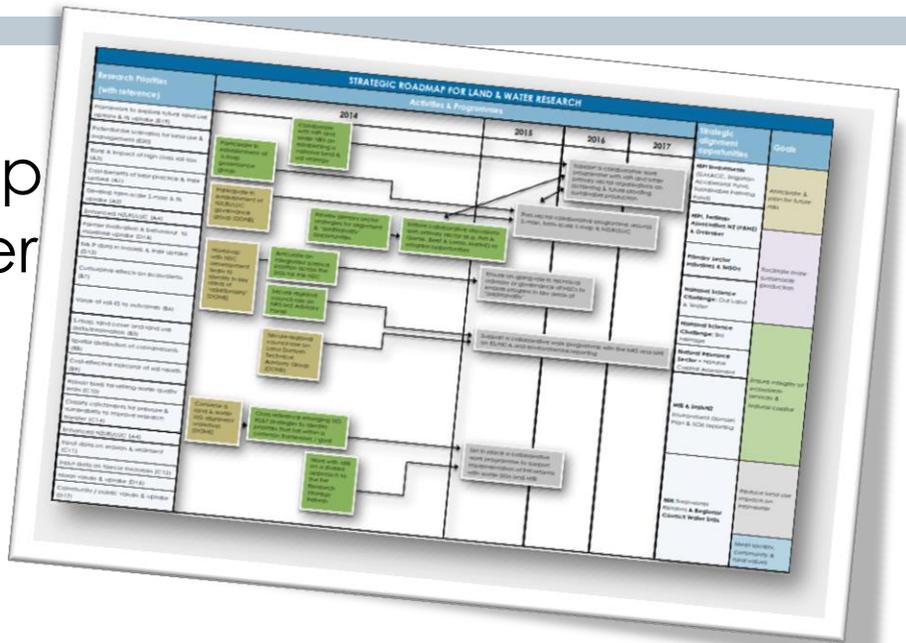
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# Strategic Roadmap for Land and Water Research

A new NLRC report written in collaboration with the LMF and LMG provides a Strategic Roadmap for Land & Water Research. It adds a level of specificity around which research priorities should be the primary focus for Regional Councils Special Interest Groups – the Land Monitoring Forum (LMF) and Land Managers Group (LMG). It also highlights how effort (capability, investment, etc.) can be aligned with other stakeholders to ensure delivery of these research priorities; and what wider systemic changes are needed to create research impact in the land and water domain

A key finding from the report is the need for more collaborative efforts (sector alliances and science reforms) and a consistent approach for research priority-setting, particularly in regard to the implementation of national policies, standards, and reforms.

The Strategic Roadmap offers both a number of opportunities for the LMG and LMF to contribute to national goals and



outcomes, and a number of pathways for the LMG and LMF to ensure each research priority is realised.

The project itself served as a basis to build mutual understanding and trust across SIGs, CRIs, and other agencies who contributed, forming the foundation for the collaborations needed to deliver on the Strategic Roadmap. The work also highlights the promise of partnership approaches within the innovation system, where the roles of knowledge providers and users are fluid and reinforcing.

## FOR MORE INFORMATION

You can access the full review of the report on the NLRC website.

[www.nlrc.org.nz/\\_data/assets/pdf\\_file/0011/75881/Strategic-Roadmap-Report.pdf](http://www.nlrc.org.nz/_data/assets/pdf_file/0011/75881/Strategic-Roadmap-Report.pdf)

# Review of the International Collaboration Landscape in Sustainable Agriculture



A review of the international collaboration landscape in sustainable agriculture reveals a growing need to build international partnerships and adopt a multi-disciplinary approach to address key trends relating to sustainable agriculture.

Six years on from the global financial crisis 'G20' and allied countries remain focused on strengthening growth and creating jobs through coordinated and cooperative action among countries. Sustainable economic growth, including sustainable agriculture, remains a key pillar in the recovery programme for both developed and developing economies.

A further and related thread is the growing global commitment to building collaborative opportunities in innovation

and science, including the development of global research infrastructure.

Despite the focus on growth as a way to strengthen the global economy and ensure food security, the 'sustainability' component has not been forgotten. One of the noted opportunities for aligning economic growth and resilience with environmental sustainability is the emerging concept of the Green Economy or Green Growth.

## FOR MORE INFORMATION

You can read the full review on the NLRC website.

[www.nlrc.org.nz/news-and-events/latest-nlrc](http://www.nlrc.org.nz/news-and-events/latest-nlrc)

## WORKSHOP HIGHLIGHTS



## Reaching your Audience

Integrated social media add value to relationships and brand recognition, and generate leads to more business.



*"We have been conscious of the widespread (and misunderstood) tendency to regard social media as nothing more than the sum of a series of digital platforms, on which companies can disseminate their news and campaigns directly to users of the various networks" – Jonathan Wichmann – Head of Social Media, Maersk Line*

## Communicating Science Ideas and Research

Recent advancements in digital communication technology have transformed the way in which science information is communicated. Blogs, podcasts, RSS, YouTube, LinkedIn, Research Gate, Facebook and Twitter play an ever-growing role in the dissemination of scientific information to the general public. On any given day 500 million-plus users log-on to Facebook and 200 million twitter users post 110 million tweets.

Whether through digital or traditional media, there is more communication of and about science today than at any other previous time in history. Consequently, the opportunities for scientists to engage in the communication of science have never been greater. Moreover, science increasingly touches people's personal, economic and political lives. Thus, there is a need for scientists to expand their roles of conveyors of unbiased information.

### New Media Matters Workshop

On May 28<sup>th</sup> 2014, the NLRC in partnership with AgResearch held its first Digital Social Media Workshop: 'New Media Matters – Building Stakeholder Engagement. Thirty-five people from a variety of organizations and agri-businesses around the country attended the workshop that addressed the shared need – to build engagement among a range of stakeholders working with land based science information.

The workshop aimed to enrich participants understanding of digital tools potential and consider best practices/ethics of multimedia publishing. During the workshop participants explored the evolving range of digital media platforms, and had the opportunity to network with others using different types of media.

Through case studies, participants explored social media and other digital media, and considered how these digital developments might improve uptake and

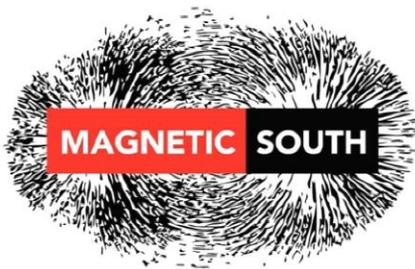
adoption of new science products and information. Tools surveyed included different types of social media (e.g. Facebook and Twitter) and other interactive tools available online – such as the Foresight Engine.

The workshop also provided insight into the most successful modes of communication for different types of stakeholders - in New Zealand and abroad. At the end of the workshop the attendees agreed to maintain an on-going community in this area. The NLRC has received on-going positive feedback from the attendees and aims to meet the demand to provide more workshops that meet stakeholder needs in the up-coming year.

### The Power of Infographics and Data Visualization

Infographics and data visualization are increasingly being used in science to break down and simplify complex messages. Science is a field where infographics are particularly useful and powerful. Infographics and data visualization often communicate scientific concepts more efficiently than words, for any audience.

In response to this need, the NLRC website has a new infographics page developed for a science savvy but non-specialist audience. This page will help make scientific findings accessible to broader audiences by removing barriers (such as technical jargon), and providing context. The goal is for information to be presented in an immediately intuitive and engaging manner and makes difficult concepts understandable and easy to grasp. It will also give scientists the opportunity to make their research accessible to a range of audiences. Watch this space for up-coming workshops on information presentation, visualization, and visual storytelling.



## Good Engagement

Finding a happy medium between an 'unresponsive monologue' and a 'shouting match' is the key to good engagement.

## FAST FACTS

# 2500 twitter

views took place during the 'New Media Matters' workshop.

# 8889 ideas

generated on how to attract investment to Christchurch using the 'Magnetic South' Foresight Engine.

## FOR MORE INFORMATION

To watch the video on the New Media Matters workshop go to:

[www.youtube.com/user/LandResourcesNZ](http://www.youtube.com/user/LandResourcesNZ)

# What's Next?

## Addressing Land Information Needs at the Farm Scale

In 2012 the NLRC conducted a survey of land manager training needs and information requirements. The survey revealed that land managers require on-going training in a variety of applications required for farm-scale mapping and compliance. In partnership with AgResearch, Plant and Food Research and Landcare Research, the NLRC aims to develop a series of workshops that will provide the opportunity for CRI scientists to bring land managers up-to-date on new developments in land resource information and technology. These workshops would also focus on how to build better collaboration across sectors in the

development and implementation of land management tools, particularly at the farm scale.

## Global Soil Biodiversity Initiative

The Global Soil Biodiversity Initiative was launched in September 2011 and aims to develop a coherent platform for promoting the translation of expert knowledge on soil biodiversity into environmental policy and sustainable land management for the protection and enhancement of services provided by soils. The first Global Soils Biodiversity Conference is being held this year from 2 to 5 December.

## Regional Pacific Partnerships for the Global Soils Partnership

There are early discussions with MPI, CSIRO and South Pacific Secretariat on the development of a regional partnership, including a country-specific state of soils report. If all goes as planned, the launch

of the new partnership will take place sometime in October.

## International Year of Soils

The Global Soils Partnership along with other organizations around the world is coordinating a series of activities to celebrate the 2015 International Year of Soils (IYS). The IYS will 'serve as a platform for raising awareness on the importance of sustainable soil management as the basis for food systems, fuel and fibre production, essential ecosystem functions and better adaptation to climate change for present and future generations'. The NLRC has a valuable role in communicating vital information on soils, and will be providing more resources to learn about soils and promote the sustainability of the limited soil resources.

NLRC  
Newsletter

[www.nlrc.org.nz](http://www.nlrc.org.nz)



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