Statement on Fulfilling Business Responsibilities Under Rule 8: Unpacking Economic Benefits Using the Mauri Model Decision Making Framework

Context: Rule 8 – Economic Benefit to New Zealand

For consulting engineers and other consultants operating in Aotearoa, responsibilities extend beyond technical delivery to demonstrating how projects deliver genuine, enduring value to communities and stakeholders. Rule 8 of the Government Procurement Rules, requires engineers to systematically unpack, and articulate the wider benefits of their work as holistic value creation that encompasses social, cultural, and environmental wellbeing. This is what Mahi Maioro Professionals call holistically demonstrated Infrastructure Belonging where the net cumulative impacts are fully understood.

The Challenge: Beyond Narrow Economic Metrics

Traditional cost-benefit analyses often fail to effectively and convincingly capture:

- Cultural values and impacts on taonga
- Intergenerational effects and cumulative impacts
- Intangible benefits like community cohesion and mātauranga Māori
- True alignment with Te Mana o te Wai and Te Tiriti obligations

This creates a gap between what engineers know matters and what they can quantitatively demonstrate to clients, regulators, and communities.

The Solution: The Mauri Model Decision Making Framework (MMDMF)

The Mauri Model provides a rigorous, proven methodology to **quantify holistic value,** including economic benefits, in a way that is defensible, repeatable, and culturally grounded.

How MMDMF Unpacks Economic Benefits:

1. **Multi-Dimensional Value Assessment**
   The framework systematically evaluates impacts across four interdependent dimensions:
   - **Environmental** (mauri of ecosystems, te mana o te wai, life supporting capacity)
   - **Cultural** (kaitiakitanga, mātauranga, protected taonga species, installations - pou)
   - **Social** (community relationships, health, safety, accessibility, aesthetics, cohesion)
   - **Economic** (financial returns, employment, productivity, altered risk profiles)

This ensures economic benefits are not assessed in isolation but understood within their full context, revealing, for example, how an upfront cost may deliver greater long-term economic benefit through avoided environmental degradation or strengthened community relationships.

2. **Quantifying Intangibles**
   Through its calibrated mauri scale (from enabling thriving "Mauri Ora" to denigration "Mauri Moe"), the MMDMF translates environmental, cultural and social values into measurable metrics that can sit alongside financial data in business cases. This provides engineers with credible evidence to support investment in solutions that deliver superior holistic outcomes.

3. **Cumulative Impact Analysis**
   Rule 8 requires understanding how a project's economic benefits accumulate over time for Iwi and across stakeholders. The MMDMF **mauri0meter™** enables trend analysis and quantified cumulative impacts, showing how individual interventions contribute to, or detract from, long-term community prosperity.

4. **Demonstrating Te Tiriti Alignment**
   By embedding mana whenua values as core assessment criteria, the MMDMF provides clear evidence that economic benefits have been evaluated through a lens that respects Māori rights and aspirations, increasingly a requirement for public sector and major infrastructure clients.

The MMDMF is now in use to inform decision making in Pacific Nations, Indonesian Papua, China, North America and Chile. In 2013, Cawthron report #2224 assessed 11 sustainability indicator sets and analysed how well they adhered to the eight principles of BellagioSTAMP. This analysis included, amongst others, international tools such as the Ecological Footprint, the Human Development Index, the Sustainable Society Index, and the Well-being Index. The independent report identified that of the three tools that met all eight BellagioSTAMP principles, only the Mauri Model "is more transferable, for while the processes surrounding the Mauri Model (e.g. the normalisation process) do not change, the indicators are developed in relation to the location in which it is used". Further the Executive summary concluded that, "The set that appears to be the most useful regardless of the community, is the Mauri Model. The content can be altered according to the needs of the different geographical locations, but the method for scoring and normalising the result remains the same".

Therefore the MMDMF provides an internationally bench-marked, robust and repeatable methodology that quantifies all impacts, presenting a complete picture of a proposal's value added contribution.

For ACE Members: Delivering on Your Responsibilities

By incorporating the Mauri Model Decision Making Framework into practice, you gain the ability to:

- **Articulate full project value** to clients, regulators, and communities
- **Demonstrate compliance** with Te Mana o te Wai and Te Tiriti obligations
- **Differentiate your services** through proven, rigorous holistic assessment
- **Build stronger partnerships** with mana whenua and community stakeholders
- **Future-proof your business cases** against evolving regulatory and community expectations

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Mahi Maioro Professionals want to partner with ACE members to integrate MMDMF into their project workflows. We provide training on Infrastructure Belonging, assessment services, and collaborative R&D to assist your engineering practice to meet and exceed its responsibilities under Rule 8.

References:

Challenger, I., 2013. A Process for Developing Sustainability Indicator Sets. Prepared for Ministry of Business, Innovation and Employment. Cawthron Report No.2224. 44 p.
Morgan, T.K.K.B., 2004, July. A Tangata Whenua Perspective on Sustainability using the Mauri Model: Towards decision making balance with regard to our social, economic, environmental and cultural well-being. In *International Conference on Sustainability Engineering and Science, Auckland, New Zealand*.
www.maurimodel.nz