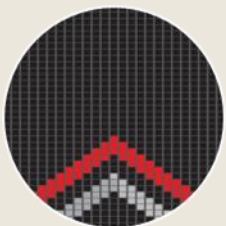


# SOCIAL LICENSE: A MAORI'S PERSPECTIVE

Maui Hudson  
NZDFP Hui 26/08/16

# Māori & the Big-Data Environment

- Te Mana Raraunga
- Iwi Data Leadership Group
  - *Iwi rohe geographic variable*
- Tuhono
- Digital Maori Forum
- Planet Maori
- Maori ICT Cluster
- Book on ‘Indigenous Data Sovereignty’
- Stats NZ Pilot Partnership Project
  - *Developed a Maori Data Audit Tool*
  - *Creating Maori Data Governance Framework*
- Supporting Iwi Data Technical Group
- Contributing to International discussions on Indigenous Data Sovereignty
- Indigenous Data Sovereignty workshop in Auckland on 14 November 2016



# Social License

- *When people **trust** that their data will be used as they have agreed, and accept that enough **value** will be created, they are likely to be more comfortable with its use. This acceptance is referred to as a social licence.*
- *Social licence is **dynamic** and the level of acceptance can change over time, or indeed be suddenly lost. It is particularly **dependent** on the extent of trust the subjects hold in the data user, and their acceptance of the particular data **uses**.*
- The Social license is concerned with how data integration and sharing affects the social contract between government and society (including Māori citizens).

# Challenges and Opportunities for Māori with data integration

- Māori want
  - *access to data to support our decision-making*
  - *to be involved when big-data is used to make decisions about us*
- If Māori data is to be part of this new shared data resource
  - *Who will manage it?*
  - *How can it be used?*

# Social License and the Treaty

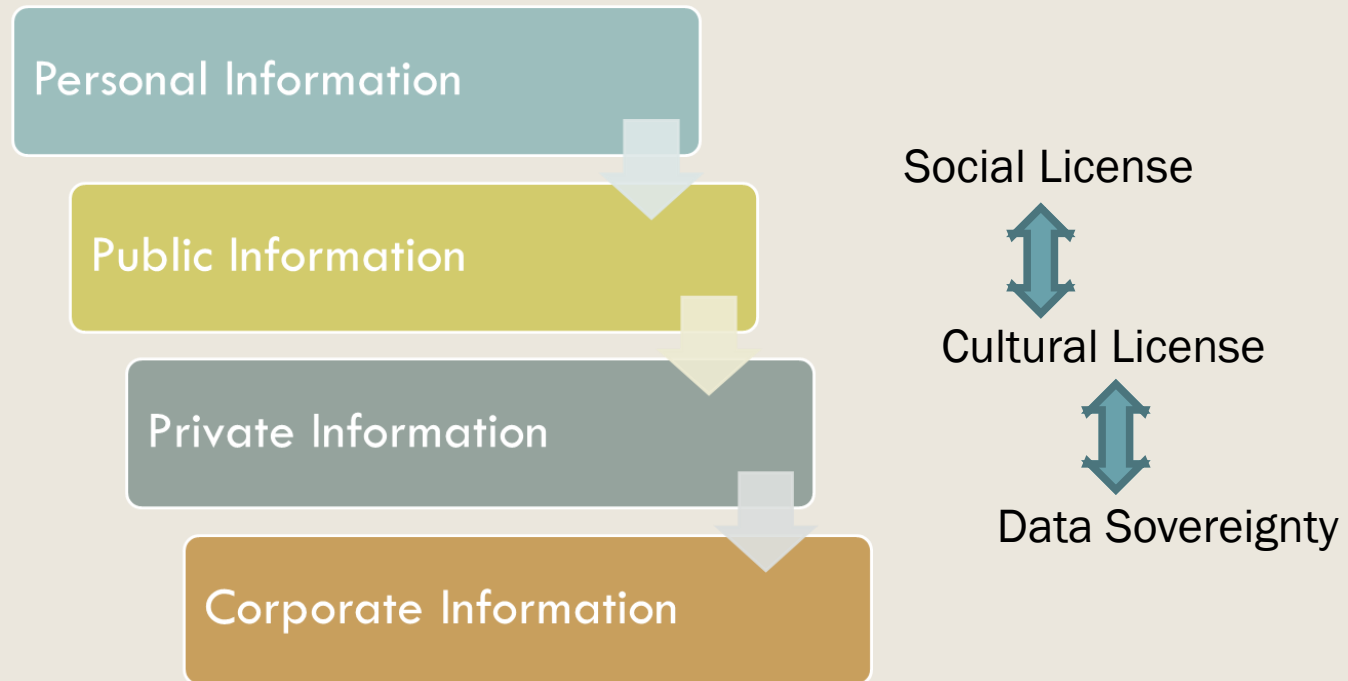
- The '**Social License**' relates to a social contract or expectation that the government will act in the interest of its citizens. (Article 3)
- The '**Cultural License**' focuses on the impact of data integration and data sharing on the social contract that exists between Crown and Iwi through their Treaty relationship (Article 2).
- '**Maori Data Sovereignty**' recognizes that Māori data should be subject to Māori governance (Article 1)

# Māori Data Sovereignty

- Māori data sovereignty is concerned with
  - *protecting Iwi/Māori rights of access to data,*
  - *participation in data integration activities, and*
  - *partnership in the governance and/or ownership of data.*
- Māori Data Sovereignty supports the realisation of Māori and Iwi aspirations, and recognises that Māori data should be subject to Māori governance. Māori data sovereignty is a key mechanism for enabling **self-determination and innovation.**

# Social license for “Democratising Data” or “Corporatising Data”

- There are huge economic, social and environmental opportunities from treating our data as a national strategic asset.



# Social License and Māori Data

## Data from Māori

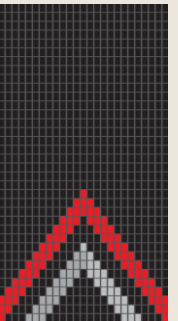
- *From Māori organisations and businesses*
- *Cultural or commercial significance*

## Data about Māori

- *Used to describe or compare Māori collectives*
- *Cultural or commercial relevance*

## Data about Māori resources

- *Emerges from research on Māori resources*
- *Cultural or commercial interest*





# Social license and Māori ethics

- Kia tau te wairua o te tangata  
(level of comfort)
- Kia pūmau te mana o te tangata  
(level of control)
- Kia hiki te mauri o te kaupapa  
(level of integrity)



# Maintaining Social License

- How do we set up a system that recognises USE of data as dependent and dynamic?
- How will Maori trust the system that governs the USE of data?
- How will Maori derive value from the USE of data?

USE	Dynamic	Dependent
Trust (for Maori)	Control over use Purpose of project	Protect the data Maori Governance Maintaining anonymity
Value (for Maori)	Access to resources Opportunities for innovation Supports our aspirations	Recogniton of rights and interests Access to datasets Capacity and Capability

# Social License or Meaningful Partnership

- Who will analyse the data?



- Grow Māori capacity to analyse data
- Develop tools to help interpret results

- Who will action the results?



- How will they affect resource allocation?
- Will this enhance or diminish opportunities for Māori providers?

# Indigenous Data Sovereignty Summit

9am-5pm, 14th November 2016

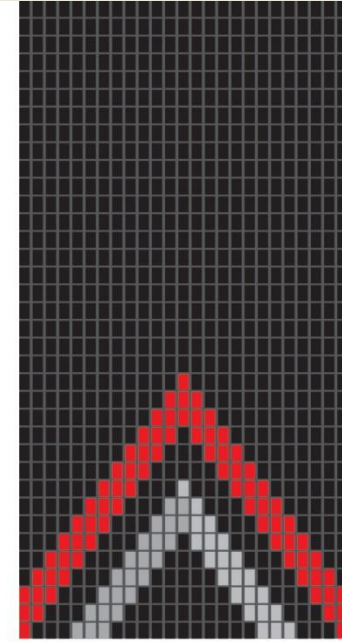
Fale Pasifika, University of Auckland

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Swedish Research Council

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# TE MANA RARAUNGA

Māori Data Sovereignty Network