



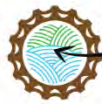
Te Ara Akapapa'anga Nui NSDA 2020+
Te Akapapa'anga Uki
One Generation • 25 Years



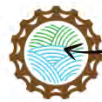


WANT TO KNOW ABOUT OUR LOGO?

Designed by Fave Designs Inc, a local business in the Cook Islands, the logo reflects three key elements: 1) **Our land and ocean**, 2) **Our people**, and 3) **Our bond**.



Our land and ocean: The green and blue patterns symbolise our land and our ocean. They are reflected in a weave - our ka'a



Our people: The lines of our land and ocean are symbolic of a fingerprint, an imprint of our identity - unique like our our Cook Islands people and culture



Our bond: The tikitikitangata surrounds our logo, represents our people in unity, as we work towards a single goal

Te Ara Akapapa'anga Nui • NSDA 2020+ •
Te Akapapa'anga Uki • One Generation • 25 years

16 p. 29cm.

Copyright © Government of Cook Islands, 2021.

Reproduction for educational or other non-commercial purposes is authorised without prior written permission from the copyright holder provided that the source is fully acknowledged. Reproduction of this publication for resale or other commercial purposes is prohibited without prior written consent of the copyright owner.





CONTENTS

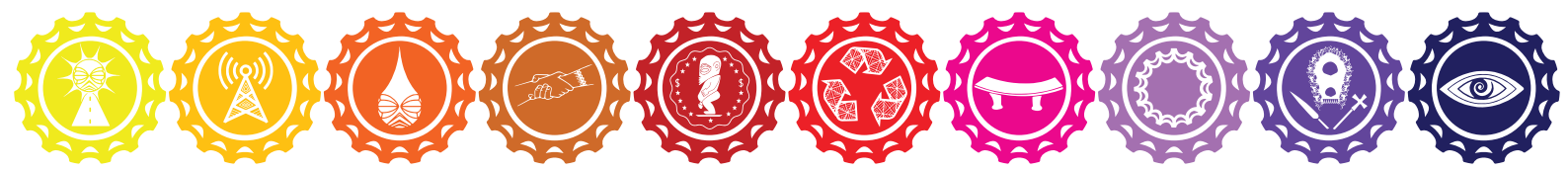
Executive Summary	4
Te Ara Akapapa'anga Nui 2021–2121 Snapshot	7
Te Ka'a tei itiki ripiri ia tatou — Research Methodology	8
Our Targets	9
To Tatou Uki – Outlook	9
Our Linkages	10
UKI 1 (First Generation) – Kōua Akapapa'anga 2021–2045	11
Monitoring and Evaluation	16





Our Wellbeing

An empowered, innovative and environmentally conscious people who are grounded in our culture and languages, with the highest quality of wellbeing in life.



Executive Summary

This 25 year Strategy is based on the notion of the Uki (generations) and the Cook Islands Maori world view of planning for the future. One generation through the research is set at 25 years and will encapsulate outcomes that we want – including certain agreed targets. Te Ara Akapapa'anga Nui will encapsulate four (4) Uki – four generations over 100 years.

The formulation of Te Ara Akapapa'anga Nui – NSDA 2020+ takes an extended outlook over 100 years and privileges a generational scale. This period will be dispersed with short to medium-term plans that will be adjusted as our nation and our people continue to evolve. This is tentatively planned at 5, 10 and 25 year intervals. These planning periods align with the philosophy and practice of 'Akapapa'anga: the use and importance of genealogical legacies to and for the Cook Islands and its people.

'Akapapa'anga is a cornerstone of Cook Islands Māori society. It informs the way our society is built and the collective enterprise of our people. For example, it underpins our connection, rights and management of land, records the interrelation of our islands over generations, and informs the relationships we have with our people and kin in the Ipukarea and further abroad. It is the relationships inherent in papa'anga (genealogies) that drives our preparations, an impetus to build a strong future for our society, our 'enua and the descendants to come.

Central to Te Ara Akapapa'anga Nui – NSDA 2020+ will be Turanga Memeitaki – Wellbeing for all. A vision where each person attains, at its most basic-a state of being comfortable, healthy, and happy. There is general agreement that at minimum, wellbeing includes the presence of positive emotions and moods (e.g., contentment, happiness), the absence of negative emotions (e.g. depression, anxiety), and satisfaction with life, fulfillment and positive functioning. In simple terms, wellbeing can be described as judging life positively and feeling good. Albeit wellbeing may seem more subjective it is our job to measure the best way possible so that we can track attainment of wellbeing for all across the nation.



Turanga Memeitaki – Wellbeing as the central focus of our National Vision

Through research and consulting our people have told us that Turanga Memeitaki is when a person is in a state of being comfortable, healthy, and happy.

1. Comfortable

- Educated and knowledgeable people – where we have made the formal and informal knowledge bases accessible and celebrated by all.
- Having a home – ensuring access to a good home.
- No debt – having the power or knowledge to manage debt through our lifetime – the definition includes reducing debt or being debt free.
- Liveable income – an income that is more than the minimum income and is in line with equipping one to their personal goals.
- Secure at retirement – safety and economic security are key to ensuring a secure retirement.
- Safe communities to live in – communities where crime is kept to the bare minimum and communities help raise our future generations to be responsible and accountable individuals.

2. Healthy

- Psychological wellbeing – consists of positive relationships with others, personal mastery, autonomy, a feeling of purpose and meaning in life, and personal growth and development.
- Physical wellbeing – is not just the absence of disease. It includes lifestyle behavior choices to ensure health, avoid preventable diseases and conditions, and to live in a balanced state of body, mind, and spirit.

3. Happy

- To protect the pristine environment – Our people want to see (too much pressure on the natural environment and carrying capacities) and reduce development an environment that is rich in biodiversity and where our future generations can be proud'
- Our vibrant living languages and culture – the evolution and maintenance of our language and cultural heritage (heritage sites, events, institutions, archives, record of our history and a culture of writing and recording). Access to this knowledge base through, libraries, archives, museums, Arts Centres is key to achieving our aspirations
- Our spirituality – the quality of being concerned with the human spirit or soul as opposed to material or physical things – spirituality is connected to our environment, land, Papa'anga.
- Work life balance – child care and flexible working situations (hours and location). Volunteering is a part of our lives and will continue into the future for the benefit of our people.



- **Community vitality** – the community's collective capacity to respond to change with an enhanced level of participation (process or pursuit of) with aspirations for a healthy and productive community (an outcome or shared vision of success). These are manifested in national events and community collaboration.
- **Freedoms** – People felt that having fundamental human rights and freedoms were important to wellbeing and that although these areas may be included in the Constitution of the Cook Islands implementation of it was needed.

To'ou manako no runga i te Turanga Memeitaki – Your thoughts on wellbeing

This page is to encourage you to think about planning over generations. So have a think and write away.





Te Ara Akapapa'anga Nui 2021–2121 Snapshot

Tupa'upa'u Tuatau – Kaveinga Nui 100 year legacy

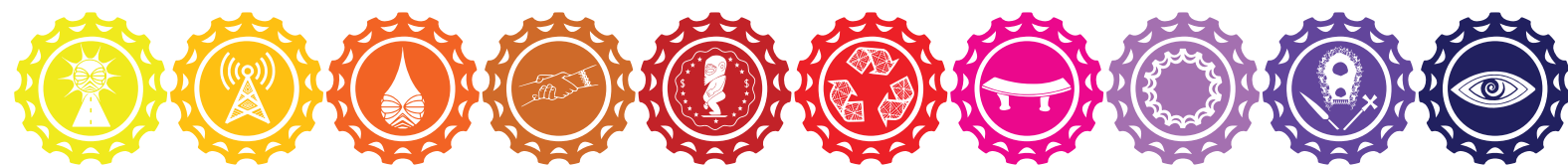
- ☼ To tatou Orama:Turanga Meitaki – an empowered, dignified and innovative people with the highest quality of wellbeing in life.
- ☼ To tatou Vaerua Kia Orana e to tatou pirianga mou – our shared understandings between our people and Nation. It underlines who we are and what we stand for.
- ☼ To tatou Aka'atinga mou – 15 star pledge which delves into the areas of importance that we will focus on into the future.

Te Ara Akapapa'anga uki – 25 years

- ☼ The next four generations will named after the stages of growth for a Tumunu.
- ☼ Includes expected outcomes and the target areas of importance.
- ☼ Includes projects to be implemented over each generation (25 year period).

Te Kaveinga iti – 5 years

- ☼ Short term targets on wellbeing – which include indicators to measure progress over that time period.



Te Ka'a tei itiki ripiri ia tatou — Research Methodology

The methodological approach of the research programme privileges the place of genealogy in Māori society and its foundational role in the way Māori view their commitment to building all of their relationships. As such, the research work and broader NSDA 2020+ is guided by the importance of cordage or ka'a – the braided sennit cord and the primary symbol and embodiment of genealogical lines of connection. The ka'a represents the linking together of peoples and enua that make up the ever growing papa'anga of the Cook Islands nation.

For our purposes, the ka'a guides the ongoing work of the NSDA 2020+. The braiding and knotting of ka'a requires a careful selection of coconut husks and strands, and the evidence-base that informs this project must also be carefully considered, analysed and braided into the wider agenda by way of robust research and policy-making expertise. The ongoing gathering of data, information and analyses in the ever-changing climate of geopolitics, economy, society, culture and indeed the environment, will be woven together and knotted at the relevant intervals across our 100 year legacy. In this work, the ka'a will be strengthened as we work toward sectoral objectives and, as it grows, it will simultaneously remind us that all sectors and peoples are bound by the single cord that is our heritage.

The Ka'a process of our research methodology

KA'A PROCESS	NSDA 2020+ PROCESS
1. Selecting the right puru from the right coconut (selecting the right Coconut)	1. Governance structure established (NSDA 2020+ Committee)
2. Selecting the right site for the puru to be (ta-pe) buried in mud or water (Identifying what we have)	2. Situation Analysis and Review of NSDP 2016–2020
3. Drying the puru in the sun after soaking for a month (Preparing work)	3. Scanning for challenges ahead
4. Teasing the ka'a	4. Scenario building (projecting)
5. Weaving the ka'a into strands of 3,4 or 6 to make what size you want for your rope	5. Developing our Legacy through consultations
6. Make the ka'a to request size and strength	6. Our Legacy drafted
<i>Kua Pa te manako , Kua Tika Te Ka'a</i>	



Our Targets

There are six (6) targets that have been set for the kōua generation (first generation):

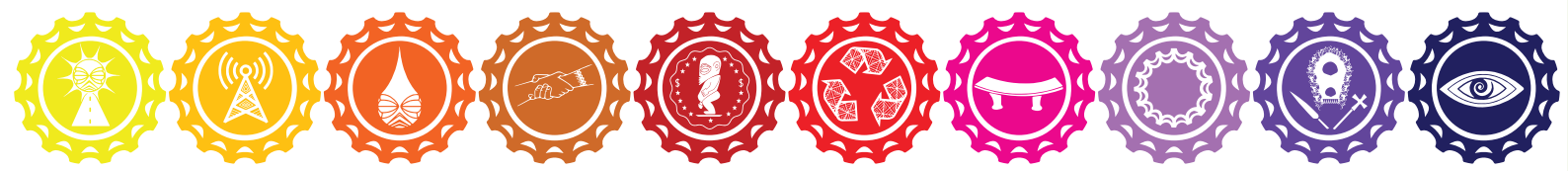
- **Golden standard of Turanga Memeitaki (wellbeing)** – The Cook Islands establishing and implementing our golden standard of Turanga Memeitaki.
- **Food import free** – getting to below 5% of 2020 imports of the following products (vegetables, fruits, root crops, livestock or crops and meat).
- **NCD reduction** – reducing the NCD rates by 25% of 2020 levels.
- **Reo Maori vitality** – Reo Maori as a language in daily use for (50%) of our tamariki
- **Zero waste** – Zero waste is a set of principles focused on waste prevention that encourages the redesign of resource life cycles so that all products are reused. The goal is for no trash to be sent to landfills, incinerators or the ocean.
- **Net zero** – means a nation that is removing as much anthropogenic emissions from the atmosphere as it's putting in.

To Tatou Uki – Outlook

As each generation passes we as a nation learn lessons from our shared experiences. Below is a diagram of the next four Cook Islands Uki under Te Ara Akapapa'anga Nui 2021–2121.

	Te au uki a muri mai – Future generations			
	Kōua	Nu	Komoto	Rito
Mataiti Anau	2021–2045	2046–2070	2071–2095	2096–2121
Uki	Uki Ta'i	Uki Rua	Uki Toru	Uki A
In pursuit of	tbd	tbd	tbd	tbd
Defining idea	tbd	tbd	tbd	tbd
Raised amid	A global pandemic	tbd	tbd	tbd

tbd: To be developed as we progress.



Our Linkages

It is important that this strategy is read together with existing strategies that have been developed so that there is a concerted support. Where possible the essence of Turanga Memeitaki should be integrated into all Policies and plans. Existing linkages include the following:

Global

- Sustainable Development Goals 2030 Agenda
- Paris Agreement 2040

Regional

- Boe Declaration on Security
- SAMOA Pathway
- 2050 Strategy for the Blue Pacific Continent

National

- Cook Islands Economic Development Strategy (EDS) 2030
- Economic Response Plan (ERP) – Recovery during COVID 19
- Economic Recovery Roadmap (ERR)
- Cook Islands National Health Road Map 2017–2036
- Cook Islands Education Master Plan 2023
- Cook Islands National Environment Policy
- Cook Islands Infrastructure Investment Plan 2021
- Cook Islands Agriculture Sector Action Plan 2020–2025
- Cook Islands Statistics Strategy
- Cook Islands Climate Change Policy 2018–2028
- Cook Islands National Policy on Gender and womens empowerment.
- Cook Islands Disability inclusive development Policy.
- Cook Islands National Youth Policy



UKI 1 (First Generation) – Kōua Akapapa'anga 2021-2045

For the kōua generation we will focus on the following outcomes and targets:

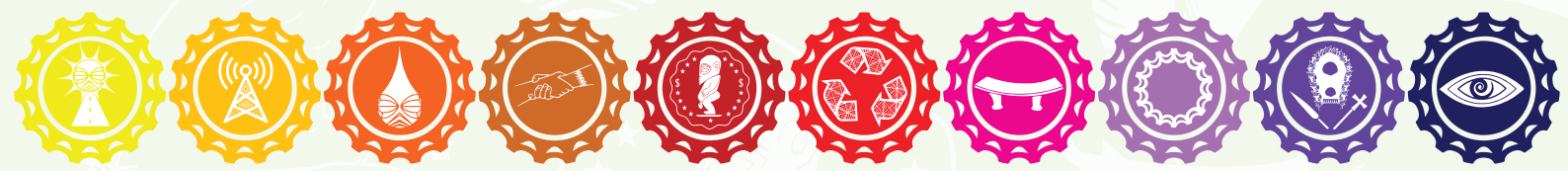
100 years	25 year outcomes and targets	Projects	Linkage
1 Our wellbeing	<p>A nation with a gold standard of wellbeing developed and implemented through the Wellbeing for Life project which includes monitoring through wellbeing audits. We will pay special attention to the wellbeing of our babies, children, parents, young people, elderly and other vulnerable groups.</p> <p>Positive change of behavior and mindsets towards holistic wellbeing.</p>	<p>Wellbeing for Life</p> <p>Wellbeing Audit</p>	SDG – 2030 Agenda
2 Our ocean and environment	<p>Our blue ocean, environment and natural heritage will be protected to the highest level and sustainably integrated into the economy.</p> <p>Our biodiversity richness will be greatly enhanced through the Biodiversity project.</p>	Biodiversity	<p>Net 0 emissions 2040</p> <p>2050 Blue Pacific</p>
3 Our health	<p>A healthy and strong nation which has a focus on promoting and ensuring positive Physical, Psychological and social wellbeing through the Atui Ora Plan</p> <p>NCD Reduction focus of 25% of 2020 baseline.</p> <p>Social determinants of health are understood and interventions made at all levels.</p> <p>Mental health understood with incidence greatly reduced and support services available.</p>	Atui Ora	TMO Plan 2036
4 Our vibrant languages and dialects	<p>Cook Islands Maori languages/dialects are invigorated by incorporating and normalizing it into everyday life. Starting in our homes, workplace, and media and through the communities and on to the formal education system and our careers pathways. This will be done through the Reo Maori project. The target is Reo Maori as a language in daily use for (50%) of our tamariki</p> <p>Education of our languages and cultural heritage at all levels will be key in this effort.</p>	Reo Maori	Kopapa Reo Maori



100 years	25 year outcomes and targets	Projects	Linkage
5 Our cultural heritage and history	<p>Reclaim, protect and share our cultural heritage and history through the History project. This will look at our people documenting our history and prehistory. It will also take into account the importance of our traditional knowledge and incorporate as best possible.</p> <p>Our cultural heritage sites will be secured, protected and maintained for future generations.</p> <p>Education of our cultural heritage and history at all levels will be key in this effort.</p> <p>National and cultural heritage sites protected, celebrated through education and planned through the National and Cultural Heritage project.</p> <p>Libraries, museums, archives, collections and exhibitions to be reinvigorated for interactive learning and participation through the Cultural Institutions project.</p>	<p>Our History</p> <p>National and Cultural Heritage</p> <p>Cultural Institutions</p>	
6 Our identity	<p>Our identity will provide a connection and sense of dignity and empowerment for all people in our country. We will be a dynamic, empowered and proud independent nation.</p> <p>A clearly defined and secure national identity. This will be done through the National Identity project – which will look at our evolving identity as a nation through governance, political and economic aspects and also the name of our country.</p>	National Identity	
7 Our governance	<p>We will strengthen our governance and democracy ensuring transparency, anti-corruption, accountability and promoting equal opportunities and participation to enable all people to have a say in public affairs and matters that affect their own lives and in the global context.</p> <p>We will govern with a culture of research, evidence for informed decision-making.</p> <p>National civic education and awareness incorporated into our lives.</p>		



100 years	25 year outcomes and targets	Projects	Linkage
8 Our responsibility	<p>Reduction of inequality and poverty of [%] by ensuring an adequate level of income and providing basic social care, protection and security will be key to our development as a nation – this will be planned through the Social Care, Protection and Security project.</p> <p>This will include working with the Social care sector. We will ensure equal access to all welfare services. We will be prepared for the challenges posed by the information society and digitalization with due regard to the risk of social exclusion, required skills and competence, and the vulnerability of the systems involved.</p> <p>A sustainable Pa Enea that ensures that the development of all areas is mutually supportive and generates new forms of cooperation. Efforts will also be made to support Pa Enea living and entrepreneurship.</p> <p>We will be at the forefront a more resilient society including managing trauma, coping mechanisms and community rehabilitation at all levels through the Rehabilitation project.</p>	<p>Social Care, Protection and Security</p> <p>Rehabilitation</p>	
9 Our empowerment	<p>We will strengthen social cohesion and local communities to have sustainable and safe communities where jobs, housing, comprehensive services, sustainable transport systems, the use of information and communication technology, and green/blue areas support economic, social, environmental and cultural wellbeing.</p> <p>We will maintain and strengthen our connection with our diaspora communities around the world and utilize this human resource for positive development of the nation through our Population project</p> <p>Our people, ideas and innovation will be a source of empowerment, we will put our people first.</p>	Our Population	
10 Our dignity	<p>Our people are our greatest treasure and pride and their wellbeing will be of the utmost importance. We will empower individuals to live more authentic meaningful lives, families to raise children of compassion and integrity, educators to create safe, caring, and high performing learning communities, and leaders to encourage excellence and ethics in the work place and other areas of social interaction. We will do this through the Dignity project.</p> <p>We respect human dignity and human rights and promote a humane approach and respectful interaction with all people. We will promote gender and cross-generational equality. Active efforts to protect and promote human rights and we will honor our commitments to international development cooperation. This will be done through the Equality project.</p>	<p>Dignity</p> <p>Equality</p>	



100 years	25 year outcomes and targets	Projects	Linkage
11 Our prosperity	<p>To achieve a more sustainable economy, measures will be taken to diversify the economy, create jobs and improve productivity, profitability and quality of work. Through the Diversify project.</p> <p>Our goal is a high employment rate.</p> <p>Develop a vibrant creative economy through the Creative Economy project.</p>	<p>Diversify</p> <p>Creative Economy</p>	
12 Our knowledge and innovation	<p>Creating a world class transformational and creative education system of lifelong learning with pathways (options) which enables resilience and which incorporates our language, culture and our history through</p> <p>Our Knowledge project. This will ensure a world class education and research system that is fully supported and encouraged. It will include our traditional knowledge to empower our people by further embedding of Māori language and traditional skills and knowledge in schools, and more opportunities for school-leavers in this area.</p> <p>Understanding and implementing Intellectual property and data sovereignty will be important to securing our rights.</p> <p>An Innovative (from new ideas to reality) economy and knowledge based economy which is at the cutting edge of traditional and modern technology. Will be implemented through the Innovation project. Research will be a key aspect of this work so a Research Excellence project will be vital.</p> <p>We will securely and safely digitize through Our Digital Futures project and will ensure that the safety and protection of our people and information sovereignty are paramount.</p> <p>We will ensure that we have the best and secure data and Information systems for access and to inform good decision making. This will be done through our Information project.</p>	<p>Our Knowledge</p> <p>Research Excellence</p> <p>Innovation</p> <p>Our Digital Futures</p> <p>Our Information</p>	<p>EDS 2030</p> <p>Education Master Plan</p>
13 Our connectedness	<p>Ensuring that our people are connected in every way physically, digitally and via telecommunications.</p> <p>Ensuring equal access, affordability and reliability through the Connecting our Nation project.</p>	Connecting Our Nation	NIIP



100 years	25 year outcomes and targets	Projects	Linkage
14 Our security	<p>Our security as a nation will be an important factor to ensure that we address existing and emerging security challenges. This will be initiated through the National Security project.</p> <p>We will protect our Atū Enea rights with a fit for purpose land system through the Enea project.</p> <p>Consideration of Cook Islanders with no land owners right on Rarotonga or Cook Islanders with no capital to have a home will have to be factored and developed – This will have to be done through the Housing project which will look at access to housing at all levels.</p> <p>We will prevent organized crime and illicit drugs from permanently establishing itself and influencing our society and will support those exposed to it and rehabilitate to the best of our ability.</p>	<p>National Security</p> <p>Enea</p> <p>Housing</p>	Boe Declaration
15 Our resilience, preparedness and adaptation	<p>We will be prepared with the threat of Climate Change through planning towards adaptation and mitigation and the technologies that will enable this to happen. Food, water and energy resilience will be key to our development this will be done through the Resilience project. Our resilience will incorporate traditional knowledge and nature based solutions. It will involve the protection, restoration or management of natural and semi-natural ecosystems; the sustainable management of aquatic systems and working lands.</p> <p>Resilience is a complex which has not been fully defined – for guidance resilience is the ability of a system, community or society exposed to hazards, and/or climate change, to resist, absorb, accommodate, recover and transfer the consequences of a hazard event or of climate change in a timely and efficient manner. This includes through the preservation and restoration of its essential basic structures and functions. To effectively build resilience, responses to climate change and disasters must include consideration of a range of factors.</p> <p>We will be prepared for any emergency and disaster including the onset of climate change and the possible relocation of island populations to land secured for that reason through the Preparedness project.</p> <p>To make it possible to adopt a lifestyle respectful of nature, it is necessary to develop the existing technology and have society adapt to a more resource-wise low-emission economy.</p>	<p>Resilience</p> <p>Rehabilitation</p> <p>Preparedness</p>	<p>Net zero</p> <p>100% renewable electricity generation by 2025</p> <p>Net zero emissions 2040</p>



Monitoring and Evaluation

Te Ara Akapapa’anga Uki 1 will be monitored through the 5 year evaluations of Te Kaveinga Iti, a mid-term review at 15 years (2036) and an evaluation at the expiration of the plan.

Projects not completed will be moved to the next **Te Ara Akapapa’anga Uki 2** – the development of which will start one year before the expiration of the **Te Ara Akapapa’anga Uki 1**.

During our consultations we identified areas for consideration over the next generations. These include but are not limited to the following:

Nu 2046–2070	Komoto 2071–2095	Rito 2096–2121
Best democracy		
Most equal nation		





