

Sub 4

Lisa Bond

From: comments@digitalstrategy.govt.nz
Sent: Friday, 18 April 2008 3:06 p.m.
To: Submission@DigitalStrategy.govt.nz
Subject: Submission to the Digital Strategy 2.0

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id_street: Carrington Rd
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id_connection1: yes but more easily achieved by using wireless technologies...
cheaper, more coverage and more available to all of NZ society
id_collaboration1: absolutely essential
id_collaboration3: Informed decision making in all NZ activities that impact our
ability live sustainably
id_collaboration4: Sustainable practice... social environmental and economic ...
BUT acknowledging the hard issues that economic sustainability are not achievable
without business first being socially and environmentally sustainable.
id_collaboration2: Promoting sustainable development as an entire encompassing
philosophy in international circles
id_comments: I believe the Strategy is a wonderful initiative but somewhat Back
to front.

The digital strategy seems to be coming around to understanding that sustainable societies, communities, environment and economics are all natural outcomes of having a focus and commitment to sustainability.

To achieve sustainability we need collaboration, we need collaboration to create dialogue (multi logue) , we need dialogue to have understanding, we need understanding to truly appreciate impacts of all we do irrespective of what "sector" it falls in: business, education, economics, culture, manufacturing, export, etc.

To achieve this we need open and available two-way/ multi-logue information and communication technologies. NOT a content delivery mechanism, but a collaborative dialogue/multi-logue where voice, facts, perspectives and information can be offered questioned and discussed. For over 150 years we have not been making informed decisions !

I see this strategy as going through this learning and development metamorphous .. As a DIRECT result of enabling and encouraging dialogue from its participants.

Which brings me to Chapter 6 .. the key enabler of achieving the Strategy's goals.

ACKNOWLEDGING THE REAL ISSUE ..

The REAL issue is that the economic goals and metrics NZ has bought into (and the entire first world) has delivered us to a place in where we have realised that environmentally we have been creating our own demise (global warming, unprecedented animal and plant extinctions), socially we have been creating instability and inequity and it continues to widen (1 world order to 4 world orders in 150 years, 60% of the world earning under \$2 per day, 200 individuals having more wealth than 40% of the worlds population). The issue being .. stakeholders and holders of key information have not had a voice or representation...

THEREFORE the priority must be to enable a society where all have equal access to a forum. Thus actions to achieve "economic, social, environmental and cultural goals" are by default not detrimental to one another AS HAS BEEN THE CASE FOR THE LAST 150 YEARS.

I agree with the sentiment of the strategy that to be a true leader, NZ needs to shed the mentality of 'all-so-ran' economics and position itself as a leader in the use of ICT to .. as the strategy states;

"The vision: New Zealand will be a world leader in using information and technology to realise its economic, social, environmental and cultural goals,."

Establishing a basis of collaboration and tapping into millenniums of traditional, cultural and sustainable knowledge we will be able to provide that advice and solutions to other nations putting us clearly in the forefront of true global leaders. It may take a rise in sea level of 1 meter, flooding NASA Langley research centre, Langley Air force base, Northrop Grumman's Naval ship building yard in the Chesapeake Bay, displacing few million inhabitants in Bangkok and New Delhi, relegating north western Europe to 'city from Atlantis' status and starving to death a few billion Sub Saharian African women children and men,... but this is all well under way with or without NZs effort.

What we are really engaging in here (and CREDIT to the NZ Government for initiating this) is a philosophical change in approaching issues for humanity.. THAT CAN BE FACILITATED BY A FOCUSED DIGITAL STRATEGY.

My suggestion is pause, re-look at the entire purpose and vision of the strategy in light of what sustainability really means, the consequences of inaction AND the opportunities for NZ locally, nationally and globally. In doing so our "economic" our "community and societal" priorities will automatically fall into place. Remember, it has been our blindly focused economic metrics that has created this social and environmental quagmire. Propelled by a communication strategy of who can pay can deliver the message to society our situation has worsened. True consultation, collaboration and information sharing is our only way forward to a sustainable future. This requires a digital strategy that is focussed on developing truly informed decision making from which economic and social benefit will automatically emerge.

Recommendation: Refocus the strategy on the " Use of ICT to create a sustainable future"

The Digital strategy priority MUST be developing the forums and virtual spaces to create a platform of truly informed decision making for all sectors.

Kind regards,
Go Gently,

Dr Logan Muller
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