

# CATALYSING SOCIAL ACCOUNTABILITY AMONG CATCHMENT COMMUNITIES TO REDUCE LAND USE IMPACTS

Presentation to Our Land & Water  
National Science Challenge

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# MANAGING DIFFUSE POLLUTION – WATER MANAGEMENT GROUPS

## The problem:

- How to assign responsibility to land users for meeting water quality targets that provides both flexibility and accountability?
- Individual allocations are driving communities apart, yet relying on ‘good practice’ is unlikely to achieve water quality outcomes

## The idea:

- Collective responsibility – e.g. group consents – being used for water takes
- Emerging response to water quality issues



# POWER, SCALE & ACCOUNTABILITY – INSTITUTIONS CATALYSING COMMUNITY WATER MANAGEMENT

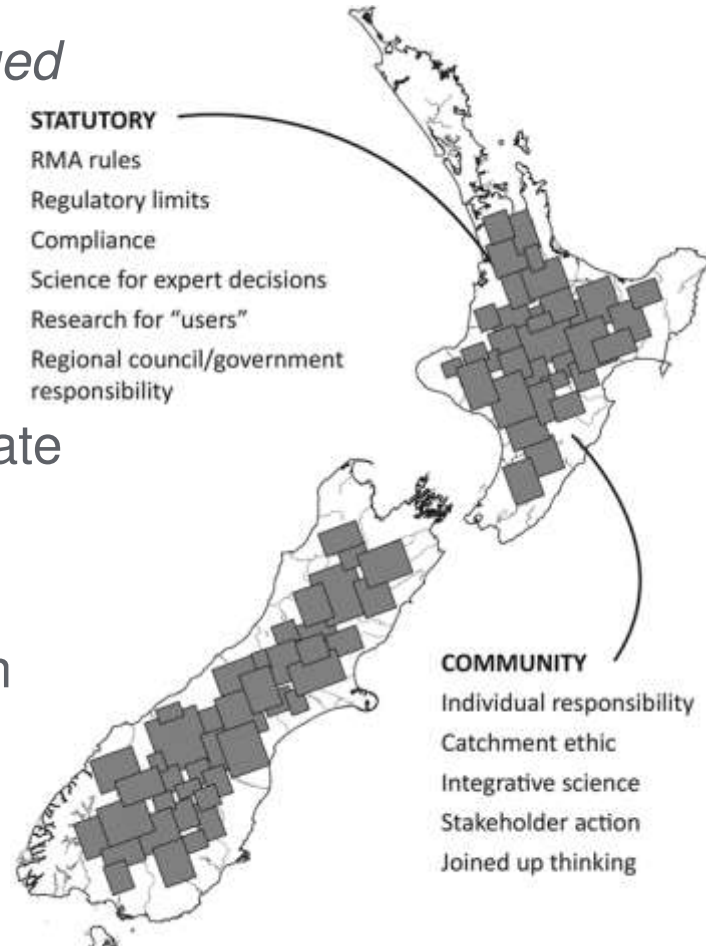
*How will our collaborative policy legacy be judged in 2040? How could we improve catchment policy approaches now?*

- Balancing catchment limits and social accountability
- Resetting water relations in NZ to accommodate water as a public good and as a measured commodity
- Embodying wai ora, mauri and kaitiakitanga in policy

POWER – regional councils as facilitators not just regulators

SCALE – governance which reconciles connectivity

ACCOUNTABILITY – building commitment to our water bodies



## Co-design

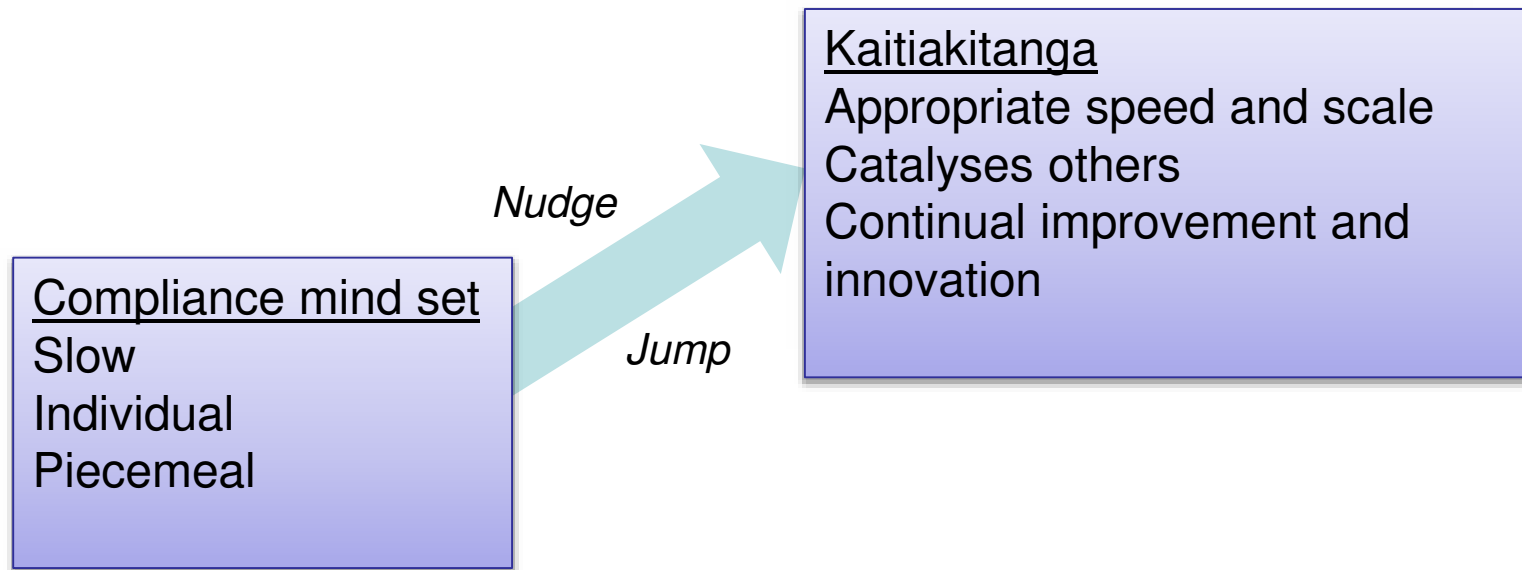
Landcare Research, regional councils' policy SIG, MfE water directorate, Māori and water user groups

# PROPOSAL

- Link social accountability and environmental practice
- Co-develop shared responsibility frameworks
- Learn from Te Ao Maori
- Not bound by existing policy and institutions
- Learn from other sectors
- Short and long term mechanisms

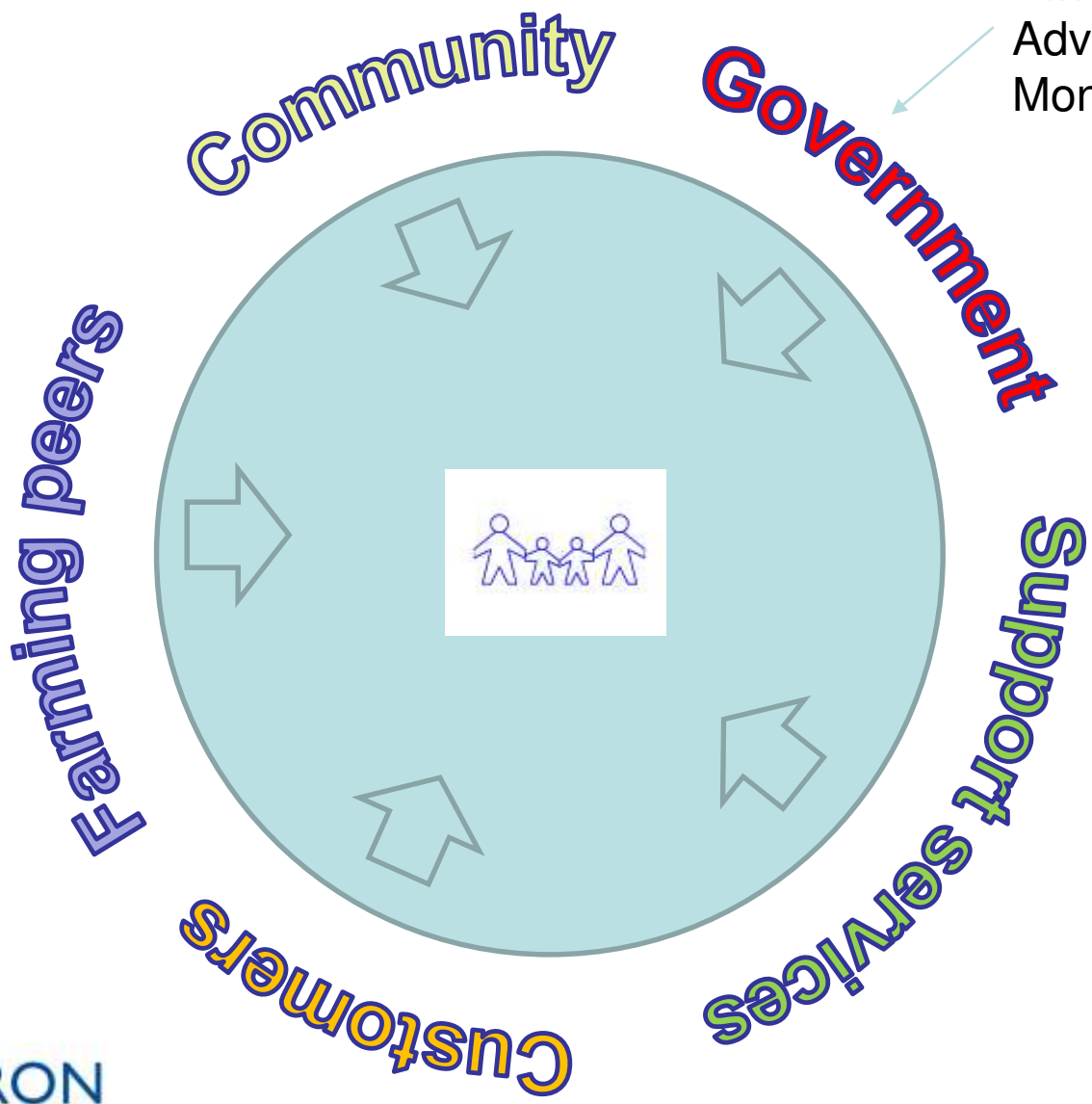
# PROPOSAL

- Link social accountability and environmental practice
- Not bound by existing policy and institutions
- Learn from other sectors, broader disciplines
- Short and long term mechanisms



# TO RECOMMEND A SUITE OF MECHANISMS

- Short term mechanisms (psychology, rural extension, economics, public administration), and long-term mechanisms (sociology, change theory and institutions)
- Te Ao Maori-informed mechanism
- Combination of
  - Regulatory mechanisms - not necessarily within existing policy settings
  - Non-regulatory mechanisms – including incentives, funding,
- Mechanisms shown to work in the water sector and mechanisms from other sectors that may provide inspiration (e.g. social enterprise)
- Mechanisms advocated by practitioners and blue sky mechanisms championed by researchers



- Regulator
- Funder
- Facilitator
- Advice
- Monitoring





# REGIMES OF ACCOUNTABILITY

## A COMPETITION OF DISCIPLINES

**Institutional economics – economic incentives**

**Public administration – regulatory and non-regulatory tools**

**Psychology – how to foster pro-environmental behaviours**

**Environmental sociology – how practitioners develop habits and values**

**Social enterprise and collective impact**

**Social science, especially sociology and anthropology, institutions and patterns of social change**



# OUTLINE

- 3-year project
- Systematic canvas of approaches – how would each discipline frame and suggest solutions
- Research team interact with a working group (champions/cynics) deliberately including those with broad experience in NZ catchment and Te Ao Maori context
- Co-design of a cluster of approaches and recommended application
- Circulation and advocacy
  - Regional council and others
  - linked to MBIE project – building a network of practitioners

# LINKS TO

- Diversified landscapes
  - Visualising and enhancing implementation
  - Future-proofing environmental credence attributes
  - Land suitability
  - Te Awaroa
- ??

# IMPACT

## Social and citizen impact

### Collective responsibility

Kaitiaki

Intergenerational

Pride

Catchment consciousness – ki uta ki tai - mountains to sea

Collective consciousness – whanaungatanga – sense of belonging

New Zealand identity

Embedded into farm succession

# IMPACT

## Address legacy environmental issues – reasonable cost and speed

- economic value from our land and water resources.
- realises our values and the expectations of those abroad

Role of data and technology

Innovation in environmental effects – part of innovation in New Zealand farming system change

Sustainability reporting to consumers