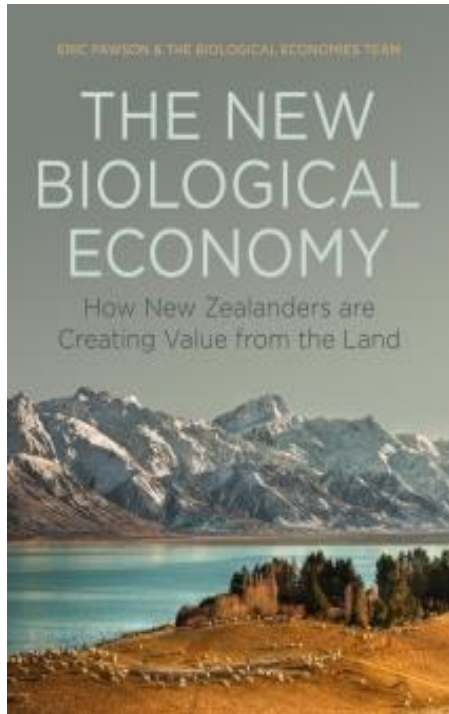




Transitioning in practice: Pathways to a Blue Economy?

Nick Lewis, Richard Le Heron, Kate Davies, Erena Le Heron, Dan Hikuroa, Barbara Ribeiro Maria Baldoni, Sarah Catley,

Doing-thinking-doing economy differently



Thinking about / highlighting transitions helps us ...

‘to produce the conditions in which new emerging forces are offered the possibility of becoming stronger’ (Callon, 2005:18)

New Zealand’s
Blue economy

Today:

- (1) Examples of how firms and communities are doing Blue Economy differently – a proliferation
- (2) What we can take from this

Insights from on-going series of interviews and student media and web analysis and an

...from a marine economy perspective

An aggregation of activities that utilise and steward marine resources, take place in marine spaces, impact on other uses and/or marine ecologies

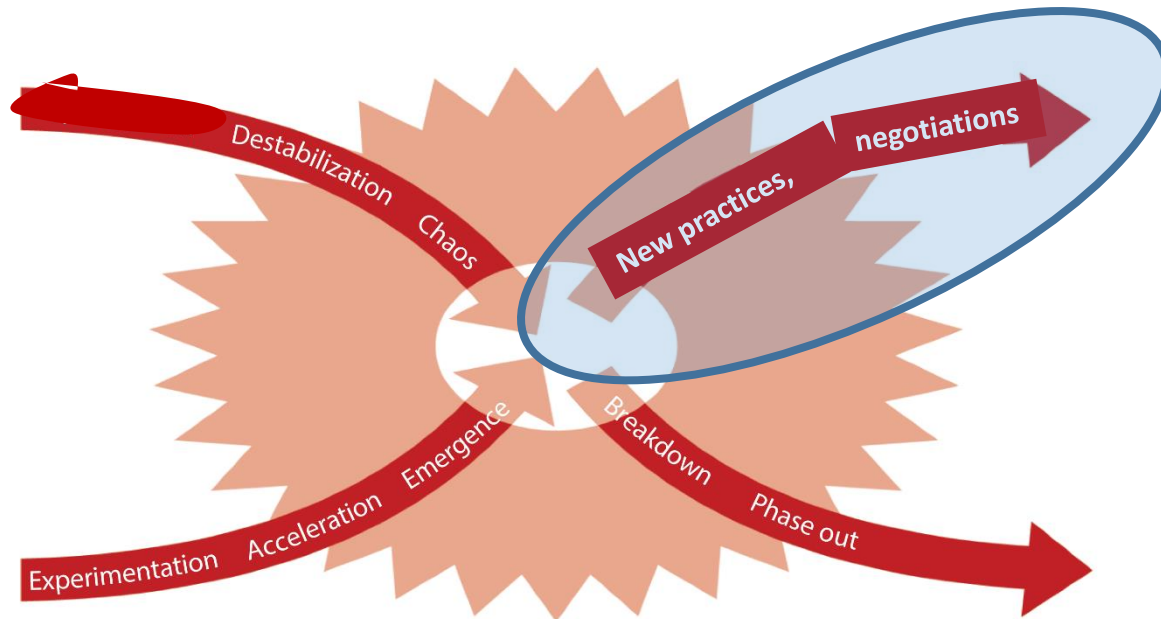
Mix of:

- services, knowledge, production (gathering / catching / farming), processing, selling, regulating
- land-based and sea-based activities
- commercial, recreational, cultural, social, economy

...to blue
economy

shifts primary concern from growth (abstract measures) to (real) concerns with environment (impacts), ecology (cumulative effects, connections), community (livelihoods, future generations), and mauri **from exploiting frontiers to making better futures**

Transitions thinking



AR Loorbach D, et al. 2017.
Annu. Rev. Environ. Resour. 42:599–626

The thing with transitioning is that it is a transition. It does take a bit of time ... [and a lot of work]... (Clare Bradley, Agrisea, 2016)

Interesting because:

- starts with economy-environment entanglements
- implies action – need to do differently
- Points to multi-level engagement, collective action

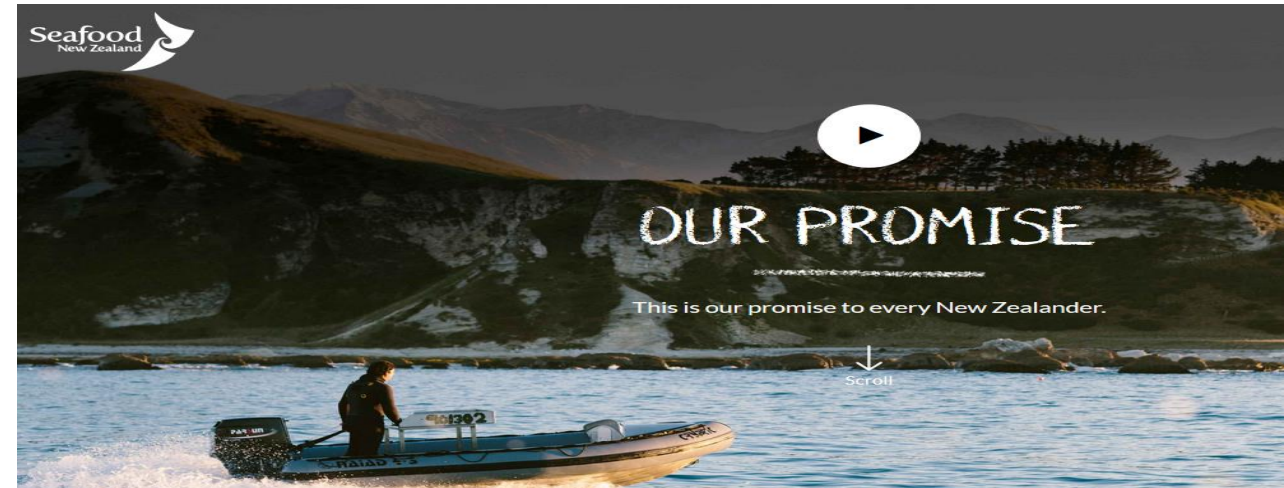
Compromised by:

- Planning/regulation framing, known end state, technocratic / quasi-scientific language, and moral fervour

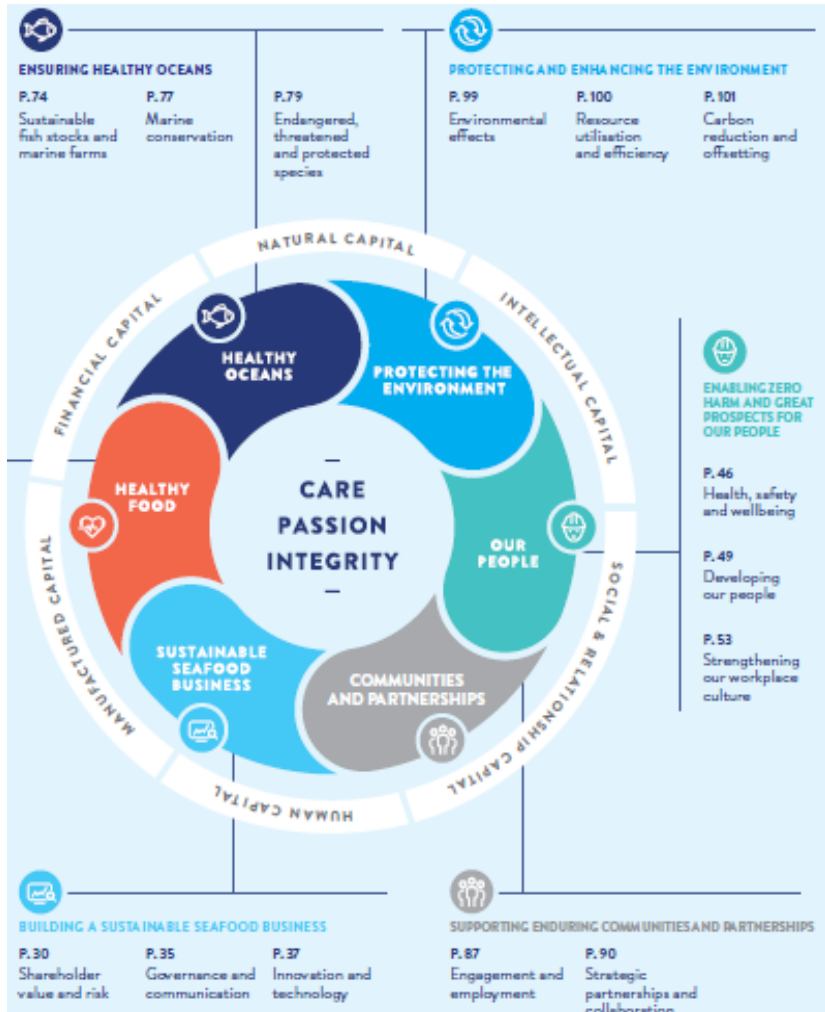
We emphasise experimentation and ask who's doing something new

- practices: innovation; sustainable production; investments in place; participatory processes
- principles: quality; ethics; enhanced connectivity in time, place, function (thus cumulative effects, ecology, shared fates)
- expertise: teams; collective initiatives; boundary blurring; capability building
- accounting for (and regulating)

Committing to altered production practices



Sourcing new capital and accounting differently?



Commitments to sustainability: multiple certifications



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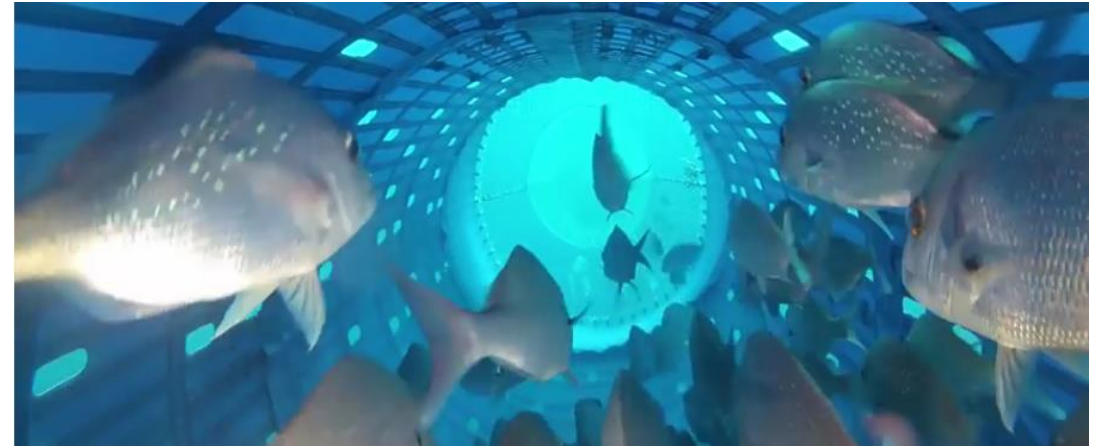


#LINEINTHESAND



“At NZKS, we’re committed to leading this growth, including exploring open ocean farming, benchmarking our carbon emissions, and continuing to make sustainable improvements to our operations”

New technologies in volume production



**___ a pure and untainted blue
abalone direct from the cool, clean
waters of Bream Bay, New Zealand.**



35.9084° S, 174.4596° E BREAM BAY



CAWTHRON
The power of science®

Value-adding strategies



Adding value through packaging, new production / logistics technologies, provenance (sustainability, indigeneity); certification programmes; new technologies.





New value opportunities: alternative products

Seaweed: taken from mussel lines or from community gatherers (with explicit 'Blue' commitments), converted into fertiliser for organic / biological agriculture



Very different models, but shared commitments to blue economy, value(s) over volume, and alternative economies

High-tech / Biotech products

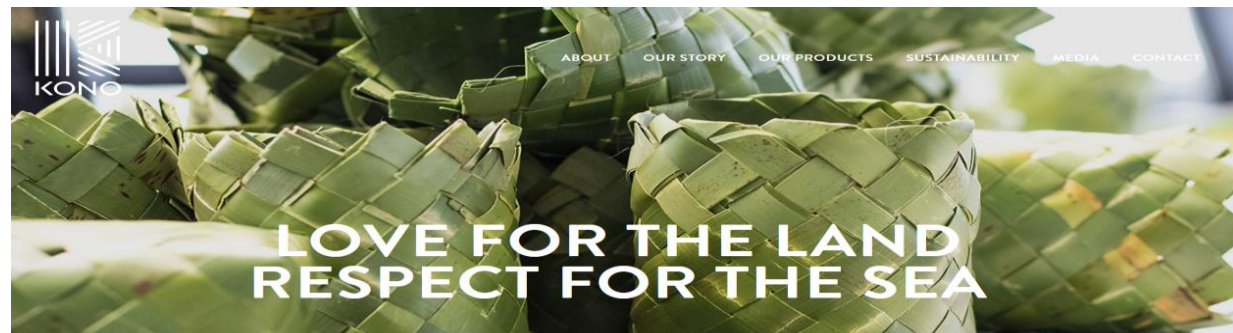
Reducing reliance on commodities, utilising waste, techno-science products (bioactives, pharmaceuticals, nanofibres)



Hi-tech Kiwi wrinkle product made from fish skins
NZ Herald May 21 2018

Māori blue economy

Different models of investment, new practices, enriched provenance stories: kaitiakitanga, cultural/livelihood/environmental commitments, long-term investment horizons



Collective projects, participatory regulation and marine spatial planning bottom up – economy(!)



Te Korowai o Te Tai o Marokura is **becoming instrumental in imagineering and leading a collective blue economy project** – working with KDC, external investors, University of Canterbury, local businesses, and Te Rūnanga o Kaikōura to build a blue economy platform



Sea Change led a programme to ‘secure a healthy, productive and sustainable future for the Gulf’ through **a mix of environmental, cultural and economic interventions** with visions centred on enhanced knowledge of economy-ecology interactions

Regional development projects

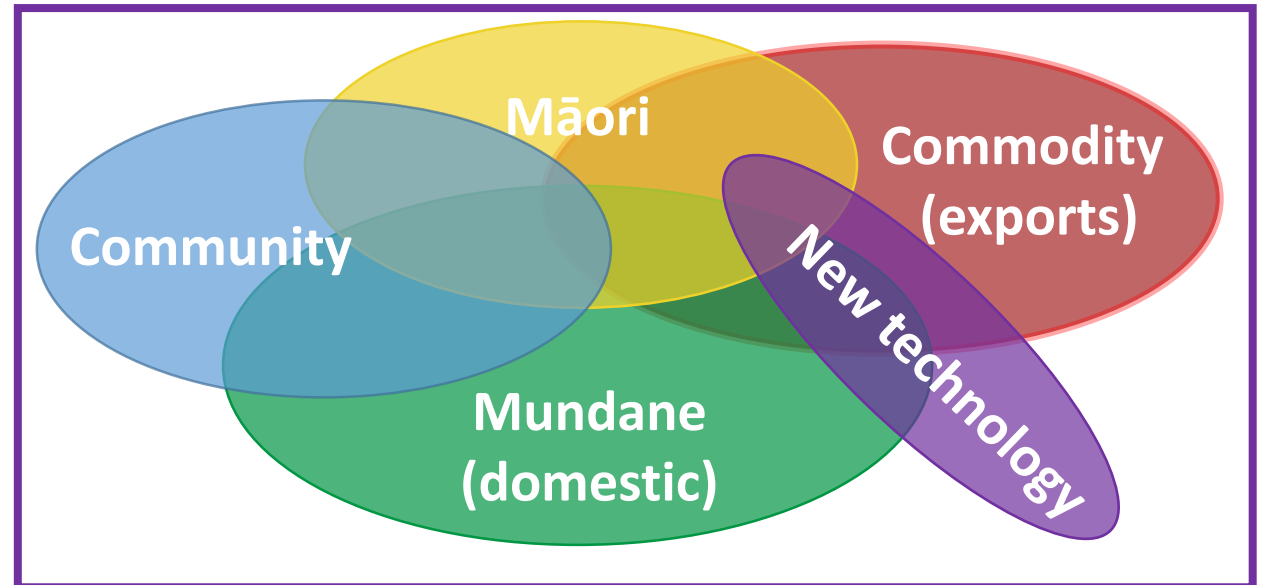
	Project	Resourcing	Agents	Model of agency	Platform
Kaikoura	Community/iwi-led economic development	Community-state Earthquake regeneration (PGF?)	Te Korowai (Kaikoura District Council), Runanga	Community	Development strategy / vision
Golden Bay	Cruise liner visits	Public: Rates increase	Anchor business	Co-operative	Blue economy
Northland	Regional marine park	Private-public: tourism, Northland Inc	Community tourism (Dive Tutakaka)	Collective interest	Economic collectivity
Tauranga BoP	Techno-science	Public-private: science establishment	Science (UoW), business universities,	Network	Higher education and research

What to make of this proliferation

BE 'experimentation' is *taking place*

- *initiated by* shifting ethics, new science, regulatory experimentation
- *brought to bear through* public pressure (coalitions of values), pressures in markets, investor ethics, investigative science
- *registered in* investment processes; production practices; promotional strategies; and regulatory practices (private and public)

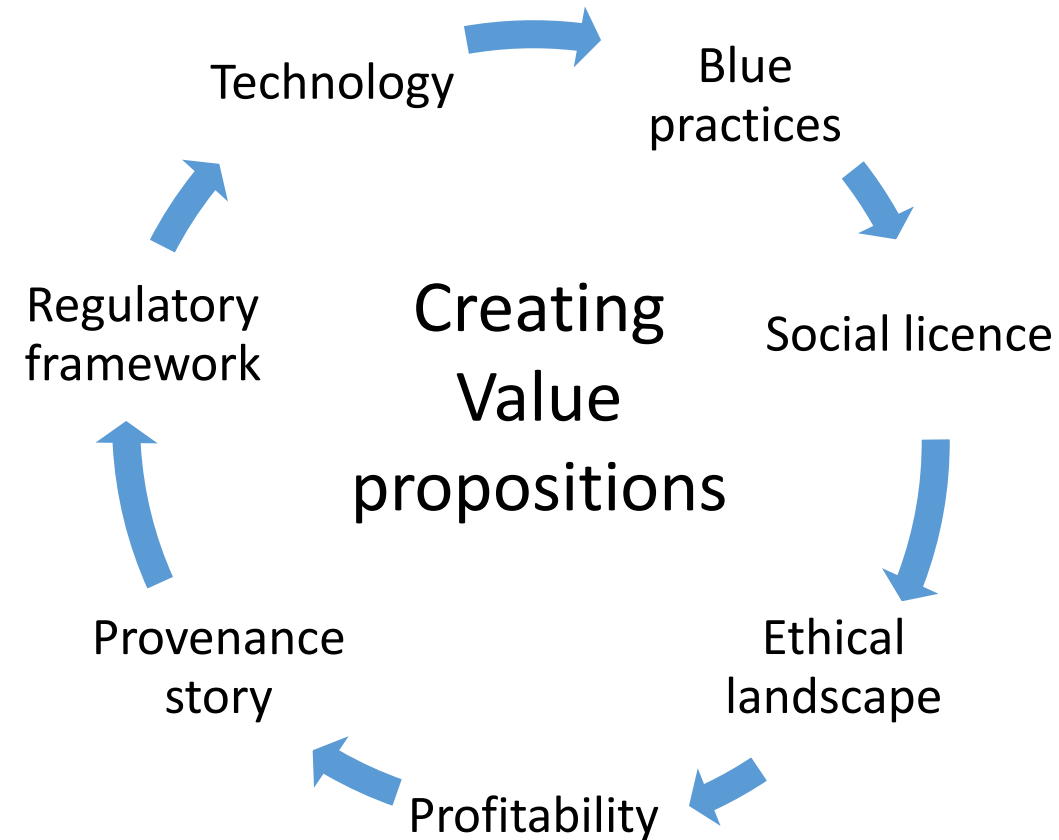
Couldn't have said this with confidence a decade ago



Different businesses – different business models, different stresses, but across the spectrum of forms of economy

Final thoughts

- 1) These different types of initiative are **interconnected via multiple win-wins**: relations among them are what we might call Blue Economy (a set of value propositions that link win-wins)
- 2) They provide a **platform for reframing visions and contests** over marine resources
- 3) If transitioning is about recognising, encouraging, taking seriously (investing in) and proliferating efforts to do differently – **NZ is transitioning to a Blue Economy**
- 4) Must be about more than just claims and attractive images: **there is a gritty business of commercial success to be negotiated ... and measures of impact and expansion to be developed** (for investors and regulators)
- 5) **Treaty partnership will force this**: we will have to think and do economy differently, perhaps beginning by applauding new leadership rhetorics



“When we speak of the value of seaweed the *environmental* value is uppermost and the *economic* value secondary. But done right, a long term sustainable seaweed industry for NZ is possible ... no compromise”

Tane Bradley, AgriSea NZ