Our Land and Water National Science Challenge

Toitū te Whenua Tolora te Wai
GUIDING PRINCIPLES: WHATS IMPORTANT?

Value chain principles

Engagement and co-development with end users

I.E.

• Collaboration
• Value from consumers' perspectives
• Co-innovation
• Information sharing among chain members
WHAT ARE WE DOING IN RESPONSE TO THESE PRINCIPLES?
RECAP: Project overview

We have three aims, to develop:

(1) A shared, multi-iwi led innovation concerning land (water and people) (macro study);
(2) A comprehensive economic platform, guided by Te Hiku lands and leadership (sub-regional study); &
(3) A socio-cultural indigenous micro economy concept ‘Pā to Plate’ (enterprise to descendant ‘consumer’ micro study).

MACRO STUDY
• Taitokerau shared iwi aspirations in land innovation

SUB-REGIONAL STUDY
• Te Hiku economic platform development

MICRO STUDY
• 'Pā to Plate' economy model in the Bay of Islands
RESPONSE 1:

Stakeholders: engagement through kotahitanga to build the research agenda ‘kaupapa’

- **Who:**
  Taitokerau Iwi CEO Consortium, ahu whenua trusts, Taitokerau iwi, hapū, whānau and marae members

- **For What:**
  Co-developing outcomes in the three projects

- **How:**
  Hui, kanohi ki te kanohi discussions in field/marae/offices; survey; bringing together diverse knowledge and information bases (community, institutional)
Response 2: Developing and Applying the Mana/Manaakitanga framework through Pā to Plate
Pā to Plate essentially about:
Modelling a cultural value chain (CVC) through innovation

Identifying measures and enablers: Some key questions:

- What are the critical resources to enable success?
- What is the combination and recombination of resources to enable success?
Resources: simply speaking...

- The people tangata ideas, skills and expertise, networks (social capital). eg
  - resource use knowledge – contemporary, customary (identifying ‘value’ characteristics – ‘competitive advantage’)
  - knowledge of descendant needs (market analysis)
  - Takarangi spiral of innovation: activities and connections – kotahitanga of difference (CVC system analysis)

- The lands whenua land and water quality.
  - suitability for produce, land inputs
  - mana o te whenua (authority of, from and over lands)
  - mauri o te wai (life-giving essence of water)

Combining the right resources (above) in the right way leads to the right kinds of successes that are – for Māori – socially-imbedded. Success is measured by benefits being co-developed by the community in cultural, environmental and commercial terms. Success is, therefore, a social enterprise venture (c.f. Muhammad Yunus).
‘Catchment’ = marae locale
Mana in a cultural-led value chain (CVC): Key elements

MANA IS ABOUT:

1. establishing status and strength in ideas, i.e. a value proposition etc;
2. promoting ‘identity’, i.e. brand, concept, proposition;
3. presenting or arguing a particular stance, perspective or position;
4. Is: important in clarifying strategic directions, and requires clarification of steps to achieve goals;
5. Is concerned with marketing a venture, product, brand etc; and
7. Identifying the suitability and contribution of land and water towards human goals (e.g. food)
Manaaki in a cultural-led value chain (CVC): key elements

MANAAKI IS ABOUT:

1. consideration of, care or provision for, others;
2. a concept that invokes collective action, reciprocity;
3. Engagement of CVC participants, actors and recipients;
4. Negotiation, discussion and debate about CVC structure and function;
5. Is: concerned with harnessing, developing imbedding relationships across social groups/strata/cvc actors (descendants, others); and
Challenges

- Capacity within community to implement capacity in value chain production, management and delivery
- Structural issues: need to establish appropriate governance and business entities, plans
- Historic and entrenched deficit markers in communities to address and overcome (poverty, high unemployment)

And others...

e.g.
- scale (cooperative capacity, capital, produce) to create value (e.g. lessons learnt by Tuhoe for similar ventures)
- reliable supply of produce
How our research is structured

Three key themes, all interconnected with The Nexus
Questions