

A. PROJECT TITLE

Making new blue economy in Kaikoura: a participatory process approach

B. PROJECT TEAM

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C. ABSTRACT

The project will trial an innovative 'blue economy' approach (Winder and Le Heron 2017, 2017b; Lewis 2017) to stimulating economy in the context of post-earthquake Kaikoura. It will identify extant and emerging economic initiatives and aspirations and relate those to ecological and social initiatives in Kaikoura with a view to arriving at a 'value proposition' for the Kaikoura economy at large that will catalyse new economic initiatives and add fresh value to existing activities (Le Heron et al. 2016). The project is designed to take up a unique opportunity to tie economic investment to such a proposition at a community-wide scale at the moment that it is envisaged. By bringing different actors together to fashion economic futures in innovative ways, the project will be an acid test of the potential of blue economy and sustainability ideas to stimulate investment directions that are beyond business as usual. It will complement efforts by other actors to rebuild economy in the region (KDC 2017). The project will be a world first.

It is designed in three phases: (1) Interviews with business owners and investors (at all scales), community leaders, and ecological spokesperson to identify and map key economic activities and aspirations; (2) A workshop to develop a preliminary sketch of a value proposition that combines provenance propositions, investment visions, and socio-ecologically ethical behaviours; and (3) dissemination of written and other materials, derived from the workshop to the community via website and other platforms, culminating in public presentation to the Kaikoura community of co-developed strategies, which will allow further testing of the ideas and practicalities associated with the new approach to making economy. Innovations will include, direct dissemination to communities of assessments of potential economic futures, the co-production of those visions through a value proposition, and the community 'blue economy' value proposition itself, as an artefact and a process.

By the end of the two year project we hope to have:

- Established, disseminated, and trialled through public presentation the elements of a value proposition relevant to Kaikoura's unique conditions
- Established critical components in the translation of the value proposition into necessary on-ground economic behaviours and story lines and practices of provenancing that are consistent with the value proposition outlined
- Identified workable steps for implementing in other settings a methodology designed to co-develop a value proposition for a local community economy
- Contributed knowledge to the wider Challenge by presenting to the annual conferences of Sustainable Seas
- Presented the experiment to global audiences so as to secure New Zealand's continued leadership in the application of socio-ecological knowledge to sustainable blue economy

D. RELEVANCE TO CHALLENGE OBJECTIVE

The Sustainable Seas value proposition is that it can, through its participatory processes, assemble stakeholders and interests to set new priorities that will facilitate SS goals; and that it can through its focus on blue economy, highlight attention on and shape emergent economies.

E. INTRODUCTION

Kaikoura has in recent years developed a thriving mixed marine economy involving community actors and diverse enterprises at multiple scales across multiple sectors. This economy created incomes, jobs and subsistence opportunities from marine tourism to seafood and enterprises that support or derive from them. From the outside it appeared to have aligned ecological, economic and social initiatives relatively successfully in terms of a balanced future of New Zealand's marine economies (see Lundquist et al. 2016).

The November 2016 earthquakes created a situation in which these alignments have been disrupted and Kaikoura's economies are having to be remade. This is happening amidst the interventions of multiple external parties. In short, change is occurring at the juncture of ecological regime shifts, highly disrupted social and economic relations, and the massive relief apparatus now taking shape. In June 2017 as the recovery tackles the problem of infrastructure the strains in business as usual economic planning are already beginning to manifest in issues such as labour supply and the prioritisation of investment.

All this offers a unique opportunity not only to study economy making and participatory processes (PP) of environmental management in real time both, but to inject EBM and other sustainability protocols into the creation of a new, blue economy (see Thrush et al. 2016; WWF 2015).

At a national meeting in Wellington on February 24th to discuss the social science research effort in the quake affected areas, commentators appealed for a coordinated approach to limit the impact of the conduct of research on local communities. Called by QuakeCore, the RNC National Science Challenge, and the Hazards Platform, the meeting focused on standard categories of concern and established research interests (community services, health education, infrastructure, behaviour change and so on). Three things stood out: the relative absence of interest in questions to do with investment and economy (a key priority of the Sustainable Seas challenge), the limited attention paid to socio-ecological research (which is being actively pursued in Our Seas Project 1.2.2.), and the need to find novel ways of approaching community engagement (an integral part of Our Seas Project 1.1.1.). SS can assist in respect of each.

Sustainable Seas can also assist and work with local actors actively seeking to develop ideas of future economy as part of reimagining a resilient and sustainable future Kaikoura (KDC 2017). This project proposes to monitor and engage in the remaking of the economy (and the making of a blue economy) in Kaikoura through participatory engagement in goal and priority definition. The goal is to foster a globally unique community economy that models EBM and blue economy principles and is widely visited as a model economy. There is opportunity to work with local actors to be even more imaginative with respect to a future blue economy in the region than efforts to date. The science challenge is to explore how can we help shape things through capacity and capability building around cumulative effects and EBM, and then engage in processes to put into place strategies so the end result is different – the 'research' and 'translation' moments of the science are to occur simultaneously

The key to success is to engage over time as part of the economy making process rather than to rush to external measurement, advocacy or institution building. The challenge is to 'follow' and engage where appropriate in the

contests within and among ecological, economic and social initiatives that will occur in realigning them to (re)make a blue economy. The challenge in resilience terms is to support Kaikoura to bounce forward to better places after the shocks of the earthquakes rather than back to any steady state.

F. AIMS

Research on the making of a new blue economy in Kaikoura using participatory processes presents unique opportunities to:

1. collaboratively investigate a real time experiment in economy making
2. engage investors and private sector actors in a resilience and innovation agenda
3. insert EBM and other blue economy principles and protocols firmly into the future utilisation and management of marine resources in Kaikoura
4. shift participatory processes from making compromises over contested goals to co-designing and reformulating goals
5. develop and model new forms of engagement to achieve Objectives 1-3 (PP research confirms these are largely missing from participatory processes in NZ to date)

G. PROPOSED RESEARCH

The project builds on a set of key assumptions drawn from initial results from the PP¹ and blue economy projects:

1. Economies are made differently in different places/times;
2. the remaking of economy in Kaikoura will be locally driven through a range of different investment processes involving local, national and global capital, labour and market making;
3. investment processes will involve independent actors and collective entities and related social processes at the community and national levels
4. iwi will be, and need to be recognised as, crucial if not dominant actors in remaking any NZ resource economies
5. investors and private sectors must be part of any successful participatory process (they are more likely to engage when business as usual is radically disrupted)
6. investment will take place in the context of a range of political and market making interventions and contested objectives and value propositions
7. re-imposing old models via external post-earthquake interventions risks undermining effective locally developed structures: initiatives in the name of Kaikoura must be inspired and led locally
8. participatory interventions must be sustained over time, allowing for contests to subside and resurface and new initiatives to emerge and become aligned with others – this process is best followed and facilitated as established protocols are tested and evolve

The proposed project will take place over 20 months from November 2017 and will be built around three visits to the region and related engagements.

Each visit has a broad focusing question which is intended to guide the development of the agenda and protocols of each visit. Visit 1: what local assets (resources, capabilities, visions) be converted into a blue economy

¹ The main PPs in NZ including Kaikoura, have over the past decade made significant strides in independently identifying their own sustainable resource management goals and have worked more or less successfully towards them (Davies et al. 2016). These achievements are mostly locally derived, with only limited institutional direction from science providers and policy input. They are often robust resolutions to trying problems, which aren't widely known or understood beyond the specific cases that have given rise to them

proposition? Visit 2: how can these assets be put to work and grown? Visit 3: how can the assets be future proofed as a basis for adaptable livelihoods and ecosystem productivity and resilience? The visits will comprise two days of research activity and two days of travel (to and from the location).

- Visit 1 February 2017 (participatory process 1 and interviews with key actors): What is happening /what’s the value proposition? This visit will use interviews to secure, detail and gauge the range and nature of current activities.
 - interviews will be directed to identifying and mapping key activities, identifying who may or may not be part of the process, what’s driving them, how are they thinking, what they are especially emphasising, and what are they doing
 - focus groups enable the identification of a value proposition for a blue economy that assembles local resources and external sources of investment and expertise to realise specific local goals
 - develop ethical coordinates and provenance propositions for a flourishing blue community economy in Kaikoura
- Visit 2 – June 2018 (Participatory process 2): Work with community and economy stakeholders to map emergent economy, evaluate and refine Ethical Coordinates & Provenance propositions which are supportive of emergent activities and practices. Focus groups will introduce the idea of asking which activities and practices should be prioritised, recognising the nature of the inevitable trade-offs that will need to be confronted.
- Visit 3 – April 2019 (Participatory process 3): Work with community and economy stakeholders to revisit EC & PP, publicise emergent economy, rebuild commitments, and consider second generation initiatives and protocols for aligning shifting objectives

H. RESEARCH ROLES

Researcher	Organisation	Contribution
Lewis	UoA	Project leader, Blue economy expertise, overall coordination
Le Heron R	UoA	Participatory processes, interviews, workshop and public presentation
Hikuroa	UoA	Maori research expertise, Blue economy expertise, VM coordination
Le Heron E	UoA	Interview and workshop coordination and expertise
Unnamed	UoA	Graduate student summer scholarship Yr1 interview data transcription and analysis

I. LINKAGES AND DEPENDENCIES

The project will be original and innovative new research. It directly links with the Blue Economy project and Participatory Processes project and is a formal integration of knowledge that has been developing independently in the work streams of those projects. This integration will augment, with real-time engagement, the methods being developed in both participatory processes and blue economy. It will parallel and co-inform CP1.2 (Trialling EBM), adding to the repertoire of novel real time engagements that promise to add unique applied research value to the Challenge as a whole. The project will trial the idea of a community level value proposition elements, thereby adding value to the Blue Economy project; and new workshop processes aimed at eliciting provenance propositions and underlying behavioural changes needed to ensure momentum around the value proposition, taking the participatory project in new directions towards economy building. Most importantly, the project connects the Sustainable Seas Challenge as a whole to the most significant event reshaping the socio-ecological-

economic relations in a New Zealand coastal zone in at least a generation, allowing for ideas from Sustainable Seas to be translated into a live refashioning of those relations and all of the projects in Valuable Seas, Our Seas and other parts of the challenge to learn and give cross-project experience in communicating key and positive messages in a public meeting.

J. RISK AND MITIGATION

Several risks are identifiable.

- Not being able to obtain sufficient interest amongst locals in the idea of a value proposition, research fatigue associated with post-earthquake recovery may well be setting in. Initial discussions with several key actors from the area who attended the Resilience meeting suggest local actors will engage in the interviews and subsequent workshop. Interest in the Sustainable Seas Challenge more widely is likely to enhance the value of the research for local respondents. Contacts have already been made with different figures in the community and recovery team that will be useful in securing an initial set of interviews.
- Not being able to set in motion dialogue about a value proposition. The research team is highly experienced with interactive workshops and have a range of strategies that can maintain workshop integrity and good process. The novelty of the proposal gives us further confidence that it will attract the attention from local interests necessary to stimulate healthy participation.
- There is a certain risk to the Challenge of not engaging meaningfully (and being seen to do so) in the Kaikoura response, despite the appropriate safeguarding of communities in the gatekeeping efforts of other research groups and collaborations, especially as Kaikoura lies in the case region.

K. VISION MĀTAURANGA (VM)

The inclusion of Mātauranga Māori is critical to this project. Both the Participatory Processes and Blue Economy projects with which project is associated adopt strong Vision Mātauranga protocols. As kaitiaki of land and sea, and pivotal marine economy actors, Māori have invaluable knowledge and expertise that must be incorporated into this programme, as well as significant interests in project outcomes. This research is designed to incorporate Māori values, principles, and practices into understandings of economy and visioning of economic futures. The *Vision Mātauranga* dimensions of the project will be maintained by Dr Hikuroa, who will ensure the team develops research that enhances the contribution that Māori knowledge, resources and people might to the project. Ensuring the wellbeing of Māori society and prosperity of Māori economy is central to the aims of the project.

Māori marine economy is assembled across both corporate and diverse alternative economy formations (Bargh 2014). The development of these economic relationships is a transformational opportunity for iwi and for New Zealand. It does, however, pose conceptual, methodological and empirical challenges – just what does the Māori marine economy look like; how is Māori participation in the conventional economy measured and accounted for; what possibilities, barriers and contradictions exist (and may arise) in co-articulating these different Māori economy formations; and how might blue economy initiatives best (and most appropriately) draw on the innovative potential of the alternative forms of economic organisation practiced by Māori communities? These questions are crucial to how economic possibilities are framed, which must be within the ideas and practices of Tikanga Māori. We will ask how they might be encouraged to flourish in a context where standard (business as usual) measures themselves carry their own values and assumptions, which may not be commensurable with Tikanga Māori. The research team includes members who have conducted research with Māori researchers and iwi partners and will bring with them to this project appropriate recognition of kaupapa Māori values and VM.

Our research brings Māori economy into conversation with standard and other economic analysis, putting VM at the core of the research. We will measure value creation as a process involving cultural subjects and non-human actors, taking lessons from research calling for new concepts with which to explore Māori economy (Bargh 2012; Bargh et al. 2014). Our research will also attempt to reconcile different economic values and draw on Māori knowledge and experience of linking major corporate investments in NZ's marine economy to community economy values and practices. Lessons in this regard are pivotal to Kaikoura and Aotearoa/NZ futures and a key part of a blue economy approach.

M. CONSENTS AND APPROVAL

Ethics approvals have been obtained

P. REFERENCES

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