



Social license in the marine environment

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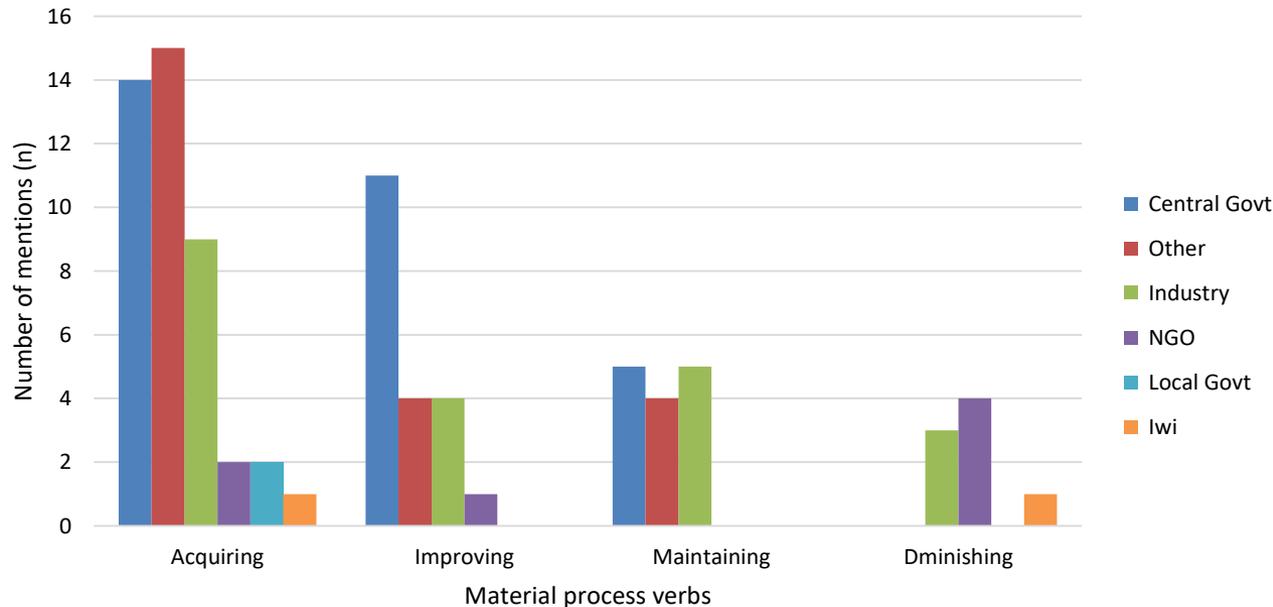
Social licence to operate (SLO)

- Acceptance or approval of a company and its operations by communities
- A company's operations are at risk if local communities have a low opinion of the company, even if a company holds the appropriate legal permits

Baines J & Edwards P 2018. The role of relationships in achieving and maintaining a social licence in the New Zealand aquaculture sector. *Aquaculture* 485:140-146.

Discourse Analysis

- Examines the content, structure, syntax, and functions of the messages contained in texts
- Assumes that *language choices are not accidental and reflect power relationships*



Discourse Analysis

- Government and industry are dominating the discourse about SLO
 - ‘Agency’ usually assigned to Industry
 - Few mentions of NGOs, community groups or iwi and their role in granting or withholding social licence
- *Visit our poster for more details*

Newton M, Farrelly T, Sinner J (in review). Discourse, agency, and social license to operate in New Zealand's marine economy *Ecology & Society*.

Survey – community perceptions of aquaculture

- Contact quality (relationships) is highly significant predictor of acceptance and approval
- Cultural impacts, distribution of benefits significant in industry analysis
 - less so for specific company
- Differences between Rec fisher vs not

Survey – community perceptions of aquaculture

Work in progress...

- Company vs industry SLO?
- Who is the community that grants SLO?
- How do community and public views get formed?