

CFLI RECIPIENT END OF PROJECT REPORT**A completed Financial Report must also be submitted with this End of Project Report.**

Please refer to Annex A of your Contribution Agreement, in particular section 12 describing Planned Activities and Expected Results.

1. Project Number:	CFLI-2018-WLGTN-WS-0012
2. Amount Paid (CAD):	\$30,000
3. Recipient Organization:	Samoa Victim Support Group (SVSG)
4. Descriptive Project Name:	Sustainable Income Generation & Self Employment of Nofotane Women
5. Country:	Samoa
6. Project Location:	Nation-wide, Upolu, Savaii & Manono-tai, specifically the villages of the self-employed nofotane women targeted by the project.
7. Project Objectives:	<p>Were project objective met as described in the Contribution Agreement</p> <p>Yes, the project objectives were met with the achievements far exceeding expectations for the project.</p> <p>For instance, out of the 460 self-employed nofotane women reached by the project:</p> <ul style="list-style-type: none"> • 85% have increased access to resources for productions; • 42% have diversified their production to create new products using other natural resources available in their backyard; • 96% have secured support networks from within their families with their husbands and children in addition to network with other women under the program; and • 100% have improved self-esteem, going from being unemployed to breadwinners • https://www.samoobserver.ws/category/samoa/15240 <p>The project targeted the sustainable income generation & self-employment of 400 <i>nofotane</i> women who have previously attended SVSG's livelihood program and have earned a living from it.</p>
8. Project Activities:	<p>Activities: Please provide a short summary of activities in bullet points as outlined in the Contribution Agreement.</p> <p>Output 1:</p> <ol style="list-style-type: none"> 1. SVSG to source out successful women to provide mentorship; 2. Create women to women partnership to mentor and to encourage <i>nofotane</i> women; 3. Conduct 16 self-esteem training workshops for the newly self-employed <i>nofotane</i> women, looking at their value, purpose and worth. <p>Output 2:</p> <ol style="list-style-type: none"> 1. Source out affiliates to assist financing and carry out literacy

	<p>training ie: BSP, SPPD, CBS, SBEC;</p> <ol style="list-style-type: none"> 2. Allocate women to the relevant financial affiliates. <p>Output 3:</p> <ol style="list-style-type: none"> 1. SVSG consultations with WIBDI, Wilex, SAME and others on possible affiliations with <i>nofotane</i> women; 2. Link <i>nofotane</i> women to relevant affiliations; 3. Organise a market day in front of the Government building to close off the project. <p>Were all planned activities completed? Yes</p> <p>Were all planned activities completed on time? No All the planned activities for Output 1 and Output 2 were completed on time, except for the last activity of Output 3:</p> <p><i>Organise a market day in front of the Government building to close off the project</i></p> <p>The market day was delayed for a week due to severe weather conditions that affected Samoa.</p> <p>The <i>Nofotane</i> Market day originally planned for 28 February 2019 was rescheduled to 8th March 2019. An official request for an extension was forwarded to H.E Mario Bot and was approved. <i>[Refer attached copy of request letter and approval]</i> http://www.samoobserver.ws/en/28_02_2019/local/41598/Nofotane-market-day-postponed.htm?fbclid=IwAR3YwTINlr730aN0_h2-OiofqBRLBuJ-NBMi8vguXYVA8TgTyEIpZEn17EE</p> <p>Were there any significant difficulties with the project activities? No</p>
<p>9. Project Results:</p>	<p>Results: Please provide a short summary of results in bullet points as outlined in the Contribution Agreement:</p> <ul style="list-style-type: none"> • SVSG sourced out 120 successful women mentors to provide mentorship for the 460 self-employed <i>nofotane</i> women involved in the program; • 32 women to women partnerships were created amongst the <i>nofotane</i> earners (with the assistance of the SVSG village rep.) to mentor and encourage each other. The SVSG Communication Officer conducted 12 group feedback sessions with SVSG village representatives, mentors and <i>nofotane</i> women to discuss progress made in the women’s partnership networks;

	<ul style="list-style-type: none"> • Sixteen one and a half day workshop sessions were conducted for 460 self-employed <i>nofotane</i> women and 92 men (husbands) on the self-esteem SHINE Program and on the basic financial literacy such as budgeting, saving and marketing. There were 3 sessions in Savaii and 13 in Upolu, with a total of 88 villages represented in the 16 sessions; https://www.samoobserver.ws/category/samoa/30714 • Ongoing consultation with the Bank of the South Pacific (BSP) and the Samoa Commercial Bank (SCB) to provide financing support for the women such as the Small Development Loan Scheme for Low Income Earners available at the SCB and the Personal Loans for BSP; • 299 <i>nofotane</i> women were allocated to the local financial institutions for account set up, the rest of the women have opened bank accounts of their own; • SVSG carried out consultations with the Women in Business Development Incorporated (WIBDI), the Samoa Association of Manufacturers and Exporters (SAME), the Samoa Chamber of Commerce and the Samoa Business Network to establish market affiliations for the <i>nofotane</i> women; • SVSG linked 386 <i>nofotane</i> women (excluding the 74 commercial cooking earners) to the relevant market affiliations; • The <i>Nofotane</i> Market was held on 8th March 2019 at the <i>Malaefatu</i> Reserve in Apia to close off the project. It was well attended by the local community including the delegation 8-members delegation from the Commonwealth Parliamentary Association (CPA) of Canada. https://www.samoobserver.ws/category/samoa/38039 <p>Were all of your planned project results met? Yes</p>
<p>10. Partners:</p>	<p>Were any other partners (local or international) involved in the delivery of this project?</p> <p>Yes, the Bank of the South Pacific and the Samoa Commercial Bank (assisted with the financial literacy part of the workshop sessions).</p>
<p>11. Beneficiaries:</p>	<p>Please provide the total # of direct beneficiaries and the breakdown for each sub beneficiary group type.</p> <p>When tracking direct beneficiaries, please limit your number to those whose improved capacity, knowledge, and/or skills [or receipt of humanitarian assistance] can be directly attributed to project activities. If programming merely contributed to an individual’s increased capacity, knowledge and/or skills, that person should not be counted.</p> <p><i>(For example: If 30 nurses received training on how to educate women on sexual and reproductive health, their increased knowledge may lead</i></p>

	<p><i>to positive outcomes for those they educate in the future. However, for the purposes of a CFLI project, only the 30 nurses may be counted as direct beneficiaries.)</i></p> <p>Total Direct Beneficiaries: 3,205</p> <ul style="list-style-type: none"> • # of women (18 yrs. +) who directly benefitted from project activities: 460 (nofotane) + 149 (young women) = 609 • # of girls (under 18 yrs.) who directly benefitted from project activities: 1,116 (children of the 460 nofotane women) • # of men (18 yrs. +) who directly benefitted from project activities: 445 (husbands of the nofotane women) + 155 (young men) = 600 • # of boys (under 18 yrs.) who directly benefitted from project activities: 880 (children of the 460 nofotane women) • # of gender non-binary individuals (18 yrs. +) who directly benefitted from project activities: (N/A) • # of gender non-binary individuals (under 18 yrs.) who directly benefitted from project activities: (N/A)
<p>12. Gender Equality:</p>	<p>Describe how the women, men, boys, and girls in the community were impacted differently by your project.</p> <p>For the women, it was basically the improved self confidence that came with being economically empowerment which impacted on their greater participation in family matters and/or involvement in village matters.</p> <p>https://www.samoaoobserver.ws/category/samoa/38119?fbclid=IwAR3fQ-Hm6sFF2X6pI5Z_a8dWkfnLG2diC_s_BGCXScPCPnjNpGUOAZE-lwc</p> <p>The Prime Minister of Samoa, Tuilaepa Dr. Sailele Malielegaoi’s view on the project generally, is representative of the impact of the project on the men in the community. According to the Prime Minister, “The Nofotane project changed people’s mentality towards the rights of nofotane women in Samoa. Gone were the days when nofotane women were treated as servants in their husbands’ families. They are now seen as equals with their rights being acknowledged in families, in village council meetings, in women’s committee meetings and in churches.”</p> <p>For the boys, the project impacted them as it appeals to their masculinity; that girls and women can also be breadwinners, not just men. Similar to the men, it is a mentality change. The ongoing media coverage of the project highlighting the changes in families’ well-being as women joined their husbands in becoming the breadwinners, helped to develop the project’s impact on boys.</p>

As for the girls, the impact of the project is more a behavioural change towards social and economic empowerment. The improved self-esteem that comes from being unemployed to self-employed has been a source of encouragement to the girls growing up as young women.

http://www.samoobserver.ws/en/07_03_2019/local/41809/Learning-new-skills-can-eliminate-family-poverty.htm

Describe the participation of women and girls in the project, including their participation in the design and implementation phases.

The nofotane women that were involved in the project have been consulted prior to the project implementation. This was through their responses to the post training surveys on the livelihood trainings under the UN FGE programme, which identified the need for sustainability support. The same nofotane women attended the self-esteem workshop sessions for the project.

<https://www.samoobserver.ws/category/samoa/33093>

In addition, women and young girls from the media were involved in reporting, promoting and raising awareness on the project through the local newspapers, television stations and the social media.

More young girls were involved in the implementation phases as buyers of the nofotane women's products. As promoters of the products through posting on the social media, which resulted in more buyers coming in.

Women in the leadership roles in government ministries and corporations, and the private sector were involved by promoting the nofotane women's products in their workplaces. They have also been instrumental in soliciting market affiliations for the nofotane women's products both locally and internationally (ie: WIBDI, SAME, SBN, Chamber of Commerce).

Still more women in leadership roles in financial institutions such as the Bank of the South Pacific (Samoa) and the Samoa Commercial Bank have been involved in the implementation of the project through supporting the women when they come in to open their bank accounts, and/or answering any inquiries from the nofotane women on loan financing.

<p>13. Advocacy & Communications (if applicable):</p>	<p>Did you highlight Canada’s contribution to your project?</p> <p>Yes, all of SVSG’s media coverage and press conferences for the project always acknowledges the financial contribution from the government of Canada through the Canada Fund for Local Initiative (CFLI). It is the norm with SVSG and its work with funding agencies.</p> <p>https://www.facebook.com/pg/SUGAMagazine/posts/</p> <p>http://www.samoaoobserver.ws/en/26_02_2019/local/41551/Showcasing-creativity-empowering-women.htm</p> <p>In addition, SVSG’s Engage Newsletter Editions since the project implementation also contains the Government of Canada logo at the donors section to acknowledge all of SVSG’s supporting partners and donor agencies.</p> <p>Did your project have a successful advocacy component?</p> <p>Yes</p> <ul style="list-style-type: none"> • There was a strong media interest on the project as the nofotane women’s stories of change appeals to the members of the Samoan community. Through the media, the beneficiaries of the project were simply advocating for buy in and support for the economic empowerment of unemployed nofotane women in Samoa through their stories. • In the village communities, the SVSG village representatives who coordinated mentorship with the nofotane women played an important advocacy role. <p>It is SVSG’s experience that behavioural changes by village leaders are easily adopted by their followers. As such, when the SVSG village representatives, (who are mainly village leaders – high chiefs) advocated in the village council meetings for support towards the economic empowerment of women, with a specific focus on nofotane women, it was an effective advocacy strategy because village leaders are in the position of influence to bring about change.</p>
<p>14. Budget Information:</p>	<p>Was the project completed within the approved budget as outlined in the Contribution Agreement?</p> <p>Yes</p>

<p>15. Lessons Learned</p>	<p>Describe any lessons learned from the implementation of this project:</p> <p>There have been a lot of lessons learnt from the implementation of this project. SVSG have learnt:</p> <ul style="list-style-type: none"> • How to listen to people who make sense and those who do not; • That successful women struggled hard to be successful in life, just like the self-employed nofotane women reached by the project. <p>Their story of hardship and perseverance has been a source of inspiration not only to the other women in Samoa, but to SVSG as an organisation that is championing for women’s economic empowerment, for change and for equality.</p> <ul style="list-style-type: none"> • That ANYTHING is possible for women only if they are given proper chance, adequate skill and support; • As a champion for change in Samoa, the project has showed us how much we don't know about what we previously thought we knew. It has actually inspired SVSG as a family of supporters for the people of Samoa, to do better. And we have learnt from those that we set out to empower, the self-employed nofotane women themselves.
<p>Submitted by:</p>	<p>Lina Chang President</p>