

TE PĀ

Kete Whakaako – Te Reo Māori

Mana Raraunga Māori me te Whare Pūāhua

Te Pā Charitable Trust

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

1. Ngā Mātāpono CARE

Ko tēnei kete he arahanga mō ngā kaiako, ngā kaiwhakaohoho, me ngā mema hapori e whakamahi ana i te papatūhono Te Pā. Ka toro atu ki te whare pūāhua, te whare mīhara, ngā kōwae akoranga, te rautaki pāpāho pāpori, me te rapanga pakiaka.

Ko ngā Mātāpono CARE mō te Tikanga Raraunga Māori – te Painga Ā-Iwi, te Mana ki te Whakahaere, te Takohanga, me ngā Tikanga Mōrearea – e ārahi ana i ngā mahi katoa o tēnei papatūhono. Ko ia pūāhua, ko ia mīhara, ko ia kōwae akoranga, he āta whakaarohia ki ēnei mātāpono.

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. Ngā Kōwae Akoranga

● He aha te raraunga? Ngā mātauranga Māori me te ao matihiko

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

Pūāhua: Koru, Pā Tūwatawata, Va'a (Samoan) / Waka (Māori/Cook Islands) / Vaka (Fijian/Tongan), Yvy marā e'ỹ

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

● Te Tāmitanga Raraunga: Nā wai i tangohia ō tātou raraunga?

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

Pūāhua: Niho Taniwha, Mangōpare, Luta pela Vida (Pt); Ore arandu rekove (Guaraní concept), Meĩ-kà (jaguar pattern, lit. 'jaguar-like'), Urihi a

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

● CARE me OCAP: Ngā anga mō te mana raraunga

CARE: Full CARE framework — all four principles

Pūāhua: Kōwhaiwhai, Manaia, Malu, Mola

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

● Whenua, rohe, me te mana matihiko

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

Pūāhua: Takarangī, Unaunahi, Pikorua, Ōandutí, Masi Kesa / Bolabola, Vonu, Manulua

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

● Te mātauranga ā-iwi me te whakaaro ā-whatungarongaro

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

Pūāhua: Fa'a 'Au'upega / Upega, Fetu / Fa'a Aveau, Fa'a Atualoa / Ātualoa, Kené (also: quené, keno), Ronin Kuin (also: rono ewa), Cuaracy Ra'Angaba

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

● Te hanga AI Māori: Te whakaohoho me ngā āronui anamata

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

Pūāhua: Niho Mano, Pe'a / Malofie, 'Aso / 'Aso Fa'aifo, Jaguarový (Blue Jaguar) / Jagua Pytä (Red Jaguar), Pikorua

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

3. Te Whare Pūāhua

Ko te whare pūāhua he 30 tohu āhua-ahurea, ahu mai i ngā tikanga Māori, Samoa, Pasifika, Guaraní, Shipibo, Guna, Kayapó, Yanomami, me ō Amozone. Ka hono ia pūāhua ki tētahi kōwae akoranga, ā, ka tae mai me tētahi mīhara 9:16 mō ngā pāpāho pāpori.

Maori

Ingoa	Tikanga	Kōwae Akoranga	Whakamahinga Whakaohoho
Koru	New life, unfurling potential, the origin point of all things. Something is beginning – or being prevented from begin...	He aha te raraunga? Ngā mātauranga Māori me te ao matihiko	Used in education campaigns, language revival, new political formations – the beginning...
Pā Tūwatawata	The fortified palisade – collective protection, sovereignty over space and governance.	He aha te raraunga? Ngā mātauranga Māori me te ao matihiko	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.	Te Tāmitanga Raraunga: Nā wai i tangohia ō tātou raraunga?	#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 me OCAP: Ngā anga mō te mana raraunga	Treaty of Waitangi fights, UNDRIP campaigns, indigenous constitutional law
Unaunahi	Fish scales interlocking. This event calls for collective response – together they form armour.	Whenua, rohe, me te mana matihiko	Solidarity networks, coalition building, Pacific data sovereignty pacts
Takarangi	The double spiral – history repeating, past and future wound together.	Whenua, rohe, me te mana matihiko	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...	Whenua, rohe, me te mana matihiko	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 me OCAP: Ngā anga mō te mana raraunga	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.	Te Tāmitanga Raraunga: Nā wai i tangohia ō tātou raraunga?	Indigenous resistance movements, warrior imagery, frontline activism

Samoaan

Ingoa	Tikanga	Kōwae Akoranga	Whakamahinga Whakaohoho
Niho Mano	Strength, protection, guidance and ferocity. The shark is a revered guardian spirit (aitu) in Polynesian cosmology. I...	Te hanga AI Māori: Te whakaohoho me ngā āronui anamata	Widely adopted in contemporary Pacific diaspora design and streetwear as a marker of In...
Fa'a Atualoa / Ātualoa	Strength, endurance, and commitment to extended family (aiga). The centipede is venomous and symbolises danger and po...	Te mātauranga ā-iwi me te whakaaro ā-whatungarongaro	Cited in Samoa's traditional pese o le pe'a (tattoo song) as one of the sacred motifs d...
Fetu / Fa'a Aveau	Navigation, hope, and spiritual connection to ancestors and the heavens. Stars guided Polynesian voyagers across the ...	Te mātauranga ā-iwi me te whakaaro ā-whatungarongaro	The star motif appears on canoes used in the 2014 Pacific Climate Warriors' blockade of...
Malu	Protection and shelter. The entire female tattoo takes its name from this motif. 'Malu' means 'to protect, to shelter...	CARE me OCAP: Ngā anga mō te mana raraunga	The malu and its central diamond motif have been reclaimed by Samoan women in diaspora ...
'Aso / 'Aso Fa'aifo	Shelter, protection, family, and home. The 'aso represents the structural rafters of the traditional oval Samoan hous...	Te hanga AI Māori: Te whakaohoho me ngā āronui anamata	Used in contemporary Pasifika graphic design and architecture as a symbol of indigenous...
Fa'a 'Au'upega / Upega	Community interdependence, collective effort, and the practice of fishing. The net (upega) motif symbolises tradition...	Te mātauranga ā-iwi me te whakaaro ā-whatungarongaro	Used in contemporary Samoan art to reference ocean rights and traditional fishing sover...
Pe'a / Malofie	Sacred rite of passage marking Samoan manhood, social standing, and covenant with ancestors. 'Pe'a' means the Samoan ...	Te hanga AI Māori: Te whakaohoho me ngā āronui anamata	The pe'a was actively suppressed by English Christian missionaries in the 1830s; its su...

Pacific

Ingoa	Tikanga	Kōwae Akoranga	Whakamahinga Whakaohoho
Va'a (Samoan) / Waka (Māori/Cook Islands) / Vaka (Fijian/Tongan)	Voyaging, ancestry, freedom, and the claim to the Pacific Ocean as indigenous homeland. The outrigger canoe enabled t...	He aha te raraunga? Ngā mātauranga Māori me te ao matihiko	PRIMARY RESISTANCE MOTIF: Pacific Climate Warriors used decorated traditional canoes to...

Tongan

Ingoa	Tikanga	Kōwae Akoranga	Whakamahinga Whakaohoho
Manulua	Unity, alliance, and the binding of social relationships. 'Two birds' – the paired forms represent unity and the bind...	Whenua, rohe, me te mana matihiko	Used in contemporary Tongan diaspora art and ceremonial ngatu exchanged at political an...

Fijian

Ingoa	Tikanga	Kōwae Akoranga	Whakamahinga Whakaohoho
Masi Kesa / Bolabola	Clan identity, rank, and spiritual protection. Each sub-clan (tokatoka) owns specific masi motifs (draudrau) that are...	Whenua, rohe, me te mana matihiko	Contemporary Fijian artists have contested the appropriation of masi motifs by non-Fiji...
Vonu	Longevity, endurance, navigation, and the connection between land and sea. The vonu is a symbol of wisdom and the lin...	Whenua, rohe, me te mana matihiko	A key symbol in Pacific climate activism – appearing on protest signs, murals, and soci...

Guarani

Ingoa	Tikanga	Kōwae Akoranga	Whakamahinga Whakaohoho
Yvy marā e'ỹ	The mythical Guaraní paradise – a land free of hunger, war, and disease. The soul must achieve a state of perfection ...	He aha te raraunga? Ngā mātauranga Māori me te ao matihiko	Concept widely used in APIB rhetoric, ATL (Free Land Camp) speeches, and deforestation ...
Cuaracy Ra'Angaba	An astronomical stone calendar used by the Guaraní to track seasons, solstices, moon phases, and cardinal directions....	Te mātauranga ā-iwi me te whakaaro ā-whatungarongaro	Used in contemporary Guaraní visual identity and eco-cultural activism. The solar wheel...
Ñandutí	Traditional Paraguayan needle lace whose name means 'spider web' in Guaraní. Created by mestizo Guaraní women blendin...	Whenua, rohe, me te mana matihiko	Symbol of Paraguayan national and Guaraní cultural identity. Appears in indigenous craf...
Jaguarový (Blue Jaguar) / Jagua Pytā (Red Jaguar)	In Guaraní cosmology, the Blue Jaguar (Jaguarový) is contained inside Nhamandu's hut at Yvy Marā E'ỹ. If released, it ...	Te hanga AI Māori: Te whakaohoho me ngā āronui anamata	The jaguar motif appears across Amazonian resistance art, including APIB activist graph...

Shipibo

Ingoa	Tikanga	Kōwae Akoranga	Whakamahinga Whakaohoho
Kené (also: quené, keno)	The Shipibo-Conibo traditional geometric designs painted on ceramics, textiles, and bodies. They express the cosmolog...	Te mātauranga ā-iwi me te whakaaro ā-whatungarongaro	Shipibo women have painted kené on urban murals in Lima as acts of cultural resistance ...
Ronin Kuin (also: rono ewa)	The primordial anaconda that, according to Shipibo-Conibo cosmology, sang the universe into existence. The pattern of...	Te mātauranga ā-iwi me te whakaaro ā-whatungarongaro	The anaconda motif is used in Amazonian environmental campaigns to symbolise the ecolog...

Guna

Ingoa	Tikanga	Kōwae Akoranga	Whakamahinga Whakaohoho
Mola	Hand-stitched textile panels worn by Guna women of the San Blas Archipelago (Guna Yala), Panama. Its designs may be r...	CARE me OCAP: Ngā anga mō te mana raraunga	Molas became markers of Guna cultural sovereignty and resistance to cultural assimilati...

Kayapo

Ingoa	Tikanga	Kōwae Akoranga	Whakamahinga Whakaohoho
Mei-kà (jaguar pattern, lit. 'jaguar-like')	The jaguar is the apex predator and spiritual power animal of Kayapó cosmology. Jaguar-pattern body paint marks warri...	Te Tāmitanga Raraunga: Nā wai i tangohia ō tātou raraunga?	Kayapó leaders including Raoni Metuktire and Paiakā have appeared in international medi...

Yanomami

Ingoa	Tikanga	Kōwae Akoranga	Whakamahinga Whakaohoho
Urihi a	Urihi a ('forest-land') is the Yanomami concept for the inhabited world – the second lowest of four cosmic layers. Da...	Te Tāmitanga Raraunga: Nā wai i tangohia ō tātou raraunga?	Davi Kopenawa's 'The Falling Sky' drawn from urihi cosmology became the central Yanomam...

Amazonian

Ingoa	Tikanga	Kōwae Akoranga	Whakamahinga Whakaohoho
Luta pela Vida (Pt); Ore arandu rekove (Guaraní concept)	The Luta pela Vida (Struggle for Life) camp by APIB in Brasília (August–September 2021) was the largest indigenous mo...	Te Tāmitanga Raraunga: Nā wai i tangohia ō tātou raraunga?	THIS IS THE CENTRAL RESISTANCE MOTIF CONTEXT. APIB explicitly frames body paint as poli...

4. Aratohu Mīhara

Ka kitea ngā mīhara katoa i

https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_{id}.png — whakakāpuia {id} ki te tohu pūāhua. He 1080×1920px, he tūāhanga pouri, he kupu pakari reo-rua. I whakamahia mō TikTok, Instagram Stories, me Facebook Stories.

ID	Ingoa	Iwi / Mātāpuna	URL Mīhara
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	Nihō 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	Nihō Mano	Samoan	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_nihō_mano.png
atualoa	Fa'a Atualoa / Ātualoa	Samoan	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_atualoa.png
fetu	Fetu / Fa'a Aveau	Samoan	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_fetu.png
malu_diamond	Malu	Samoan	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_malu_diamond.png
aso	'Aso / 'Aso Fa'aifo	Samoan	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_aso.png
fa_a_upega	Fa'a 'Au'upega / Upega	Samoan	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_fa_a_upega.png
pea	Pe'a / Malofie	Samoan	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_pea.png
va_a_waka	Va'a (Samoan) / Waka (Māori/Cook Islands) / Vaka (Fijian/Tongan)	Pacific	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_va_a_waka.png
manulua	Manulua	Tongan	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_manulua.png
masi_kesa	Masi Kesa / Bolabola	Fijian	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_masi_kesa.png
vonu	Vonu	Fijian	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_vonu.png
yvy_mara_ey	Yvy marā e'ỹ	Guarani	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_yvy_mara_ey.png
cuaracy_ra_angaba	Cuaracy Ra'Angaba	Guarani	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_cuaracy_ra_angaba.png
nanduti	Ñandutí	Guarani	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_nanduti.png
jagua_pyta	Jaguarový (Blue Jaguar) / Jagua Pytä (Red Jaguar)	Guarani	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_jagua_pyta.png
kene_shipibo	Kené (also: quené, keno)	Shipibo	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_kene_shipibo.png
ronin_kuin	Ronin Kuin (also: rono ewa)	Shipibo	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/motifs/memes/meme_ronin_kuin.png

ID	Ingoa	Iwi / Mātāpuna	URL Mīhara
mola_guna	Mola	Guna	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/mot...
kayapo_jaguar_division	Mei-kà (jaguar pattern, lit. 'jaguar-like')	Kayapo	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/mot...
yanomami_urihi	Urihi a	Yanomami	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/mot...
luta_pela_vida	Luta pela Vida (Pt); Ore arandu rekove (Guaraní concept)	Amazonian	https://pub-bf8eea881c1e44d88eda5192c3b92291.r2.dev/mot...

5. Aratohu Pāpāho Pāpori

Platform	Specs
TikTok / Instagram Stories (9:16)	1080×1920px – tiakina ngā kupu matua ki waenganui o te atahanga 1080×1420
Instagram Feed (1:1)	1080×1080px – pūāhua ki waenganui, iti ngā kupu, 30 hashtag ki uta
X / Twitter (16:9)	1200×628px – whakamahia 1–2 hashtags anake
Facebook	1200×630px – pai mō ngā rōpū hapori me ngā pānuitanga kaupeka

Hashtags

[#TeReo](#) [#Māori](#) [#Aotearoa](#) [#ManaRaraunga](#) [#Kotahitanga](#) [#TePA](#) [#TinoRangatiratanga](#)

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

6. Ngā Tohutohu Rapanga Pakiaka

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

1. Haere ki <https://kiwi-dialectic-te-pa-minisite.vercel.app>
2. Pāpātia tētahi nōti ki runga i te mahere rapanga pakiaaka
3. Tirohia te pūāhua me tōna tikanga ahurea
4. Pāpātia 'Tiri ki X' rānei 'Tiri ki Facebook'
5. Pāpātia 'Tikiake Mīhara' mō ngā Kōrero / TikTok
6. Pāpātia 'Tikiake Pūāhua PNG' mō te whakaahua tūāhanga
7. Pāpātia 'Ako: Kōwae X' ki te whakatuwhera i te kōwae akoranga
8. Ka tohua ngā tikiakenga me ngā tiringa katoa ki te paepae tātaritanga

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>

© 2026 Te Pā Charitable Trust – CC BY-NC-SA 4.0 – 2 Mount Street, Port Chalmers, Dunedin 9023, Aotearoa New Zealand