

The Storefront Metaphor: Visibility vs. Vitality

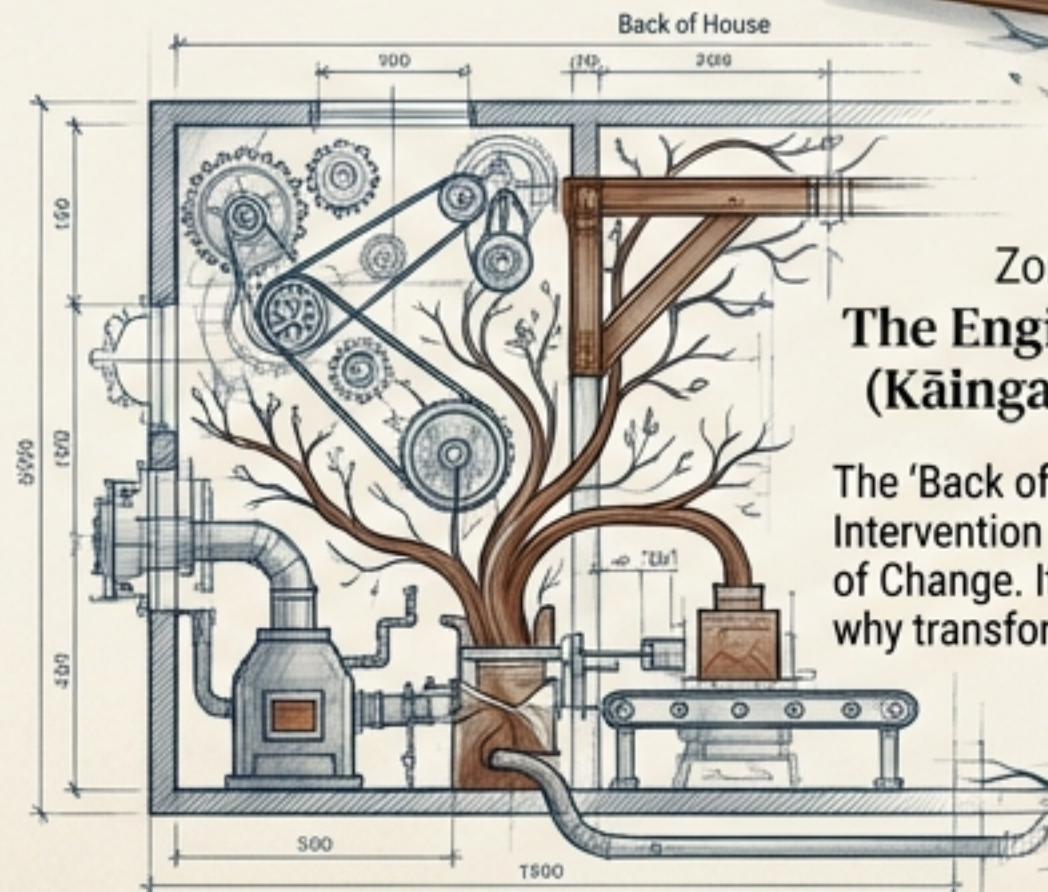
Core Insight

We distinguish between the internal logic that drives change and the external framework used to measure it.

Think of it as a shop: the 'Engine Room' creates the value, while the 'Shop Window' displays the story to the world.

Zone 2 The Front Window (Pū-Rā-Ka-Ū)

The "Display." This is the measurement framework. It organises narratives into a coherent story for funders and the community.



Zone 1 The Engine Room (Kāinga Kōrero)

The 'Back of Shop.' This is the Intervention Logic and Theory of Change. It explains how and why transformation happens.

The Connection

Both components are grounded in the Rākau (tree) metaphor—mechanical parts serving an organic purpose.

The Rākau: An Anatomy of Growth

Core Insight

The framework takes its name from the parts of the tree. By mapping stages of growth to the anatomy of the Rākau, we can diagnose exactly where a whānau sits in their journey toward flourishing.



Pū (The Crown)

Represents potential blooms. The start of the cycle.



Rā (The Branches)

Represents the processing of light and energy. The engagement phase.



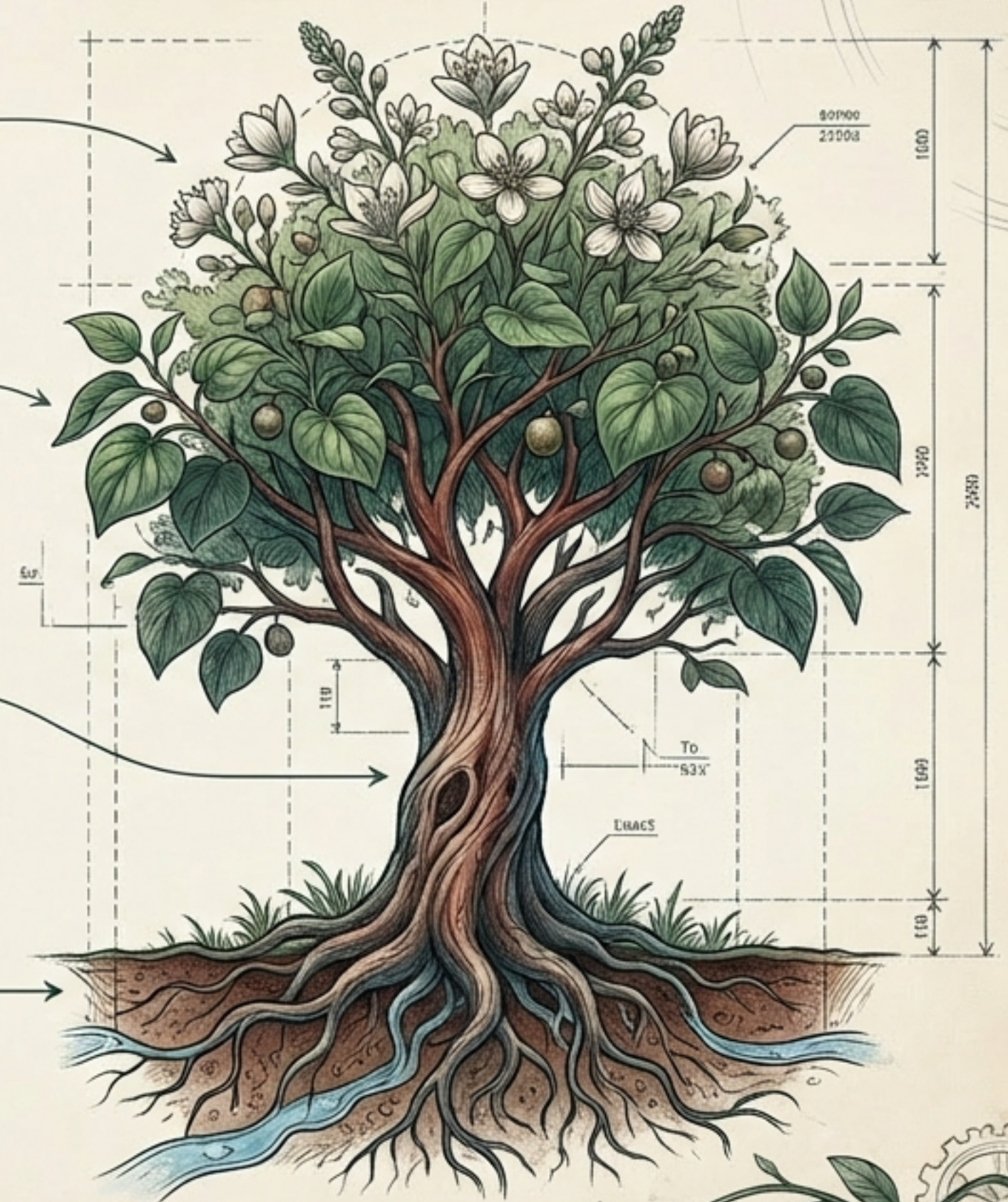
Ka (The Trunk)

Represents the holding of history and stability. The phase of solidified action.



Ū (The Roots)

Represents the sharing of wisdom and deep grounding. The phase of sustainability.



Kāinga Kōrero: The Engine Room of Change

Core Insight

Kāinga Kōrero is the internal driver. It functions as the 'Green' (Intervention Logic) and 'Grey' (Theory of Change) applications of the model. It is the invisible work that powers visible results.

Source Authority

Derived from the knowledge of the Hauraki people.

Function

Informs and measures all data collected in the front window.

Logic

Change is not imposed from the outside; it emerges organically from within the whānau through specific shifts in energy (Mauri).



The Spectrum of Energy: From Awakening to Flourishing

Core Insight

We track progress by observing the state of Mauri (life force). The goal is to facilitate movement from dormancy to self-sustaining vitality.

The Four States



1. Mauri Mate (Pū)

The Awakening Seed

Dormant potential is stirring. The focus is on raising awareness.

2. Mauri Oho (Rā)

Enlightened Engagement

The spark is lit. Active participation and "igniting" the whānau.

3. Mauri Tū (Ka)

Decisive Action

Standing tall. Drawing on history/wisdom to implement concrete solutions.

4. Mauri Ora (Ū)

Sustained Flourishing

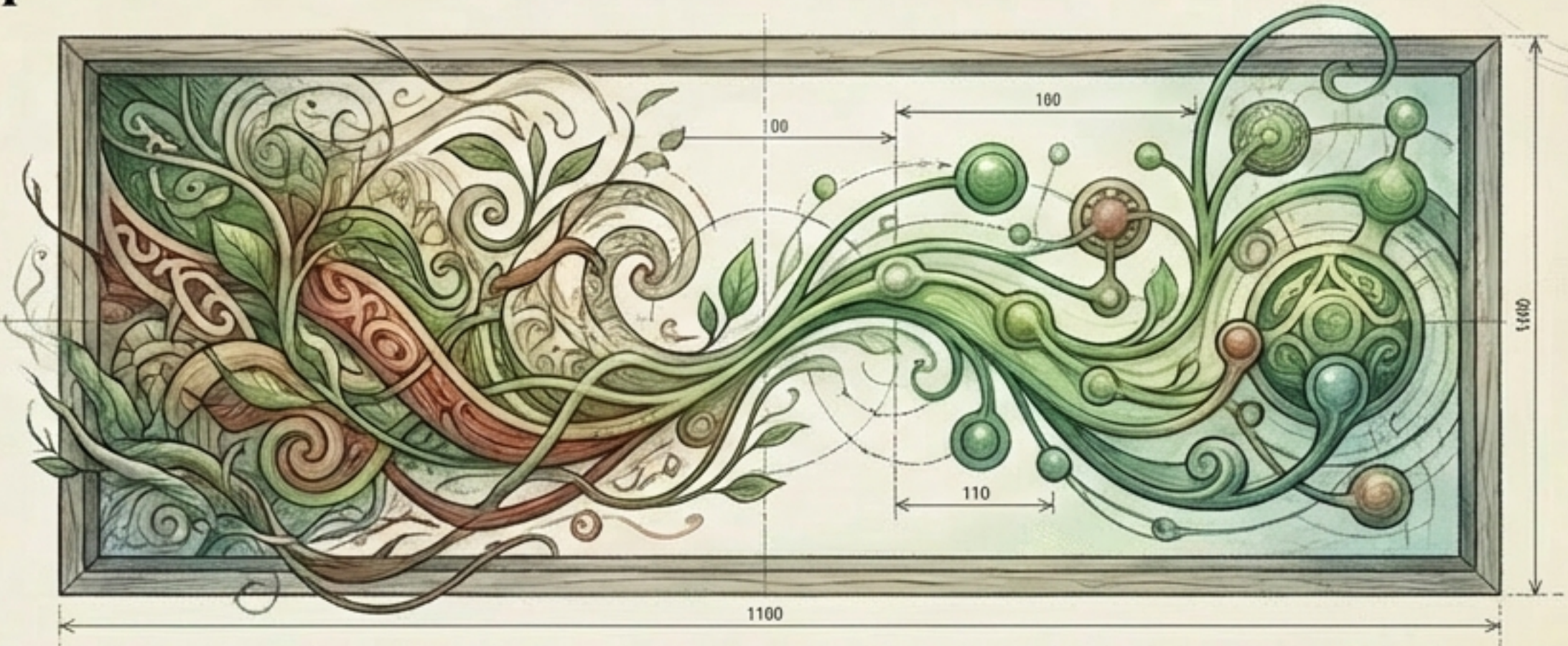
The ultimate goal. Change thrives independently of external support.

Pū-Rā-Ka-Ū: The Presentation Window

Operational Functions

Core Insight

Pū-Rā-Ka-Ū is the interface between the whānau's reality and the external world. It captures data in a way that validates community knowledge rather than dissecting it.



Data Capture

Organises complex human experiences into a format valid for evaluation.

Project Management

Manages the 'Red' (Project Development) and 'Blue' (Project Evaluation) aspects of the workflow.

The Goal

To present a coherent story of change that satisfies funding requirements without compromising cultural integrity.

Tools of the Window: Narrative as Data

The Toolset

Core Insight

Standard metrics often miss the nuance of indigenous transformation. We utilize Waha Pikitia and verbatim accounts to ensure the 'data' remains true to the source.



Waha Pikitia

Multi-modal storytelling. Whānau use visual arts, oral history, and music to articulate their own shifts in Mauri.



Verbatim Accounts

Preserving narratives word-for-word. These are treated as taonga (treasures), ensuring that the researcher's interpretation never overrides the whānau's voice.

Validation: The window validates knowledge by letting the community decide how it is shared.

The Diagnostic Rubric: Evidence of Progress

Core Insight

The Assessment Rubric acts as a diagnostic tool for the engine. We look through the four windows to identify specific evidence of growth.

Window 1 (Pū/Mate)

Is the Karanga (call) being heard? Are community representatives (māngai) stepping forward?



Window 2 (Rā/Oho)

Is there meaningful dialogue? Are whānau deconstructing their realities and identifying their own solutions?



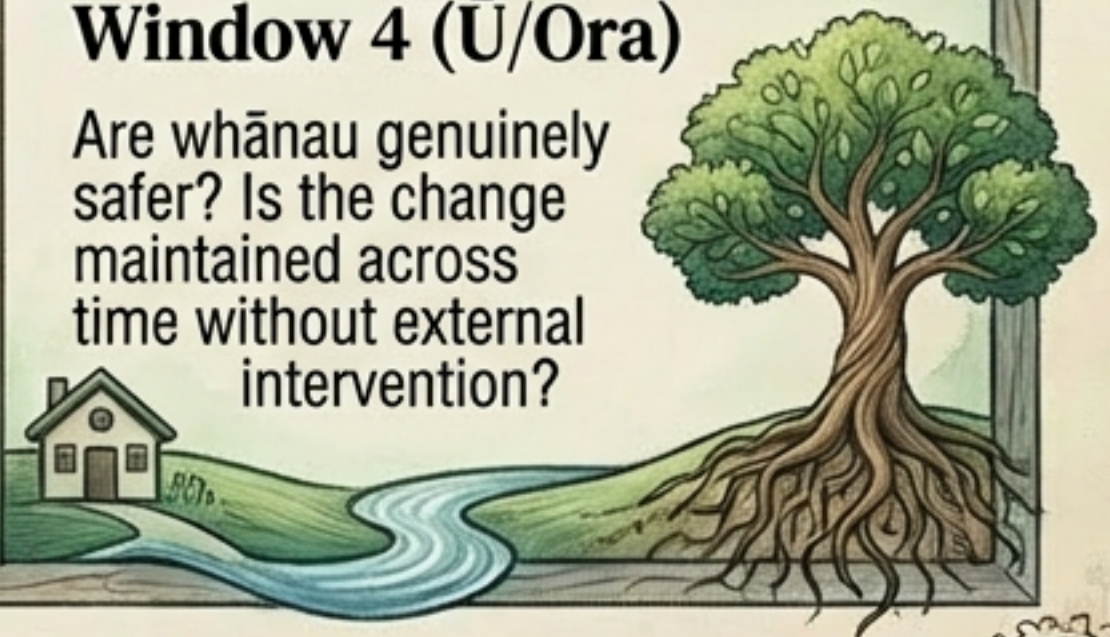
Window 3 (Ka/Tū)

Are concrete actions being tested? Is there collective action and practical implementation?



Window 4 (Ū/Ora)

Are whānau genuinely safer? Is the change maintained across time without external intervention?



The Measurement Process in Practice

Core Insight

Evaluation is not a retrospective activity; it is an integrated four-step cycle performed by Kaimahi (practitioners) to assess ecosystem vitality in real-time.

The Workflow

1. Assess Mauri Stage

Identify which Kāinga Kōrero stage the whānau is currently inhabiting.



4. Support Next Stage

Address barriers and provide the nourishment required to move to the next phase.



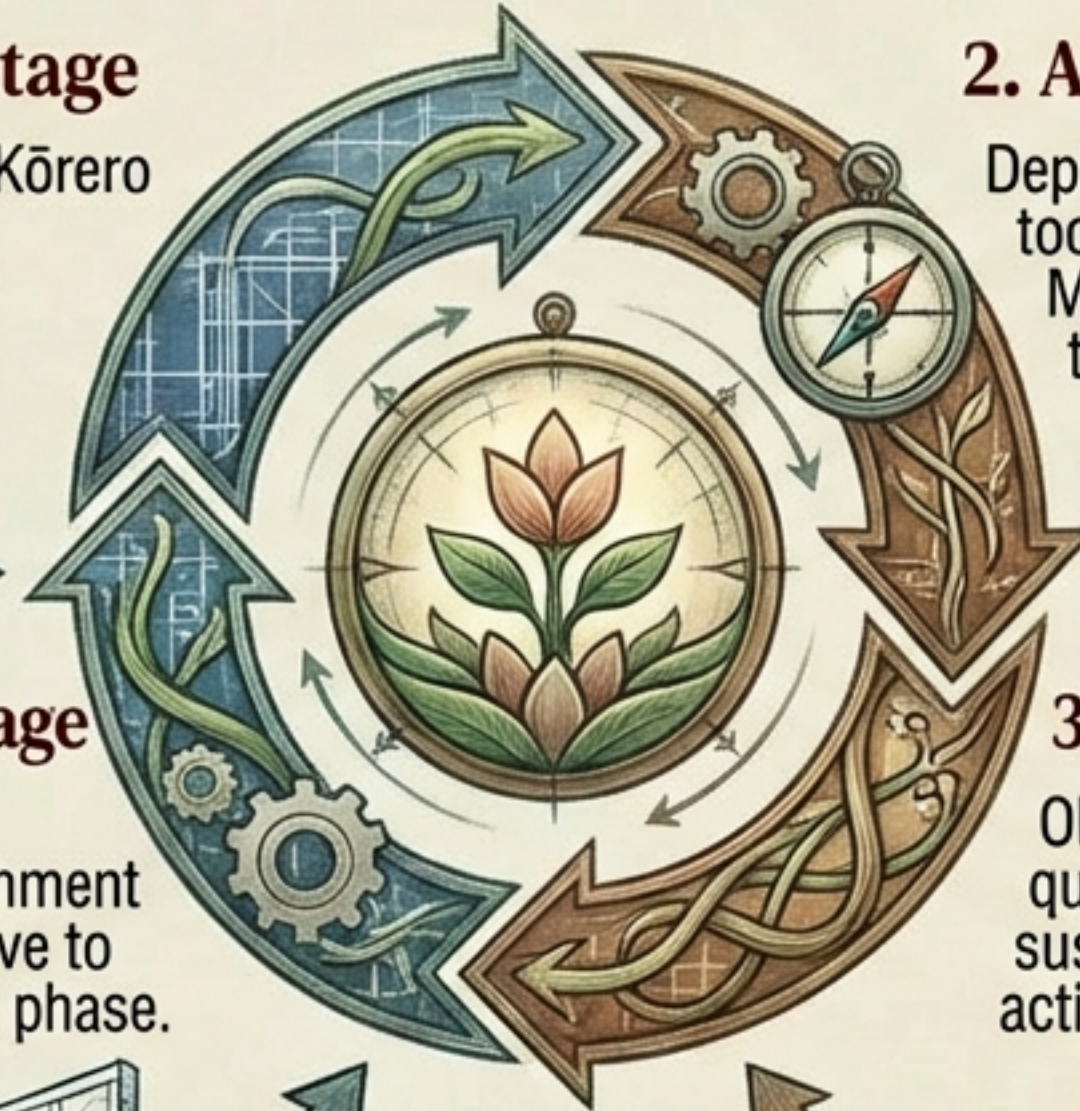
2. Apply Stage Tools

Deploy specific Pū-Rā-Ka-Ū tools (e.g., Outcome Mapping) relevant to that stage.



3. Track Progression

Observe behaviours, quality of dialogue, and sustainability of actions.



Data Sovereignty: The Ethics of the Shop

Core Insight

In this model, data is not extracted for external benefit. It is governed by principles of sovereignty, ensuring it serves community restoration and future generations.



Key Principles

Whānau Control

Stories and data remain the property of the whānau.



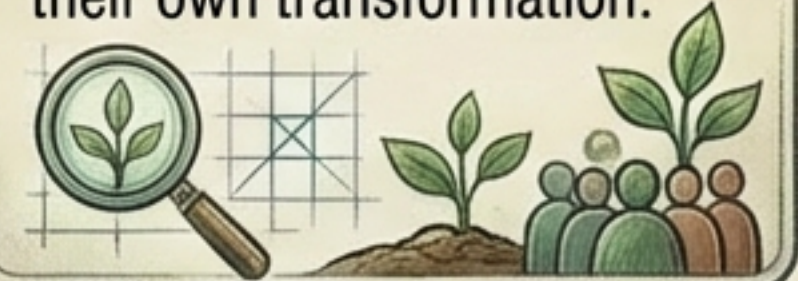
Cultural Validity

All measures are grounded in Te Ao Māori and Hauraki-specific knowledge.



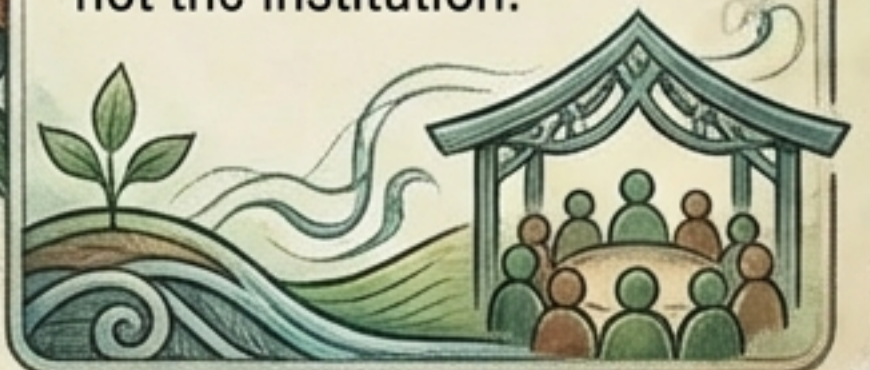
Community Analysis

Whānau interpret their own data; they are the experts on their own transformation.



Collective Benefit

Data serves the collective, not the institution.



The Vision: Achieving Mauri Ora

Core Insight

When the Engine (Logic) and the Window (Measurement) work in harmony, we achieve Mauri Ora. This is the state where the tree stands on its own roots, resilient and flourishing.



The Final State

Self-Sustaining

Change is maintained without external support.

Safety

Whānau are genuinely safer.

Regeneration

The ecosystem cycles naturally, with wisdom (Ū) feeding new potential (Pū).

Final Note

Pū-Rā-Ka-Ū is not just a measure of what has happened; it is a guide for what is possible.

