

OUR LAND  
AND WATER

Toitū te Whenua,  
Toiora te Wai

# Our Land and Water National Science Challenge

*Toitū te Whenua Toiora te Wai*

**MAURI WHENUA ORA**

# GUIDING PRINCIPLES: WHATS IMPORTANT?



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)

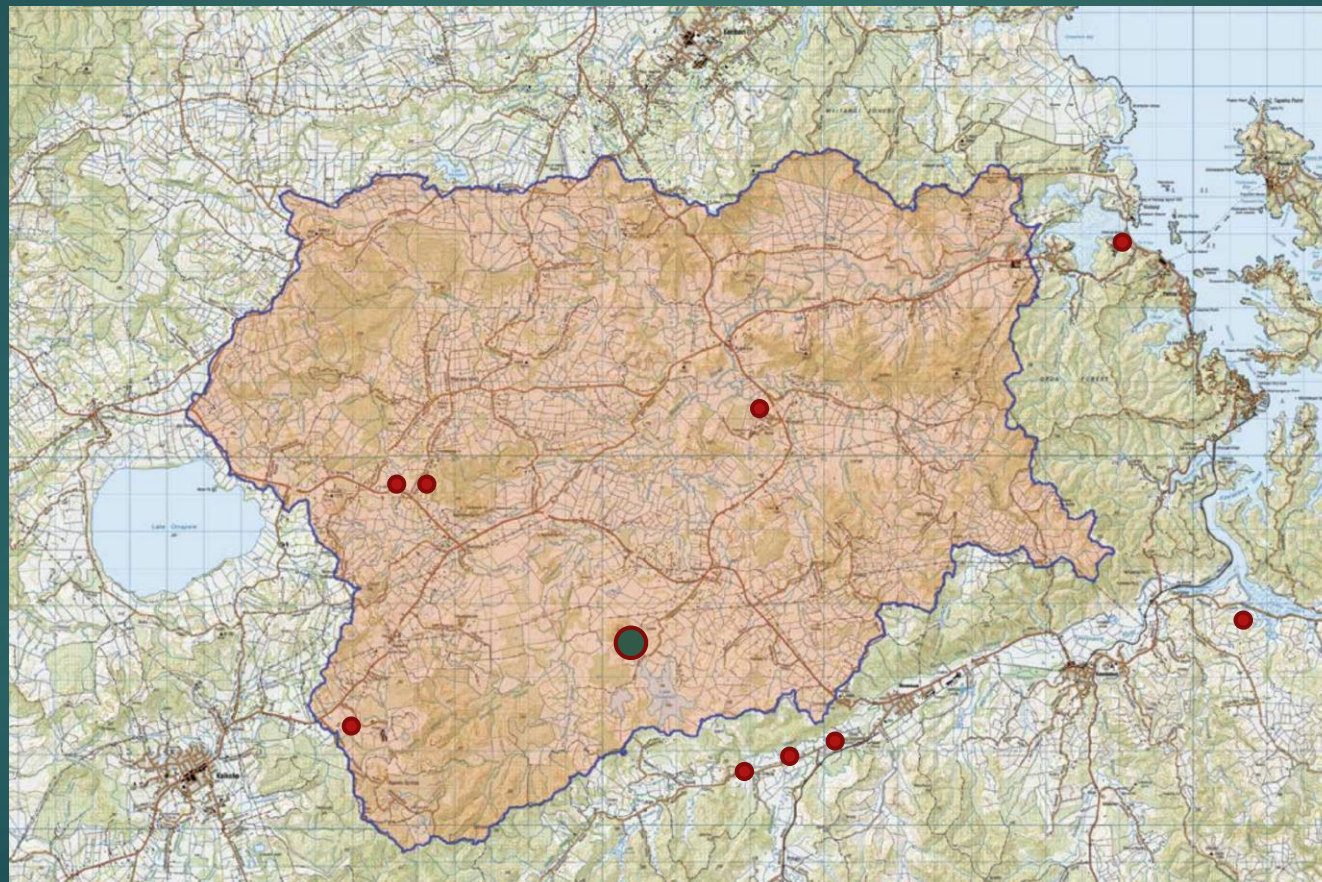
▶ **The lands**      **whenua**      **land and water quality.**

- \* 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
6. Is: exclusive and lineal.
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
6. Is: inclusive and lateral.

# 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)

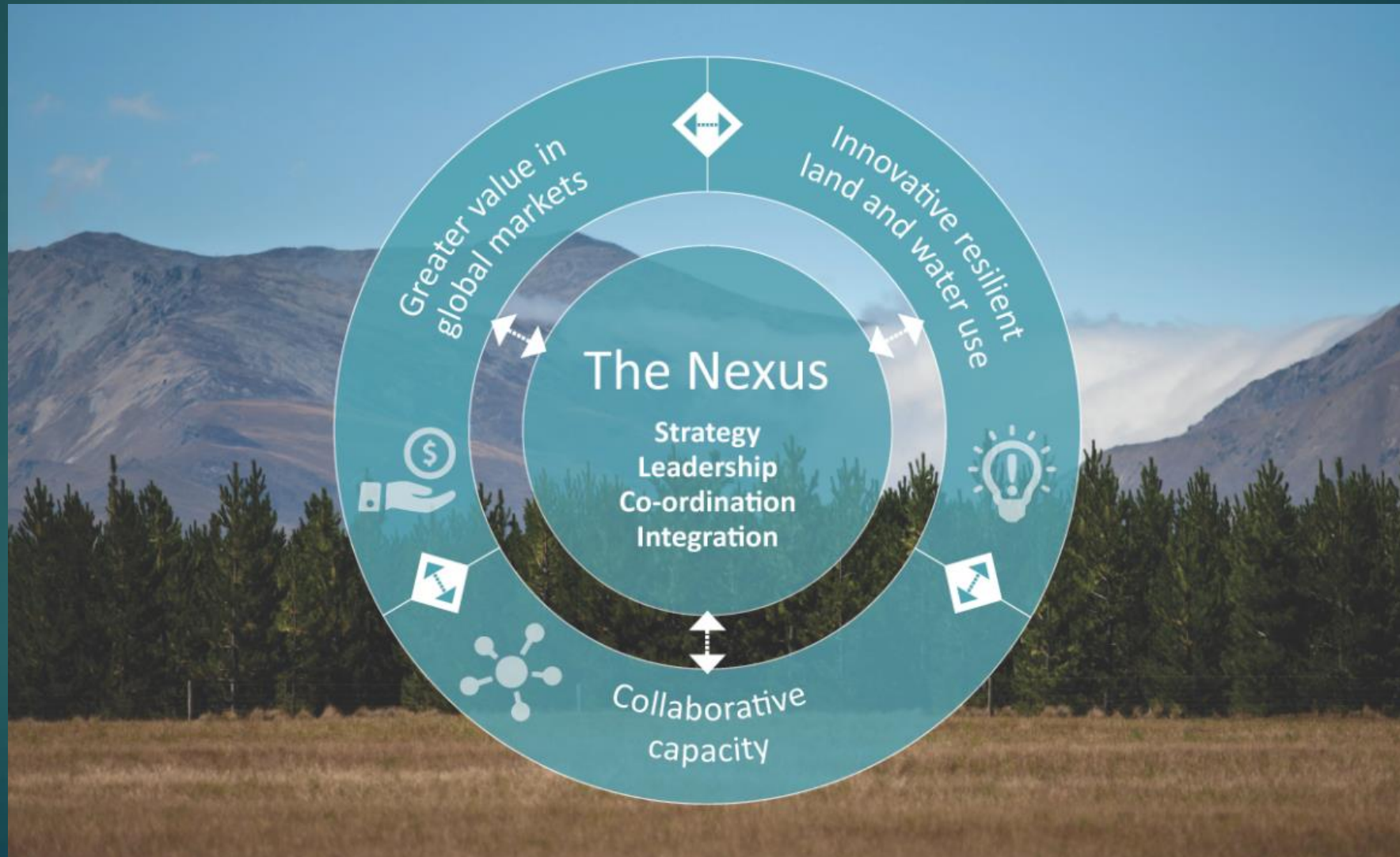
And others...

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



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# Questions

