

TE PĀ

English Teaching Kit

Indigenous Data Sovereignty & Motif Library

Te Pā Charitable Trust

<https://kiwi-dialectic-te-pa-minisite.vercel.app>

1. CARE Principles

This teaching kit is a practical guide for educators, activists, and community members using the Te Pā platform. It covers the motif bank, meme library, course modules, social media strategy, and rhizome mapper – all in one document.

The CARE Principles for Indigenous Data Governance – Collective Benefit, Authority to Control, Responsibility, and Ethics – guide all activities on this platform. Every motif, meme, and course module is designed with these principles at its centre.

C – Collective Benefit	Data ecosystems must serve Indigenous peoples and communities
A – Authority to Control	Indigenous peoples have rights and interests in Indigenous data
R – Responsibility	Those working with Indigenous data have responsibility to those communities
E – Ethics	Indigenous Peoples' rights and wellbeing should be primary concern

Source: <https://www.gida-global.org/care>

2. Course Modules

● What is Data? Indigenous Knowledges and the Digital World

CARE: C (Collective Benefit) — data ecosystems must serve Indigenous peoples

Motif: Koru, Pā Tūwatawata, Va'a / Waka (Outrigger Canoe), Yvy Marā Eÿ (Land Without Evil)

https://kiwi-dialectic-te-pa-minisite.vercel.app#module_1

● Data Colonialism: Who Took Our Data?

CARE: A (Authority to Control) — recognising rights and interests in data

Motif: Niho Taniwha, Mangōpare, Luta pela Vida (Struggle for Life — Political Body Paint), Kayapó Jaguar Body Division Pattern, Urihi a (Forest-Land Cosmos / Falling Sky)

https://kiwi-dialectic-te-pa-minisite.vercel.app#module_2

● CARE & OCAP: Frameworks for Data Sovereignty

CARE: Full CARE framework — all four principles

Motif: Kōwhaiwhai, Manaia, Malu (Diamond / Women's Protection), Mola (Guna Reverse Appliqué Panel)

https://kiwi-dialectic-te-pa-minisite.vercel.app#module_3

● Land, Territory, and Digital Sovereignty

CARE: R (Responsibility) — for positive relationships and expanding capability

Motif: Takarangi, Unaunahi, Pikorua, Ōnandutí (Spider Web Lace), Masi Kesa (Fijian Stencilled Barkcloth), Vonu (Sea Turtle), Manulua (Two Birds / Interlocking Alliance)

https://kiwi-dialectic-te-pa-minisite.vercel.app#module_4

● Collective Knowledge and Network Thinking

CARE: C (Collective Benefit) and R (Responsibility) together

Motif: Fa'a 'Au'upega (Net / Community Weave), Fetu (Star), Atualoa (Centipede), Kené (Shipibo Cosmic Geometric Design), Ronin Kuin (Primordial Anaconda / Cosmic Serpent), Cuaracy Ra'Angaba (Solar Calendar / Image of the Sun)

https://kiwi-dialectic-te-pa-minisite.vercel.app#module_5

● Building Indigenous AI: Resistance and Future Visions

CARE: E (Ethics) — minimising harm, justice, and future use

Motif: Niho Mano (Shark Teeth), Pe'a (Sacred Male Tattoo / Flying Fox), Aso (Rafters of the Fale), Jagua Pytā / Jaguarový (Guaraní Cosmic Jaguar), Pikorua

https://kiwi-dialectic-te-pa-minisite.vercel.app#module_6

3. Motif Bank

The motif bank contains 30 culturally specific visual symbols drawn from Māori, Samoan, Pacific, Guaraní, Shipibo, Guna, Kayapó, Yanomami, and Amazonian traditions. Each motif is linked to a course module and comes with a 9:16 activist meme for social media sharing.

Maori

Name	Meaning	Course Module	Resistance Use
Koru	New life, unfurling potential, the origin point of all things. Something is beginning – or being prevented from begin...	What is Data? Indigenous Knowledges and the Digital World	Used in education campaigns, language revival, new political formations – the beginning...
Pā Tūwatawata	The fortified palisade – collective protection, sovereignty over space and governance.	What is Data? Indigenous Knowledges and the Digital World	Data sovereignty, co-governance battles, land defence, FPIC frameworks
Niho Taniwha	The taniwha's teeth – the colonial bite, extraction without consent, harm that must be named.	Data Colonialism: Who Took Our Data?	#NoDAPL, #LANDBACK, Amazon deforestation resistance, mining opposition
Kōwhaiwhai	The law written on the rafter. A clash between tikanga and statute, ancestral authority and state power.	CARE & OCAP: Frameworks for Data Sovereignty	Treaty of Waitangi fights, UNDRIP campaigns, indigenous constitutional law
Unaunahi	Fish scales interlocking. This event calls for collective response – together they form armour.	Land, Territory, and Digital Sovereignty	Solidarity networks, coalition building, Pacific data sovereignty pacts
Takarangi	The double spiral – history repeating, past and future wound together.	Land, Territory, and Digital Sovereignty	Climate justice, generational memory, anti-colonial cycle recognition
Pikorua	The double twist – two lives, two cultures, forever joined. Paths that separate always return. The symbol of inter-tr...	Land, Territory, and Digital Sovereignty	Inter-indigenous solidarity, cross-cultural alliance building, reconciliation movements
Manaia	The spiritual guardian – messenger between the living world and the spirit realm. Protector. The spiritual double of ...	CARE & OCAP: Frameworks for Data Sovereignty	Digital sovereignty – AI as guardian/threat framing, data as spiritual domain
Mangōpare	The hammerhead shark – courage, determination, strength. The fighter who does not turn back. Warrior resolve.	Data Colonialism: Who Took Our Data?	Indigenous resistance movements, warrior imagery, frontline activism

Samoan

Name	Meaning	Course Module	Resistance Use
Niho Mano (Shark Teeth)	Strength, protection, guidance and ferocity. The shark is a revered guardian spirit (aitu) in Polynesian cosmology. I...	Building Indigenous AI: Resistance and Future Visions	Widely adopted in contemporary Pacific diaspora design and streetwear as a marker of In...
Atualoa (Centipede)	Strength, endurance, and commitment to extended family (aiga). The centipede is venomous and symbolises danger and po...	Collective Knowledge and Network Thinking	Cited in Samoa's traditional pese o le pe'a (tattoo song) as one of the sacred motifs d...
Fetu (Star)	Navigation, hope, and spiritual connection to ancestors and the heavens. Stars guided Polynesian voyagers across the ...	Collective Knowledge and Network Thinking	The star motif appears on canoes used in the 2014 Pacific Climate Warriors' blockade of...
Malu (Diamond / Women's Protection)	Protection and shelter. The entire female tattoo takes its name from this motif. 'Malu' means 'to protect, to shelter...	CARE & OCAP: Frameworks for Data Sovereignty	The malu and its central diamond motif have been reclaimed by Samoan women in diaspora ...
Aso (Rafters of the Fale)	Shelter, protection, family, and home. The 'aso represents the structural rafters of the traditional oval Samoan hous...	Building Indigenous AI: Resistance and Future Visions	Used in contemporary Pasifika graphic design and architecture as a symbol of indigenous...
Fa'a 'Au'upega (Net / Community Weave)	Community interdependence, collective effort, and the practice of fishing. The net (upega) motif symbolises tradition...	Collective Knowledge and Network Thinking	Used in contemporary Samoan art to reference ocean rights and traditional fishing sover...
Pe'a (Sacred Male Tattoo / Flying Fox)	Sacred rite of passage marking Samoan manhood, social standing, and covenant with ancestors. 'Pe'a' means the Samoan ...	Building Indigenous AI: Resistance and Future Visions	The pe'a was actively suppressed by English Christian missionaries in the 1830s; its su...

Pacific

Name	Meaning	Course Module	Resistance Use
Va'a / Waka (Outrigger Canoe)	Voyaging, ancestry, freedom, and the claim to the Pacific Ocean as indigenous homeland. The outrigger canoe enabled t...	What is Data? Indigenous Knowledges and the Digital World	PRIMARY RESISTANCE MOTIF: Pacific Climate Warriors used decorated traditional canoes to...

Tongan

Name	Meaning	Course Module	Resistance Use
Manulua (Two Birds / Interlocking Alliance)	Unity, alliance, and the binding of social relationships. 'Two birds' – the paired forms represent unity and the bind...	Land, Territory, and Digital Sovereignty	Used in contemporary Tongan diaspora art and ceremonial ngatu exchanged at political an...

Fijian

Name	Meaning	Course Module	Resistance Use
Masi Kesa (Fijian Stencilled Barkcloth)	Clan identity, rank, and spiritual protection. Each sub-clan (tokatoka) owns specific masi motifs (draudrau) that are...	Land, Territory, and Digital Sovereignty	Contemporary Fijian artists have contested the appropriation of masi motifs by non-Fiji...
Vonu (Sea Turtle)	Longevity, endurance, navigation, and the connection between land and sea. The vonu is a symbol of wisdom and the lin...	Land, Territory, and Digital Sovereignty	A key symbol in Pacific climate activism – appearing on protest signs, murals, and soci...

Guarani

Name	Meaning	Course Module	Resistance Use
Yvy Marã Eỹ (Land Without Evil)	The mythical Guaraní paradise – a land free of hunger, war, and disease. The soul must achieve a state of perfection ...	What is Data? Indigenous Knowledges and the Digital World	Concept widely used in APIB rhetoric, ATL (Free Land Camp) speeches, and deforestation ...
Cuaracy Ra'Angaba (Solar Calendar / Image of the Sun)	An astronomical stone calendar used by the Guaraní to track seasons, solstices, moon phases, and cardinal directions....	Collective Knowledge and Network Thinking	Used in contemporary Guaraní visual identity and eco-cultural activism. The solar wheel...
Ñandutí (Spider Web Lace)	Traditional Paraguayan needle lace whose name means 'spider web' in Guaraní. Created by mestizo Guaraní women blendin...	Land, Territory, and Digital Sovereignty	Symbol of Paraguayan national and Guaraní cultural identity. Appears in indigenous craf...
Jagua Pytã / Jaguarový (Guaraní Cosmic Jaguar)	In Guaraní cosmology, the Blue Jaguar (Jaguarový) is contained inside Nhamandu's hut at Yvy Marã Eỹ. If released, it ...	Building Indigenous AI: Resistance and Future Visions	The jaguar motif appears across Amazonian resistance art, including APIB activist graph...

Shipibo

Name	Meaning	Course Module	Resistance Use
Kené (Shipibo Cosmic Geometric Design)	The Shipibo-Conibo traditional geometric designs painted on ceramics, textiles, and bodies. They express the cosmolog...	Collective Knowledge and Network Thinking	Shipibo women have painted kené on urban murals in Lima as acts of cultural resistance ...
Ronin Kuin (Primordial Anaconda / Cosmic Serpent)	The primordial anaconda that, according to Shipibo-Conibo cosmology, sang the universe into existence. The pattern of...	Collective Knowledge and Network Thinking	The anaconda motif is used in Amazonian environmental campaigns to symbolise the ecolog...

Guna

Name	Meaning	Course Module	Resistance Use
Mola (Guna Reverse Appliqué Panel)	Hand-stitched textile panels worn by Guna women of the San Blas Archipelago (Guna Yala), Panama. Its designs may be r...	CARE & OCAP: Frameworks for Data Sovereignty	Molas became markers of Guna cultural sovereignty and resistance to cultural assimilati...

Kayapo

Name	Meaning	Course Module	Resistance Use
Kayapó Jaguar Body Division Pattern	The jaguar is the apex predator and spiritual power animal of Kayapó cosmology. Jaguar-pattern body paint marks warri...	Data Colonialism: Who Took Our Data?	Kayapó leaders including Raoni Metuktire and Paiakā have appeared in international medi...

Yanomami

Name	Meaning	Course Module	Resistance Use
Urihi a (Forest-Land Cosmos / Falling Sky)	Urihi a ('forest-land') is the Yanomami concept for the inhabited world – the second lowest of four cosmic layers. Da...	Data Colonialism: Who Took Our Data?	Davi Kopenawa's 'The Falling Sky' drawn from urihi cosmology became the central Yanomam...

Amazonian

Name	Meaning	Course Module	Resistance Use
Luta pela Vida (Struggle for Life – Political Body Paint)	The Luta pela Vida (Struggle for Life) camp by APIB in Brasília (August–September 2021) was the largest indigenous mo...	Data Colonialism: Who Took Our Data?	THIS IS THE CENTRAL RESISTANCE MOTIF CONTEXT. APIB explicitly frames body paint as poli...

4. Meme Library Guide

All memes are available at

https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_{id}.png – replace {id} with the motif ID. They are 1080×1920px, dark background, bold bilingual text. Optimised for TikTok, Instagram Stories, and Facebook Stories.

ID	Name	Culture	Meme URL
koru	Koru	Maori	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_koru.png
pa_tuwatawata	Pā Tūwatawata	Maori	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_pa_tuwatawata.png
nihō_taniwha	Niho Taniwha	Maori	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_nihō_taniwha.png
kowhaiwhai	Kōwhaiwhai	Maori	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_kowhaiwhai.png
unaunahi	Unaunahi	Maori	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_unaunahi.png
takarangi	Takarangi	Maori	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_takarangi.png
pikorua	Pikorua	Maori	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_pikorua.png
manaia	Manaia	Maori	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_manaia.png
mangopare	Mangōpare	Maori	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_mangopare.png
nihō_mano	Niho Mano (Shark Teeth)	Samoan	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_nihō_mano.png
atualoa	Atualoa (Centipede)	Samoan	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_atualoa.png
fetu	Fetu (Star)	Samoan	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_fetu.png
malu_diamond	Malu (Diamond / Women's Protection)	Samoan	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_malu_diamond.png
aso	Aso (Rafters of the Fale)	Samoan	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_aso.png
fa_a_aupega	Fa'a 'Au'upega (Net / Community Weave)	Samoan	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_fa_a_aupega.png
pea	Pe'a (Sacred Male Tattoo / Flying Fox)	Samoan	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_pea.png
va_a_waka	Va'a / Waka (Outrigger Canoe)	Pacific	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_va_a_waka.png
manulua	Manulua (Two Birds / Interlocking Alliance)	Tongan	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_manulua.png
masi_kesa	Masi Kesa (Fijian Stencilled Barkcloth)	Fijian	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_masi_kesa.png
vonu	Vonu (Sea Turtle)	Fijian	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_vonu.png
yvy_mara_ey	Yvy Marã Eý (Land Without Evil)	Guarani	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_yvy_mara_ey.png
cuaracy_ra_angaba	Cuaracy Ra'Angaba (Solar Calendar / Image of the Sun)	Guarani	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_cuaracy_ra_angaba.png
nanduti	Ñandutí (Spider Web Lace)	Guarani	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_nanduti.png

ID	Name	Culture	Meme URL
jagua_pyta	Jagua Pytã / Jaguarový (Guaraní Cosmic Jaguar)	Guarani	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/mot...
kene_shipibo	Kené (Shipibo Cosmic Geometric Design)	Shipibo	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/mot...
ronin_kuin	Ronin Kuin (Primordial Anaconda / Cosmic Serpent)	Shipibo	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/mot...
mola_guna	Mola (Guna Reverse Appliqué Panel)	Guna	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/mot...
kayapo_jaguar_division	Kayapó Jaguar Body Division Pattern	Kayapo	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/mot...
yanomami_urihi	Urihi a (Forest-Land Cosmos / Falling Sky)	Yanomami	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/mot...
luta_pela_vida	Luta pela Vida (Struggle for Life – Political Body Paint)	Amazonian	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/mot...

5. Social Media Posting Guide

Platform	Specs
TikTok / Instagram Stories (9:16)	1080×1920px – keep key text in centre 1080×1420 safe zone
Instagram Feed (1:1)	1080×1080px – motif centred, minimal text overlay, max 30 hashtags
X / Twitter (16:9)	1200×628px – quote or stat headline, 1–2 hashtags for best reach
Facebook	1200×630px – effective for community groups and event announcements

Hashtags

[#IndigenousDataSovereignty](#) [#DataBack](#) [#LandBack](#) [#CARE](#) [#OCAP](#) [#TePA](#) [#Decolonize](#)

Source: Te Pā Research – [kiwi-dialectic-te-pa-minisite.vercel.app](#)

6. Rhizome Mapper Instructions

<https://kiwi-dialectic-te-pa-minisite.vercel.app>

1. Go to <https://kiwi-dialectic-te-pa-minisite.vercel.app>
2. Click any node on the rhizome map to open its panel
3. View the motif artwork and its cultural meaning
4. Click 'Share on X' or 'Share on Facebook' to share the meme
5. Click 'Download Meme' to save the 9:16 PNG for Stories/TikTok
6. Click 'Download Motif PNG' for the 1:1 artwork
7. Click 'Learn: Module X' to open the course module
8. All downloads and shares are tracked on the analytics dashboard

Analytics API

Endpoint	Description
GET /stats	Overall download + share counts
GET /motifs	All 30 motifs with meme URLs + course module
GET /heatmap	Geographic download heatmap data
GET /live	Real-time event stream
GET /connections	Social share connection graph

Worker: <https://te-pa-analytics.sketchschool.workers.dev>

Sources & Links

1. Te Pā Live Platform: <https://kiwi-dialectic-te-pa-minisite.vercel.app>
2. Analytics Worker: <https://te-pa-analytics.sketchschool.workers.dev>
3. R2 Meme CDN Base: <https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/>
4. CARE Principles – GIDA: <https://www.gida-global.org/care>
5. OCAP Principles – FNIGC: <https://fnigc.ca/ocap-training/>
6. APIB Brazil: <https://apib.info>
7. USIDSN – US Indigenous Data Sovereignty Network: <https://usindigenousdata.org>
8. Te Mana Raraunga – Māori Data Sovereignty Network: <https://www.temanararaunga.maori.nz>
9. Pacific Data Sovereignty Network: <https://pacificdatasovereignty.net>
10. GitHub Repository: <https://github.com/robertmccallnz/kiwi-dialectic-te-pa-minisite>

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