

FORWARD CASE STUDY: CENTRE FOR ADVANCED LIVING

Tackling the Future's Challenges: A Centre for Advanced Living

With challenges ahead like climate change, resource scarcity, and political instabilities, a small group of private investors was keenly anticipating a new project. They wanted to make a positive impact, not only for their own lifestyle, but on countless others around the world.

Their goal was to set up a new research facility to group together organic agriculture, clean technologies, and develop new economic opportunities. New applications could be developed, people could be educated on their potential, and technology and know-how could be transferred internationally. This was all big picture ideas and needed distilling into a concrete strategy. Would the project find a home in New Zealand?



Situation

A group of investors were keenly aware of future global challenges. They approached these challenges opportunistically and with a strategic focus, keen to learn and empower not only themselves, but others far and wide. How could their ideas get translated into a tangible plan for action? Where could their plans take shape? Who would be there to help execute with the necessary expertise?

Challenge

The project would need a clear vision and strategic plan. A suitable site would need to be located in a politically, geographically, geologically, and climatically preferable country. The project would need support of locals: politicians, neighbours, and experts in areas pertinent to the project. It would also need access to transport, infrastructure, distribution networks, and essential materials and technology.

Solution

New Zealand was chosen from a shortlist of countries, and a region chosen for further consideration. With our extensive knowledge and networks in place, Forward was consulted to help progress plans. Working closely with the investors, we helped bring the strategy into focus and created a project plan that documented the key considerations.

We began extensive refinement of the plan and bring the investors up to speed on local conditions and possibilities. We undertook site visits to explore best-practice examples, interviewed experts to further inform the plan, and explored several potential sites for the project. A comprehensive real-estate brief was developed to narrow the parameters for the project, and circulated to help generate potential leads. Using our network, we tapped a diverse group of experts to serve as a project advisory committee to help enable smooth development once a site is found.

Evaluation

Clarifying the desired outcomes, we helped the project come to life and take steps into the real world. At present, the real estate search continues for an ideal site. The investors are transitioning to New Zealand to continue the hunt, and refine potential economic opportunities as part of their overall plan. Project commencement is slated to continue across 2011-2012 and this case study will be updated as further news becomes available.

Client: Centre for Advanced Living (proposed)

Project: Strategic planning

Service: Strategy, development, network facilitation, research, refinement

Industry/Sector: Academic/Research

Challenge: Explore the possibility of new research centre with combined functions of organic agriculture and cleantech; gauge new economic and education opportunities

Results: With the group of private investors we achieved:

- Creation and revision of Project Outline entailing all potential inputs and outputs
- Conducted geographic review and in depth research to establish ideal sites/locations
- Compiled and circulated real-estate brief to generate property leads
- Obtained expert input on organics agriculture, cleantech, education, and economic opportunities
- Conducted site visits to showcase and understand best-practice
- Formed project working group with panel of experts to be tapped for various stages of project development

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