



Manaaki Whenua
Landcare Research

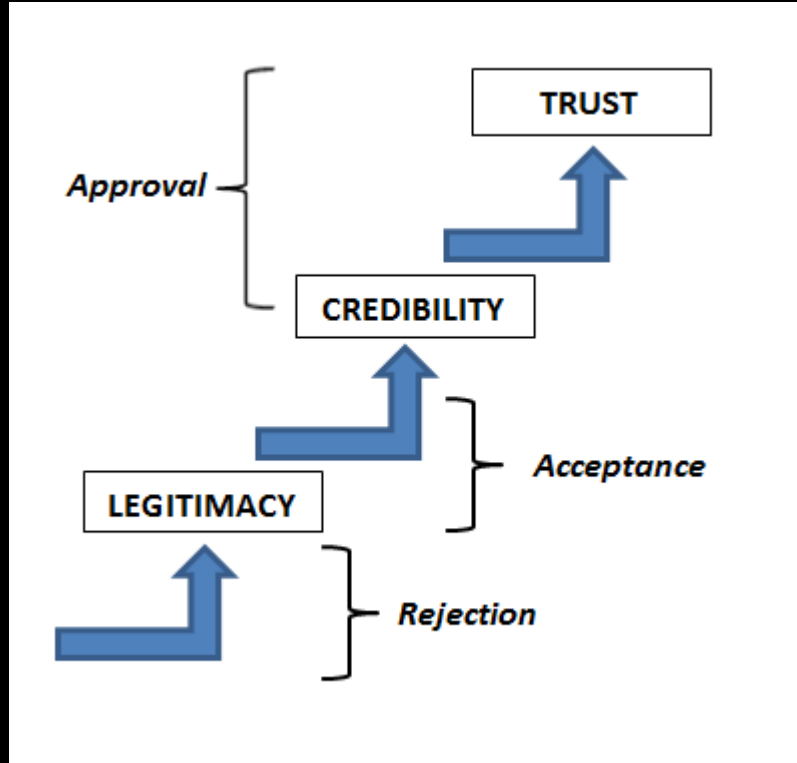
Navigating Values - Conversations on Social Licence

MANAAKI WHENUA - LANDCARE RESEARCH

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Social Licence



Key Concepts

- Relationships
- Multiple Licences
- Acquired Sequentially
- Perceived Quality is Important
- Continuous, Ongoing Process
- Manage for – Rather than Obtain



Social Licence Group

Alison Greenaway

Dean Stronge - Waikato

Robyn Kannemeyer

Lara Taylor

Nick Kirk



Current Work

- Public perceptions of the use of novel pest control methods (Biological Heritage NSC)
- Kiwi Rescue – building community support for dog control to protect Kiwi (MBIE)
- Public participation in Ecosystem Based Management (Sustainable Seas NSC)
- Customary management approaches and tikanga Māori perspectives
- MPI Biosecurity 2025 Working Groups



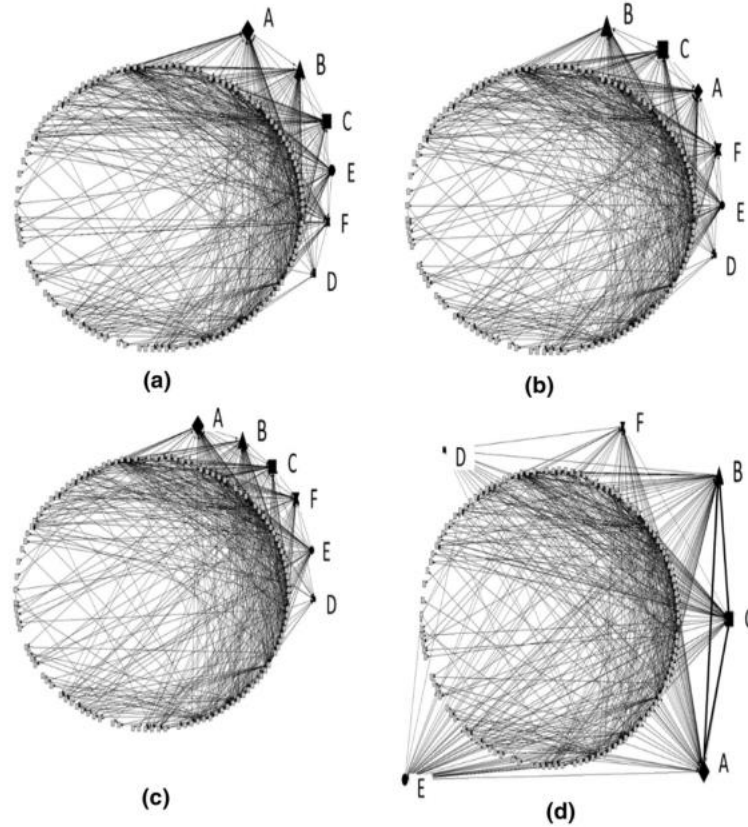
Opportunities

- What ever the discipline or issue - People are a large and very important component in the work that you do – and so too is the social acceptance of that work
- Heterogeneous - people have different worldviews and values and these are often in dispute
- Use Social Science techniques to gain an understanding of the beliefs, perspectives, opinions and/or attitudes of various partners, stakeholders and communities
- Use that knowledge to inform your operational decision making and resource allocations



Opportunities

- Social Network Analysis
- It systematically looks at the relations between network members and the patterns formed by those relations
- Fundamentally it is about understanding the structure of the network and how the structural properties affect behaviour
- Understanding network structure is critical in influencing behaviour change and buy-in for strategies and collective action and decision making.
- Allows you to identify which part of the structure to target to maximise behaviour change.
- Enables network weaving – i.e. designing and facilitating strategic networking to strengthen linkages between local, regional and national initiatives, thus enabling effective planning, implementation of actions and resource allocation.



Source: Omondigbe et al 2017: Stakeholders and social networks identify potential roles of communities in sustainable management of invasive species. *Biological Invasions* 19:3037–3049