Final Report

Narrative Section

The Narrative Section of the Final Report is designed to capture the results, challenges, and opportunities of your overall grant programme. It also presents an opportunity to gather stories that reflect the richness of your programme and capture lessons learned within the organization and in local and national contexts. Please feel free to write creatively in your responses. We encourage you to use this section as an opportunity for reflection within your organization.

1. Results (maximum 1,200 words)

What have been the key achievements and results of your programme? What have been/will be the implications on women’s lives?

A. Please start by briefly describing what, according to you, were the 2-3 most significant achievements of the programme (whether planned for or not), i.e. that will have the biggest impact in the lives of the women and girls targeted by the programme.

B. Then, please describe all key results achieved, outcome by outcome and output by output, following the order of your PMF, and elaborate on the key strategies that have brought about those results.

Please use evidence (figures, statistics, testimonials, etc.) to support your statements. Always start with the big picture! You may consult the results guidance in the Grantee Guide.

A: Most Significant Achievements

The Prime Minister of Samoa’s congratulatory remarks during the official closing of the Nofotane Project in July 2018, highlighted the significant achievements of the programme in Samoa. He couldn’t have said it any better.

According to the Prime Minister, Tuilaepa Dr. Sailele Malielegaoi,

“The Nofotane programme 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. They are now participating, having their voices heard in these forums. In government, the program had shifted the people’s mentality towards the employment rights of nofotane women; look at the Labour and Employment Relations Regulations that came into effect in November 2016?; how about the Parliament
session in June 2017 where the role of the nofotane woman was discussed? Samoa Victim Support Group is renowned for being vocal on supporting the rights of the most vulnerable in the community, and the Nofotane program proved once again, the commitment from this organization to achieve what we all thought was impossible while maintaining the Samoan tradition and culture. The strength of SVSG is its credibility in the community; our people relate to SVSG as its work speak for itself. SVSG is a household name in Samoa merely because it encompasses everyone as family.

I look around me this morning and marveled at the colors, at the variety, and at the innovative products displayed at the Nofotane Women’s Closing Market. This is the visibility of all the successful work from when I officially opened this Project in 2016, to the closing today. I see women in the forefront of their market stalls, with their husbands supporting them from behind, and I ask myself, is this reversed psychology? No, this is women empowerment and how it will drive development in their families, in their village communities and in this country as a whole. As the SVSG President is always quoted as saying, “A nofotane woman will always be a nofotane; the project is not attempting to change this cultural aspect of the FaaSamoa, but merely aims to improve the economic empowerment of women and to increase their participation in domestic and community matters.”

And I challenged the empowered nofotane women here today to look further than empowerment; consider the environment in your new business ventures. Look at how you created colorful handbags and purses from plastic trash? Think about how your new business ideas will help Samoa address climate change issues affecting us. Help your husbands plant more fruit trees around your house, as this small act will help not only your family’s food supply, but most importantly, it will contribute to the greening of our environment. If anyone can do it, its you, the empowered nofotane women. With the confidence you now have, I’ll say that the sky is the limit, and I wish you all the best moving forward.”

For the Nofotane Project, the 3 most significant achievements of the programme are:

1. The change in people’s mentality towards the human rights of nofotane women
2. The shift in people’s attitudes towards the employment rights of nofotane women
3. How women empowerment drive development in their families and the community as a whole

These achievements are in line with the UN Women Fund for Gender Equality’s visión for its program to be inclusive, ‘leaving no one behind’. Samoa Victim Support Group is pleased that it was able to contribute in achieving this for the people of Samoa, in particular, the nofotane women.

During the official closing ceremony for the Project, a 76 year old high chief from Savaii was recognized for being one of the oldest advocate for the Nofotane Project. And this is the extent of the mentality change towards nofotane women in Samoa. According to Faumuina Tauatamaniulaita Tuaaitoa Aviata of Papa Palauli, “I participated in the program and became an advocate to help raise awareness and to gather support towards the economic empowerment of nofotane women, because as a village mayor and a village leader, this is one of the responsibilities that I have to uphold.”

Hon. Faimalotoa Kika Stowers-Ah Kau (Minister for Women, Community & Social Development) with Faumuina Tauatamaniulaita Tuaaitoa Aviata.
B: Achievements as per PMF

**Goal:** Nofotane women of Samoa have improved access to sustainable employment and increased participation in domestic and community matters.

**Achievement:** The Project achieved more than was set out in its Project goal. The PMF showed that out of the target 5,000 for livelihood training, 5,170 nofotane women were actually trained in which 646 earners (out of the targeted 500 women) went on to earn a living as self-employed nofotane women, with sustainable employment to date.

Follow up assessments on the nofotane women trained on a livelihood skill, found 4,152/5,170 of them starting to participate in domestic matters while 3,619/5,170 of them are now participating in community matters either as a village council representative or a women's committee representative.

In addition, 300/646 earners participated in an End of Line Survey carried out for the Project, which recorded 100% of them now involved in both domestic and community matters, with 94% partially involved in the both. These responses were further supported by the responses from 200 village leaders who participated in the End of Line survey, as witnesses to the newly self-employed nofotane women.

**Outcome 1:** Increased recognition and support by 900 village leaders in 166 villages of women’s positive economic contributions and importance of participation in domestic and community matters.

**Achievement:** The Project reached 2,060 village leaders in 182 villages who have openly recognized and supported women’s rights in Samoa either through by-laws introduced:

- to denounce the using of the word ‘nofotane’ to be replaced by a more respectful Word ‘mau paolo’;
- to allow nofotane women to sit in women’s committee meetings hence, be eligible to represent the women in the village council meetings;
- to remove the specific dress code that was in place for nofotane women as opposed to native women of a village; and more

**Output 1.1:** Improve capacity of 500 village representatives in 166 villages to implement community education program that increases understanding of the importance of women's economic empowerment

**Achievement:** The Project trained 536 village representatives in 182 villages in which 98% or 527 advocated for the Project and lodged reports up to July 2018. The remaining 9 have moved overseas with their families during the project.

**Output 1.2:** Increase knowledge of 900 village leaders in 166 villages to speak positively about the economic potential of all women in the village, with deliberate inclusion of nofotane.

**Achievement:** A total of 2,060 village leaders have now openly recognized and supported women’s rights in Samoa through advocating for the women’s inclusion in family and village matters during village council meetings, church meetings and even during a Parliament session earlier in 2017.
Outcome 2: Increased awareness of employment rights of nofotane women and ensured sustainable self-employment of 500 unemployed nofotane women in rural Samoa (10% of target focused group)

Achievement: Workplace consultations raised awareness amongst 628 employers of domestic workers who attended the workshops, on their legal responsibilities when employing nofotane women. Upon following up work with the relevant government ministries, it was confirmed that 80% or 502/628 employers of domestic workers have registered nofotane domestic workers they currently employed, with these domestic workers now enjoying the benefits of being legally protected.

In addition, 646 (out of the target 500) self-employed nofotane women are now earning a living from the small business initiatives being set up and continued to be self-sustainable.

Output 2.1: Develop/Roll out Multi-media campaign for increased understanding of employment rights of nofotane domestic workers and FGE Project

Achievement: The multi media awareness campaign had sensitized 6,490 of the general public through information brochures distributed, questionnaires completed, and nofotane posts on the social media. It further raised nation-wide awareness through radio and televisión programs, and consulted 175 locals in Upolu and 206 in Savaii, during two open public fórums. To date, SVSG continues to maintain and update the SVSG Nofotane Facebook page on the employment rights of nofotane domestic workers and on the products available from the nofotane earners.

Output 2.2: Increase employers' understanding and acceptance of their legal responsibilities when employing nofotane as domestic workers

Achievement: All of the 628 employers of domestic workers who attended consultation workshops noted an increased understanding of their legal responsibilities. 502/628 domestic workers are now enjoying the benefits of being legally protected under the new Labour and Employment Relations Regulation as their employers have accepted their responsibilities by having them register with the ACC and the SNPF for their entitlements.

Output 2.3: Strengthen capacity for economic livelihood through skills training programs for 5,000 unemployed nofotane in 166 villages and encourage nofotane women to participate in domestic and community decision making

Achievement: 46/46 livelihood training have been carried out in 182 villages, attended by 5,170 nofotane women. Out of the 5,170 trained nofotane women:

- 98% or 5,066 noted an improved understanding of their employment rights following the trainings
- 753 registered to start small businesses following training with 646 who went on to start a small business and earned an income from selling their products.

It is from the 646 earners that 300 earners were drawn from to participate in the End of line Survey. The result showed that all 300 earners answered 'yes' to participating in domestic and community decision making while only 282 responded 'yes' to partially participating in domestic and community decision making.
2. Change in Power (maximum 1,200 words)

Can you please provide some examples of how power relationships have changed as a result of this programme or any of its activities?

Please provide concrete examples of changes for individuals or communities. For example there are women now present on local development boards or women with newly acquired control of assets are able to make decisions in their homes. Please use evidence (figures, statistics, testimonials, etc.) to support your statements.

It is unusual in Samoa to honor the lowest class of women in Samoan society – the nofotane women – but that was one of the milestone achievements of the Nofotane Project.

It was when the roles of women under the Nofotane Project were honored during the official closing of the project in front of the Government building late July 2018. Prime Minister Tuilaepa Dr. Sailele Malielegaoi congratulated everyone involved. Also in attendance were the Head of State, His Highness Tuimalealiifano Vaaletoa Sualauvi II and His Good Lady.

Close to 600 women and their families attended the 2-day project closing celebration. Papalii Mele Maualaivao, the UN Women Country Program Coordinator acknowledged the women, “I want to thank SVSG for the incredible efforts they have made, but especially to all the women here for participating, putting all your heart and soul into the work that you have created, and it has indeed flourished.”

For the individual women and their communities, evidence of change has been reported and practiced, benefiting not just the nofotane women, but all women in the villages. Some of these changes were noted from bi-monthly reports from village leaders including:

- 361 reports on changes in the treatment of nofotane women in their families where previously, nofotane women were the last to eat, to the new changes now seeing the nofotane women eating together with her husbands;
- 273 reports on nofotane women in their villages now attending the women’s committee meetings previously reserved for native women of the village; According to Paupusi Crichton, a native woman of Falefa in the main island of Upolu, having nofotane women join in their women’s committee meeting saw a more balanced discussion with the views from all women represented being addressed. On the other hand, Aniva Safoi, a nofotane woman of Levi Saleimoa in Upolu, commented on the feeling of being one with the native women when she joined the women’s committee meeting for the first time in December 2017.
- 135 reports on by-laws introduced and implemented in their villages now allowing nofotane women to wear the same clothes as all the other women;
- 117 reports on by-laws introduced and implemented in their villages prohibiting the using of the word ‘nofotane’ with all married and native women referred to simply as ‘women’;
- 95 reports on village council decisions allowing nofotane women to attend livelihood trainings while their husbands should look after the children; and
- 28 reports on nofotane women representatives now accepted to sit in village council meetings.
Other changes were recorded in a book called ‘The Nofotane’ launched during the official closing of the Project. And it is in this book that we hear the voices of the economically empowered nofotane women and their account of the changes in their lives, in the lives of their children, their families and their communities.

More changes were reported by the media, both locally and internationally. One such media was Radio New Zealand International reported on how ‘nofotane women leaves legacy of empowered women’.  
https://castbox.fm/episode/Nofotane-Project-leaves-legacy-of-empowered-women-id6229-id86298498?country=us

The local newspapers namely the Samoa Observer and the Newsline featured stories with headlines such as ‘Elders drawn to project making a difference’  
or ‘Project change lives at Toamua’  

Still, more changes were noted from the 300 nofotane earners who participated in the End of Line survey for the project:

- 100% are now involved in household decision making on children’s education, taking children to hospital when sick or nofotane women visiting their families;
- 94% are now involved in village decision making either through the village council meetings or the women’s committee meetings;
- 100% of the nofotane women recorded never being abused again by their husbands since they have started earning for the family;
- 35% of the nofotane women are now able to financially support their children’s education up to University level in 2018.

There is Faauu Maoma, daughter of Luisa Siaosi, a nofotane woman of Satitoa. Faauu talked about her family being poor and how everyday was a struggle for her mother, to provide for her and four other siblings. Living day by day was the priority, not education. However, when the village council of Satitoa announced in July 2017 its support of nofotane women attending livelihood trainings conducted by SVSG, Faauu noticed a change in her mother. Luisa was more positive as she encouraged Faauu to study hard in which she did. Luisa on the other hand was a student herself as she attended the livelihood training for the nofotane project. According to Faauu, her mother’s positive attitude was her source of inspiration. In December 2017, Faauu was the top student from the college in her village, making her eligible to study at the National University of Samoa in 2018. One of SVSG’s supporting partners from New Zealand is currently sponsoring Faauu’s tuition at the University. Pictured here is Faauu (holding sponsorship cheque) and her mother in blue
A similar story was featured in the local newspaper during the project closing in July 2018:

A mother’s vision

By Adel Fruean , 20 July 2018
436 Hits

Uaine Taumaloto. (Photo: Misiona Simo/Samoa Observer)

A young Foundation student at the National University of Samoa (N.U.S.) is thankful for her mother’s vision in helping her reach tertiary education.

Siatuolo Taumaloto is a student studying towards a Diploma in Tourism, thanks to her parents’ hard work. “If you knew me when I was a young girl, you would not think that this would be my future,” she said.

“You would not think that I could be a student studying a Diploma in Tourism, but my mum knew.”

Ms. Taumaloto’s mother, Uaine Taumaloto, tackled their family poverty by using her traditional skills of weaving to earn income. Uaine and her husband are both unemployed and at one stage depended only on the sea for survival, which was a tough life. “There was hardly enough money to send our daughter to school, but I always made a way because I knew that education would lead to a brighter future,” Uaine said.

A SUCCESS STORY: Uaine Taumaloto as one of the Nofotane earners that have succeeded through the program. Photo / (Supplied).

The mother of five shared that the knowledge of weaving was passed on to her by her mother, and little did she know that through the Nofotane Project, she would generate income by reviving her skills.

And now Uaine earns herself about $600 a week with her hand woven products, which includes printed mats, table mats and other handicraft works.

“I am really thankful to the Nofotane project for everything. I encourage all women but also our people to go back to our roots.”

“You will never know if you do not try, so for those who are facing poverty, find the courage to be something so you can take care of your families,”

Uaine said.
Ms. Taumaloto is also carrying on their family tradition of weaving by also learning from her mother, which she hopes to teach her children too.

“In my eyes, my mum is one of my greatest role models and I have learnt so much from her. My brothers and sisters can go to school now because of the money that my mum makes. I am so proud of my mum and I am where I am because of my mum’s vision.”

Uaine is one of the success stories of the Nofotane livelihood programme. The programme is driven by the Samoa Victim Support Group and partners.

These are some of the voices of the empowered nofotane women with many more featured in the book titled ‘The Nofotane’, that attest to how power relationships for the nofotane women and towards the nofotane women have changed, as a result of the Nofotane project.

3. Good Practices and Innovations (maximum 1,200 words)

Was there any strategy(ies) used during the programme that was particularly successful and that you could consider a good practice to be replicated by you or other organizations in the future? If so, why do you think it was so successful? Do you consider it an innovation (a successful strategy that was never used before in the same way in your context)? Please describe any activity, strategy or methodology that has demonstrated to be effective in achieving positive outcomes (either expected or unexpected) and that had never been tried in the same way before.

Please let us know how the idea to do it came about and if you either consulted and/or tested it with beneficiaries first. Please explain why you consider it worth sharing with other FGE grantees or stakeholders. Please use evidence (figures, statistics, testimonials, etc.) to support your statements.

From the outset, SVSG knew that village culture in Samoa has a clear hierarchy that dominates all decisions and is mostly led by men: Pulenuu (village mayors), matais (chiefs) and church ministers. Rather than trying to change any cultural aspect of the Samoan way of life, SVSG always use the Samoan culture and blend it into its programs, to effect any behavior changes necessary to address the rights of the most vulnerable that are being violated.

It is therefore from experience that SVSG believes behavioral change by village leaders are easily adopted by their followers.

As such, advocating for the economic empowerment of women, with a specific focus on nofotane women, through village leaders, was an effective strategy to the success of the project, because village leaders are in the position of influence to bring about change.

*The Nofotane theme song sung by village leaders during the official closing of the project in July 2018*
For the Nofotane project, the village leaders were not only engaged, but they were also tasked with being advocates, which placed the onus of the responsibilities on them as leaders, to drive the economic empowerment of women in Samoa. It was something they felt proud to be associated with, as evidence by their perseverance and commitment. The village leaders composed theme songs for the Nofotane project and recited poems they have written about the important role of the nofotane woman. The changes in power relationships achieved by the project are therefore part and parcel of the village leaders’ commitment to see this project through.

Innovative approaches to implement the program successfully were often initiated by the village leaders themselves. For instance, when SVSG planned the media campaign in 2017, the most challenging task was deciding on who or how to front up the roadside signboards, given that these were to be constructed inside the village communities. Being cultural sensitive is very important to the achievement of the project’s goal. As such, SVSG was mindful that the signboard messages should not only consider our culture, but also the Samoan way of life. Individual village leaders who were bold enough to publicly declare their support for the project and the changes implemented in their villages consented to have their photos on the signboards quoting them on their support. However, SVSG was mindful of the cultural sensitivity of the project.

In the end, an innovative approach was agreed upon with the general consent of the participants (made up of village leaders) to the 25 advocacy trainings being conducted. The strategy saw a group photo of each of the 25-training session bearing a collective comment from each session, to be printed on the signboards. The rationale behind this innovative approach was that, each of the participants in the group photo represents each of the villages supporting the project. The decision proved to bore successful results.

This approach has been alluded to by Ms. Suisala Mele Maualaivao, the UN Women Country Program Coordinator in Samoa, who has been reported by the local media during the media campaign for the project, as being amazed by the participation by Samoans as a whole in the nofotane program. According to Mele “We see this as an excellent way to show that women can be contributors, but also they can be leaders in that respect. We congratulate SVSG for targeting that area. We also know that it needs initiatives that have a great impact but are also culturally sensitive and so the fact that SVSG has gone into the communities first to meet with the fono a matai (village council), to go into the villages, guarantees that the community understands what this program is about. That is very important to guarantee that we have buy in and we have success.”

Never before in Samoa has a group photo of both men and women used to portray a message as cultural sensitive as the ‘nofotane woman’. The innovative approach to the multi-media campaign for the Nofotane Project is therefore worth sharing with other FGE grantees and/or stakeholders.
TRIBUTE TO THE NOFOTANE WOMEN

The magnitude of the recognition and support by village leaders of the nofotane women is evident by the tribute accorded to her through songs and poems composed and written respectively, to honour their value, purpose and strength.

It has been a tribute greatly appreciated by the nofotane women, and has formed part of the awareness raising, as the project was rolled out in village communities.

**Nofotane Woman**

1. Nofotane, you are like a habitat;  
A bouquet of flower from our Heavenly Father  
A beautiful sight  
That should be treasured in our lives

2. A highest flag in our families  
Because you are a precious pearl  
Your voice calms a family  
Your voice also causes quarrels and fights

3. Nofotane woman, the family and church rely on you  
Because anything you do is blessed  
In everything and all things they do

4. What about you father?  
Don’t be so harsh  
Verbal and mental abuse  
Remember, the nofotane woman is your wife, and someone else’s child

5. Nofotane women, please bear in mind  
That you should always have a loving heart  
Patient and humble  
As these are God’s virtues  
For the betterment of your family, village and church  
Merry Christmas and a Happy New Year

Poem written by: Alaelua Salefu, Matai (High Chief), Vaisala – Savaii  
Translated by: SVSG Team, Main Office - Upolu

**Nofotane Theme Song**

1. Nofotane women are men’s interaction  
Extending family lineage  
Prominent lineage from kinship  
This is the extended family of the nation

2. Nofotane women are valuable pearls  
They are not servants or displaced persons  
Do not point fingers at them in families  
They are precious to their parents and their own families

3. Alas, I do not want to hear what has been said  
Tarnishing the family and village names  
Because of not valuing the importance of nofotane women  
And it starts from the fathers in our families

4. Just a word of advice  
Nofotane women are supposed to be advisers in a family  
When you are feeling down  
Nofotane women will lighten up your spirit

5. A wise man thinks outside the box  
But a foolish one thinks about the here and now  
Let us be strong and proclaim the message  
For the reward it will bring us in years to come

6. Let this program bear positive outcomes  
For us the participants to the advocacy trainings  
Let us be the role models  
In our families and villages

Chorus: UN Women and SVSG  
Thank you for the program  
That aims at empowering Nofotane women  
And recognize their importance in families

Composer: Tuimalo Lavea [SVSG Village Rep – Savaii]  
Assistant Composer: Seualuga Tauasa Malietoa [SVSG Village Rep– Savaii]  
Translated by: SVSG Team, Main Office - Upolu
As the project approached its second and final year, **engaging leaders as agents of change** continued to gather momentum as the nofotane women gathered for the livelihood trainings. Seeing fathers as babysitters or carrying out domestic duties was something new.

This was due to some villages where the village councils have made specific resolutions for the husbands to carry out domestic duties so that the nofotane women can attend the livelihood trainings. Other village councils have allocated high chiefs to attend the livelihood trainings just to offer moral support to the nofotane women being trained.

For the leaders of the bigger island of Savaii, their perseverance and commitment paid off when in August 2018, two weeks after the official closing of the project in July, the empowered nofotane women of Savaii gathered to showcase their work in a market day for Father’s Day.

This is an achievement that instills pride in a village, a district and a community.

The media have been playing a very important role in sharing these stories, encouraging other leaders to show support for the project. Village leaders (both men and women) have been fronting the multi-media campaign for the project.

Engaging leaders may be an ‘old school’ approach to addressing gender equality issues faced by women, but for a cultural sensitive project as the Nofotane, it is good practice worth sharing with other FGE grantees and/or stakeholders, especially those in the Asia-Pacific region, where there is a bit of similarity in culture.

4. **Story(ies) of Change** *(maximum 700 words)*

Looking back over the programme, is there a story (from an individual or from a community) that exemplifies the most significant change that has resulted from your programme?
Even if transforming the world for social justice is a long-term process, sometimes a small change in one individual can symbolize a huge change for a family, community or country. We are interested in big positive changes but also in small but powerful stories, as together we can learn from both. Please prioritize examples of changes that reflect a shift in power relationships, for instance when a woman has accessed decision-making power or acquired control of assets.

Please explain what the contribution of the programme was to achieve this change and why you have chosen this particular story.

If possible, please provide the full name of the person(s) involved in the story(ies) and one or more quality photographs as attachments, for possible use in FGE publications (if so, we will contact you beforehand for clearance). You can provide more than one story if relevant.

The Nofotane project as a whole has had a great impact on Samoa as a nation, and on its natives. The changes ranked from minimal to significant, with these changes having had ripple effects on the lives of Samoans, both here and abroad.

The changes have been noted through the stories referred to as ‘The Voices of the Empowered Nofotane Women’ frequently shared by SVSG with the normal media outlets and social media. SVSG’s has also created a facebook page specifically to update stories on the nofotane women. https://www.facebook.com/nofotanesvsg/

Changes have also been alluded to through public statements made by government, church and village leaders. During one of the public forums for the project in 2017, a Government Minister and a high chief reiterated during his keynote address the changes in government because of the project.

According to Honorable Laaulialelamaiteoa Polataivao Schmidt:

“The Project is a wake up call to everyone that a nofotane woman is firstly a woman, she is a human being with rights like all humans, so regardless if she is a nofotane or not, she is entitled to cry, to laugh, to speak, to think, like all humans.” “That is why the government of Samoa gives their full support to this project because we want to emphasize this issue considering this is where the heart of unity for our country and families is found.” “The government also supports this because of the things that we have seen happening in other countries; where mothers and women do not have a voice." "They have to fight in order to have that right in everything regarding families, churches including the decisions of the government." “Now we have come to a point of life where we are emphasizing the importance of women all over the world and that is a main priority for our government now, to focus our attention to the significance of women in Samoa." http://www.samoaobserver.ws/en/14_06_2017/local/21063/Minister-highlights-the-importance-of-nofotane.htm
In village communities, church ministers and high chiefs have contributed to the changes through their advocacy roles which influenced a change in mentality towards the nofotane women.

Most of the training sessions for the advocacy as well as the livelihood components were held at church halls or village meeting fale (house), which is evidence of the church and village leaders’s support for the Project.

Reverend Elder Aila Patea (in White) of the Congregational Christian Church of Samoa at Luatuanuu pictured here with Rev. Nai Alamu (in blue floral) of the Methodist Church of Leusoalii, completing the registration forms and the surveys for one of the advocacy trainings.

From SVSG’s perspective, there is no change too big or too small worth noting. What is important is how such changes impact the lives of our people and be sustainable for the nofotane women, their families, village communities and Samoa as a whole. Here are some new stories an update on old stories previously reported. Each story has been selected to represent the different changes in the Samoan society as brought about by the programme:

**Turning the tide on decision making and women participation in community matters in Samoa**

*Taliilagi Salamo (in purple floral), representing the village council of Fuailoloo Mulifanua, attending the livelihood training to offer moral support towards the nofotane women.*

For Taliilagi Salamō of Fuailoloo Mulifanua, the first nofotane woman to sit in a village council meeting as a result of this project:

- the setting has not only brought positive changes for the nofotane women of her village with regards to their voices being heard through Taliilagi;
- the nofotane women in the women’s committee are now actively involved in women’s activities and events with some of them taking a leadership roles in coordinating livelihood trainings for unemployed women in their villages;
- According to Paupusi Crichton, a native woman of Falefa in the main island of Upolu, having nofotane women join in their women’s committee meeting saw a more balanced discussion with the views from all women represented being addressed. On the other hand, Aniva Saufoi, a nofotane woman of Levi Saleimoa in Upolu, commented on the feeling of being one with the native women when she joined the women’s committee meeting for the first time in December 2017.
- the change has also influenced the decisions of other village councils to open up the representations to nofotane women in their villages, even in the villages outside the 166 villages targeted for the project; and
- the change has now portrayed the decisión by the village of Fuailoloo Mulifanua, as a classic example of how gender equality works for the common good of the local communities.
When the livelihood training for the Nofotane project reached Toamua, the participants from Toamua, Puipaa and Faleula had already heard of its success through the nofotane women who have shared their human interest stories on the impact of the empowerment programme on their lives and that of their families.

The success was a form of encouragement to the participants of the 28th session which was centred at the residence of one of S.V.S.G. Village Representatives for Toamua, Ale Paepae Komiti.

While the old weaving skills were revived to create new products, arranging flowers took a more innovative approach with the women’s weaving skills complementing the floral arrangement.

The turning of trash into handbags continued to attract the women’s attention while the two-tone elei technique was more appealing to the young nofotane women and their husbands.
WOMEN AT WORK: The women taking part in the Nofotane project.

What was obvious from the Toamua session, was the eagerness of the women to learn and be able to earn from it.

Who wouldn’t be eager when more and more empowered nofotane women are sharing their stories on the media on the changes in their lives because of the program?

To date, S.V.S.G. has trained more close to 4,000 nofotane women on livelihood skills, in which 300+ are now earning a living from the skills being trained on. And as the newly self-employed nofotane women shared on their success, the livelihood training component of the project continues to gather momentum.
Individual Changes:

Mother uses plastics to make an income

By Adel Fruean, 30 July 2018

Sina Lagafuaina with baby Linatusaga Amosa.

From a housewife, to a self-employed mother, a 24-year-old tells her story of how she was able to help her husband support their family. Sina Lagafuaina from the village of Faiaai, Savaii stays with her husband’s family at Faleu’ Manono Tai.

“My husband was our income provider but it was still a struggle when you have extended families, churches, village responsibilities to fulfill. The income earned was not enough to cater to all our needs,” Mrs. Lagafuaina said.

She said when the Nofotane project was introduced to her district, Salega, she was determined to learn new skills so that she can contribute to the development of their family.

“I joined in May this year in Savaii. It was all new to me, the training offered was very difficult for me but I endured thanks to the support from God and my husband,” Sina said.

“I believe that with using plastics to create handicrafts, it helps reduce plastic wastes and make them long lasting.”

The mother of one said she is grateful to God for being her source of strength. “I am proud to say that I can get $500 from making five bags a week. Imagine that a person like me could have the chance to earn that kind of income. I cater to our village members and hotels. Nowadays it’s all about money and that is a
struggle for a lot of people,” she added.

Her husband, Lagafuaina Amosa said she is amazed by his wife’s will power and determination to fight and be someone of great talent. “Handicrafts seem to be something so many have so little faith in for how insignificant they appear to be, but it is a hidden treasure for us. I say that in a way that it is our bread and butter. It has granted us a stable and secure livelihood.

“My role is to collect plastics from all around shops and villages, then measure and cut into pieces so that it is easy for my wife to sow them together to make any size of bags.

“We work together as a family and we truly believe that being united lessens any burdens, it makes any journey worth taking,” he added.

The Nofotane project was an initiative of the Samoa Victim Support Group, which focused on economic empowerment of nofotane women in rural Samoa.


**Sustainable Changes:**

**Nofotane story told through products**

26 September 2018

6 Hits

Printed handbags and lopa lanyards
A glimpse of the Nofotane* story is attached to all the products created by the empowered nofotane women, which are now shared by anyone who wears the products.

The most popular are the red lopa seeds sewn into lanyards, in addition to the hand printed materials (elei), sewn into bags, suitable for meeting, conferences, trainings and other similar occasions.

The latest were 400 participants to the Cutting Edge Conference held in New Zealand from 12 – 15 September 2018, who wore the popular lopa seeds, sown into lanyards by close to 20 self-employed nofotane women (2 from Manono-tai, 1 from Luatuanuu, 1 from Pata Falelatai, and more than 15 women from Foailuga Savaii).

It’s unique, it’s innovative, and it’s specific to the empowered nofotane women and their story of hardship, which makes their empowerment all the more rewarding.

Similarly in Samoa, the nofotane products have been worn by more than 50 participants to the Pacific Judicial Conference hosted by the Samoa Judiciary this week.

The products include lopa lanyards and printed handbags that will be worn by the 50 participants from New Zealand, Australia, United States of America, Papua New Guinea, Guam, Fiji, Tuvalu, Vanuatu, Palau, Niue, Kiribati, the Solomon Islands and the Federated States of Micronesia.

The extent of the nofotane women’s story of empowerment will now reach the Pacific region through word of mouth, and through the products worn by the participants to these international conferences.

This is part and parcel of the sustainability support Samoa Victim Support Group continues to provide for the newly self-employed nofotane women in Samoa.

*The nofotane is a woman who marries into a family and stays with her spouse’s family*


5. Story of Organizational Change (maximum 700 words)

Looking back over the whole programme, is there a story that exemplifies a significant internal change in your organization that has resulted from the involvement in this programme?

This can include, for example, changes in the positioning of the organization in the national/ regional/ international political scenes or within the civil society movement, or changes in your organization such as adopting a stronger gender approach, becoming more RBM-oriented, changes in the areas of work/strategies used, or attitudinal changes among the staff.

*Please use evidence (figures, statistics, testimonials, etc.) to support your statements.*
When SVSG made the decision in 2015 to apply for funding to advance the rights of nofotane women through this Project, it knew that SVSG as an organization will go through some changes. But the questions of ‘what, where, how and when’ were not known to us then, until the programme started.

From the outset, the programme had effected the following changes within SVSG, and in SVSG’s positioning with its external stakeholders. Such changes include:

1. Improvement in the credibility of Samoa Victim Support Group as a non-governmental organization, as a civil society and as a support service organization in Samoa;
2. Strengthening SVSG’s resolve that behavioural changes are sustainable solutions to the many social issues facing our people today;
3. Movement towards a results-based management approach now adopted for other programs SVSG’s work targets such as addressing child protection issues and anger management counselling to name a few;
4. Adopting a more gender balanced approach with the staff recruitment and selection process, with the Executive Committee members’ selection and with the SVSG Board members’ selection. Previously, SVSG was known to be a female lead and operated NGO in Samoa. This has now changed because of the programme:
   - SVSG Board 2 male/3 female;
   - SVSG Executive – 2 male/2 female; and
   - SVSG Staff – 4 male/5 female

Nationally, SVSG has been invited to present in forums, the latest in November 2017, coordinated by the Youth and Family Violence Courts on Empowering the Youth of Samoa and the Family Unit to Stop Violence. SVSG was specifically asked to present on the ‘Economic Empowerment of Women as a Violence Prevention Strategy – NOFOTANE’. Just by having the word ‘Nofotane’ there in the official program for the forum, all in capital letters and bolded, highlighted a shift in how the Court system perceives the nofotane woman. And for a demeaning word ‘Nofotane’ to be highlighted as such, is recognition of SVSG’s innovative approaches to its work and programs.

Regionally, SVSG President Siliniu Lina Chang has been frequently being interviewed by reporters on the Radio New Zealand and Radio Australia international news, on changes in Samoa because of the nofotane project as well as changes in SVSG as the implementing agency for the project.

Internationally, SVSG’s credibility as it seeks funding opportunities has improved due partly to its ability to successfully roll out a bigger project as the Nofotane with UN Women FGE. Such successful funding applications include:

1. the One Sky Giving of the United States of America approved in October 2017 flexible funding to assist with SVSG’s work to address domestic violence; and
2. the Canada Fund for Local Initiatives of New Zealand approved in July 2017 for a project titled “Sustainable Income Generation & Self Employment of Nofotane Women”, specifically for the nofotane earners from the UN Women FGE programme.
The in house changes have been noticeable:

- The staff who employ nofotane domestic workers in their homes have registered them with the ACC and the SNPF as required under the new Labour and Employment Relations Regulation 2016;
- The RBM approach is now adopted for other programs SVSG has been working on such as addressing child protection issues, family violence, child vendor, to name a few;
- A sub-division called ‘the Nofotane Team’ has been set up within the structure of SVSG, which includes all the Project trainers, SVSG village representatives, village leaders and new nofotane entrepreneurs. This set up has made the ‘nofotane’ a household name within SVSG, highlighting a general attitudinal change within the organisation because of the programme.

6. Programme Context Analysis (maximum 500 words)

Has your work been affected positively or negatively during the entire programme period by any events or changes taking place outside of your organisation? How have you dealt with those changes?

Examples can include changes in political context, changes affecting beneficiaries, environmental challenges, etc.

The debate in Parliament late June 2017 on the nofotane project remains one of the highlights of the Nofotane Project, as it affected our work on the project and on SVSG’s support services positively.

As the Parliament session was covered by the local media, one of the daily newspapers ‘The Samoa Observer’ has been following up on this debate, reprinting views from the public towards the nofotane. This particular newspaper is available on line, which extended the reach of the Parliament debate on the Nofotane Women to Samoans living abroad, and to potential future donors for SVSG.

This was evidence by SVSG’s 2 successful applications to international donors during the project – one in the United States of America, the One Sky Giving; and one in New Zealand, the Canada Fund for Local Initiative. Both projects address the rights of women being violated: the women survivors of violence; the unemployed nofotane women; the women without a voice etc.

Following the parliament debate in June, a Parliamentary Sub-Committee that looked into the Sex Offenders Registry Bill 2017 requested a visit to the SVSG’s shelter facilities for children survivors of violence and sexual abuse in September 2017. Included in the sub-committee was the opposing MP to the Nofotane Project. And it was during this visit that SVSG had the opportunity to clarify any misconceptions the members of parliament might have about SVSG and its services, that as the voice for the voiceless, SVSG will continue to speak for the most vulnerable, not tampering with culture. The Sex Offenders Registry was officially launched in August 2018. http://www.samoaobserver.ws/en/10_08_2018/local/35798/Sex-Offender%E2%80%99s-Registry-to-protect-women-children.htm
The Member of Parliament from Vaipuna East who criticized the nofotane project is now on board as a strong supporter. A record number of participants from his constituency attended the 19th livelihood training session in November 2017. Most notable from this training was the presence of village leaders to support the economic empowerment of nofotane women and their acknowledgement was relayed through a high chief from one of the villages in the constituency Tumua To’oto’ofe Salevaogogo “Thank you to the Samoa Victim Support Group for the vision to economically empower women as this in turn benefits the whole village.”

And during the official closing ceremony for the Project in July 2018, a 76 year old high chief from Papa Puleia in Savaii was recognized for being one of the oldest advocates for the Nofotane Project. This is one of the villages in the big island of Savaii with a strong village council presence in village matters, with bylaws playing an important role in the village governance. To have high chiefs recognized for their advocacy role in the project remains a positive impact for SVSG and its work.

7. The Unexpected? (maximum 700 words)

Did anything unexpected happen (this could be either positive or negative) that presented a challenge and how did you deal with it? Or did it present an opportunity and how did the programme benefit from it?

As previously mentioned, the Parliament debate on the nofoane woman was never factored into the Project plan; it was unexpected, but rather than posing a challenge to the Project implementation, it nevertheless presented an opportunity for SVSG to gauge additional supporters for the programme and SVSG’s work in general, such as the Parliamentarians (who are all village high chiefs in their respective village and constituencies).

In addition, it fostered a more collaborative working relationship between SVSG and the Ministry of Women, Community & Social Development (MWCSD), the government focal ministry for all work with children, women and community matters.

Firstly, the MWCSD’s Minister defended the nofotane woman during the parliament debate in June 2017:


Minister of Women objects to nofotane reference

By Joyetter Feagaimaali’i-Luamanu, 26 June 2017
1205 Hits

STANDING UP FOR WOMEN: Minister of Women, Community and Social Development, Faimalotoa Kika Stowers.
The Minister of Women, Community and Social Development, Faimalotoa Kika Stowers, has defended the Nofotane programme against criticisms from a fellow Member of Parliament.

The Nofotane project is run by the Samoa Victims Support Group with assistance from UN Women. It is designed to address the stigma associated with women who marry into families. It is also geared towards empowering them.

But the goals of the programme were questioned by Member of Parliament Sulamanaia Fetaia’i Tuiavasa who said the programme has the wrong focus.

“This programme is trying to promote the nofotane when that is what they are, they are nofotane,” he said, adding that no stupid family in Samoa would treat the nofotane women any differently.

But the Minister disagrees.

Speaking in Parliament, she made it clear that while the Nofotane project is not a government project, her Ministry supports the initiative as part of overall effort to reduce gender-based violence.

“I want to elaborate on this subject, as I received many calls about this issue,” she said.

“I must address it because the public is listening and most especially women whose feelings were hurt. I want to be the voice of these women, to express their displeasure.

“They felt belittled yet the women’s role is vital to the development of families, villages, churches, countries and the government.”

Secondly, the Ministry of Women, Community & Social Development, for the first time since SVSG was established in 2009, visited the Campus of Hope, the shelter facilities operated by SVSG for abuse and abandoned children in Samoa.


Milestone moment for child protection

14 September 2018
392 Hit

COLLABORATIVE WORK: Ministry of Women, Community and Social Development Chief Executive Officer, Afamasaga Faaauiga Mulitalo and her management representative visiting the Samoa Victim Support Group Campus of Hope at Tuanaimato.

September 2018 will go down in the history of the Samoa Victim Support Group (S.V.S.G.) as the day that sets a pathway, for a more collaborative working relationship with an important partner to S.V.S.G. and its child protection work.
It was when the focal government ministry for child protection work in Samoa, the Ministry of Women, Community and Social Development, visited the Campus of Hope at Tuanaimato for the first time since S.V.S.G. was established in 2009.

Led by the newly appointed Chief Executive Officer, Afamasaga Faauiga Mulitalo, she was accompanied by the management team.

The C.E.O. acknowledged with gratitude the existence of a safe place to support, to help and to care for the abused children of Samoa.

“Visiting the Campus enabled the Management of the Ministry and myself to appreciate the magnitude of S.V.S.G’s work, and now we are in a much better position to help out, despite the visit being long overdue,” she said.

These are some of the benefits to the programme and SVSG’s work in general from the unexpected event such as the parliament debate on the nofotane women.

8. Lessons Learnt (maximum 700 words)

Please tell us about your experience of using different strategies and activities and if you have learned something that will help you in the future. Please tell us what worked and what has not worked so your experiences can be shared and help guide with others who want to do similar activities.

SVSG had learnt a lot from implementing the different activities.

The most important lesson learnt is the ability to work together with government, church, village and family leaders to firstly, influence mentality changes and eventually behavioural changes towards the nofotane women, and the gender equality issues addressed by the Project – sustainable employment and participation in family and community matters.

As mentioned earlier, SVSG had experience working with the village leaders in previous Project implementations, but for a topic as delicate as the ‘nofotane’ woman, we were very careful that we do not trend on the village leaders, but rather, worked on getting them on our side, as the implementation team.

And it work, the strategy of working with village leaders worked from the beginning until the end of the Project.

Even with the sustainability plan in place for the nofotane earners, the village leaders are in the forefront through ongoing assessments and follow up on the earners business ventures, and reporting to SVSG should they need further assistance with markets or product development.
<table>
<thead>
<tr>
<th>Activities</th>
<th>Date, place, number of beneficiaries</th>
<th>Was this activity completed?</th>
<th>Did you achieve the result you had hoped?</th>
<th>Is it an activity which you think was successful and you would continue with? If not, if you could do it again, what would you do differently?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Official launch of project to raise awareness with government, diplomatic corporations, private sector, churches and village communities (stakeholders)</td>
<td>30 August 2016, 500+</td>
<td>Yes</td>
<td>Yes, the leaders of the government represented by the Prime Minister, the leaders of churches and village communities and the nofotane women were</td>
<td>Yes, the success of the project launch was evident by the achievement of the project goal beyond what the Project set out to do.</td>
</tr>
<tr>
<td>Conducted 25 advocacy training sessions for SVSG village representatives for the project. Target 500 trainees in 166 villages</td>
<td>July 2016 – March 2017, 536 village representatives</td>
<td>Yes</td>
<td>Yes, 536 SVSG village representatives were trained in 182 villages on the project.</td>
<td>Yes, the over achievement of the target speaks volume of the interest from the SVSG village representatives to take on the project</td>
</tr>
<tr>
<td>Trained village representatives advocated for village leaders support towards the economic empowerment of women in the village, with deliberate inclusion of nofotane.</td>
<td>July 2016 to date, 2,060 village leaders</td>
<td>Yes</td>
<td>Yes, 2,060 village leaders in 182 villages have been advocating for the project with changes recorded through bylaws passed, and women participation on village matters</td>
<td>Yes, as the project progresses, more and more village leaders spoke out in support of the project while others joined in advocating for the project goal</td>
</tr>
<tr>
<td>Conducted a multi-media awareness campaign for the project</td>
<td>June 2017, 6,490 of the general public were sensitized</td>
<td>Yes</td>
<td>Yes, a lot more people continued to be aware of the nofotane woman and the gender equality issues she faces as a result of the project.</td>
<td>Yes, the local media and the social media continued to raise awareness on the nofotane women and their state of empowerment</td>
</tr>
<tr>
<td>Conducted workplace awareness on legal responsibilities when employing nofotane domestic workers</td>
<td>July – August 2017, 628 employers of nofotane domestic workers</td>
<td>Yes</td>
<td>Yes, nofotane domestic workers are now protected under the new legislation passed in November 2016</td>
<td>Yes, the success of this activity is measured by the number of domestic workers now registered with the ACC and NPF for employment entitlements</td>
</tr>
<tr>
<td>Conducted 46 livelihood trainings for 5,000+ unemployed nofotane women</td>
<td>July 2017 – June 2018, 5,170 unemployed nofotane women</td>
<td>Yes</td>
<td>Yes, the increased interest from the nofotane women attest to the achievement of this result</td>
<td>Yes, this is the most successful component of the project as evidence by the 646 nofotane earners recorded at project end.</td>
</tr>
<tr>
<td>Created women support network groups for the nofotane earners of the project. Target of 20 networks</td>
<td>June – July 2018, 52 networks formed</td>
<td>Yes</td>
<td>Yes, women empowerment is supported by the initial 52 network groups being formed.</td>
<td>The ease with which the nofotane earners relate to their mentors is highlighted by the number of support networks being formed.</td>
</tr>
</tbody>
</table>
9. Partnerships (maximum 300 words)

What were your partnerships during the programme period? Have your partnerships with other organizations or entities affected programme implementation and/or its sustainability? Did you establish any new partnership or identify new groups you would hope to reach in the future?

The Fund for Gender Equality greatly values the establishment of partnerships with traditional and non-traditional stakeholders from different areas (including from government, private sector, academia, media, religious institutions, research and innovation, arts, etc.).

Please elaborate on your partnerships and share any successes or challenges you have experienced working with them.

SVSG has partnerships with Church Groups in the work that we do. We also have partnerships with Village Councils in the work done within their villages. We would not have been able to establish a network of village representatives without the support of the Village Councils and Church Groups, one of our most successful achievements since the establishment of SVSG.

As such, there has been a strengthening of the partnerships with the churches and village communities throughout the project. This is really important to SVSG as the partnerships:

- ensure the success of the livelihood training component;
- establish the support network for the trained nofotane women; and
- provide sustainable support networks for the nofotane women after the life of the project.

SVSG have been working with partners both from the private sector as per the financial institution, and the public sector as per the government ministers and corporations:

- The Ministry of Commerce, Industry & Labour working in partnership to roll out the workplace awareness consultations;
- Collaborative support from the Accident Compensation Corporation and the Samoa National Provident Fund to raise awareness on the employment rights of domestic workers;
- Women in Business Development Incorporated (WIBDI) - Assisted in marketing the nofotane women’s products;
- The Bank of the South Pacific – setting up a stall for the nofotane women’s products at the market in downtown Apia. In addition, the BSP has been providing financial literacy training as part of the livelihood training sessions;
- The Samoa Commercial Bank have assisted in providing financial literacy training as part of the livelihood sessions;
- The Central Bank of Samoa have compiled and printed 4 different brochures being distributed during the financial literacy sessions of the livelihood training. The 4 brochures include: 1. Saving Money, 2. Borrowing Money, 3. Managing Money and 4. Spending Money;
- The local media in keeping the community updated on the progress of the project while the SUGA Magazine based in Melbourne Australia, the SVSG facebook and the SVSG website have been keeping the international supporters of SVSG up to date;
- The local businesses and individuals, both here and abroad have supported the nofotane earners through buying the nofotane brand
10. Beneficiaries (maximum 300 words)

How have you meaningfully involved your beneficiaries in programme implementation? Have you faced any challenges supporting, reaching, or working with beneficiaries? Have you gathered feedback from them with regards to the implementation of activities and strategies used? If so, what kind of feedback have you received and how have you responded? How will you continue to strengthen or build on relationships with these groups in the future?

Throughout the programme implementation, SVSG has been involving all the relevant beneficiaries such as:

- The **536 trained SVSG village representatives** who have been advocating for the project with village leaders and have made progress towards changing traditional mind-sets (as noted in (1) above);
- The **2,060 influential leaders** who have taken a stand for nofotane women through adopting changes in their communities as elaborated on in (1) and (3) above;
- The **628 employers of domestic workers** who were made aware of their legal responsibilities when employing nofotane as domestic workers, during workplace awareness;
- The **502 domestic workers** who are now enjoying the benefits of being legally protected under the new Labour and Employment Relations Regulatio 2016;
- The **5,170 unemployed nofotane women** who have been trained on livelihood skills under the project;
- The **753 trained nofotane women** who showed an interest to start a small business following training; and
- The **646 self-employed nofotane women** who were the direct result of the livelihood trainings
- The **20/646 nofotane star earners** who were recognized and awarded during the official closing ceremony for the Project in July 2018.

In addition, the indirect beneficiaries included:

- the children and the husbands of the 646 self-employed nofotane women;
- the church and village communities of 646 self-employed nofotane women;
- the 182 villages now implementing positive changes towards nofotane women

The only major challenge experienced towards the end of the Project is sourcing out local and international markets to cater for the increased number of self-employed nofoane women from the programme. Nevertheless, SVSG has managed to secure donor partners to assist with the sustainability of the Project.
11. Sustainability and Future Activities *(maximum 700 words)*

How will you ensure the sustainability of the programme after it ends? Will you build on any specific initiatives or activities or harness momentum from the results? Will you work with your partners in the future and how?

Please describe the sustainability strategies that will ensure the results will last beyond the duration of the programme, including:

- Continuation of a new phase of the initiative or specific activities with available funds;
- Additional funds mobilized to replicate or upscale the programme (please indicate the donor);
- Partnerships with other organizations and institutions to continue, sustain or build on the initiative;
- Other – please specify.

The nofotane brand has now established its mark in the local and in the international markets.

While a variety of the products by Nofotane-turned-businesswomen can now be purchased from the Samoa Victim Support Headquarters in Apia, orders have been received and sent to American Samoa, New Zealand, Australia and the United States of America.

Some of the nofotane products such as the lopa beauty accessories, trash bags and other products were showcased by the models during the MaugaLui fashion house show earlier this year in March.

SVSG has also been taking advantage of the WIBDI Night Markets at the STA Village Ele’ele Fou to showcase some of the nofotane products.

The Pacific Trade Festival in Auckland earlier this year also displayed some of the nofotane products.

Meeting supplies such as lanyards made of lopa seeds, hand painted bags and other accessories have been ordered to the newly established nofotane business women, for local and overseas conferences.
A glimpse of the Nofotane* story is attached to all the products created by the empowered nofotane women, which are now shared by anyone who wears the products.

The most popular are the red lopa seeds sewn into lanyards, in addition to the hand printed materials (elei), sewn into bags, suitable for meeting, conferences, trainings and other similar occasions.

The latest were 400 participants to the Cutting Edge Conference held in New Zealand from 12 – 15 September 2018, who wore the popular lopa seeds, sown into lanyards by close to 20 self-employed nofotane women (2 from Manono-tai, 1 from Luatuanuu, 1 from Pata Falelatai, and more than 15 women from Foailuga Savaii).

It’s unique, it’s innovative, and it’s specific to the empowered nofotane women and their story of hardship, which makes their empowerment all the more rewarding.

Similarly in Samoa, the nofotane products have been worn by more than 50 participants to the Pacific Judicial Conference hosted by the Samoa Judiciary this week.

The products include lopa lanyards and printed handbags that will be worn by the 50 participants from New Zealand, Australia, United States of America, Papua New Guinea, Guam, Fiji, Tuvalu, Vanuatu, Palau, Niue, Kiribati, the Solomon Islands and the Federated States of Micronesia.

The extent of the nofotane women’s story of empowerment will now reach the Pacific region through word of mouth, and through the products worn by the participants to these international conferences.
This is part and parcel of the sustainability support Samoa Victim Support Group continues to provide for the newly self-employed nofotane women in Samoa. *The nofotane is a woman who marries into a family and stays with her spouse’s family*


SVSG has also applied to development partners for funding opportunities to assist the nofotane earners with markets and with product development. The successful funding applications to date include:

1. the One Sky Giving of the United States of American approved in Ocober 2017 flexible funding to assist with SVSG’s work to address domestic violence; and

2. the Canada Fund for Local Initiatives of New Zealand approved in July 2017 for a project titled “Sustainable Income Generation & Self Employment of Nofotane Women”, specifically for the nofotane earners from the UN Women FGE programme. The Project is to assist the earners with developing their products further and to establish markets for their products.

3. the SOUQ Market Place Project with Nicole Penman and Jada Schultz of Brisbane Australia to establish an on line market for the nofotane products

4. A group of 50+ nofotane earners comprised of weavers have come together to discuss the establishment of a new organization called *Samoa Women in Climate Change Resilience*, geared towards using materials from the environment to replace plastics such as woven bags for shopping, using plastic to weave purses etc. It is the empowered nofotane women’s contribution to address the climate change issues facing the Pacific, especially our beloved Samoa.

These are all part of the sustainability plan in place by SVSG to ensure that the self-employed nofotane women from the project are adequately supported.

Thank you to all the families, friends and supporters for buying the nofotane brand and supporting their new business ventures.
12. Feedback for the Fund for Gender Equality (maximum 300 words)

Is there something you would like to share with us about your communication and work with the Fund for Gender Equality during the programme period? Do you have any suggestions for us to improve our support to grantees?

Please feel free to share with us your experience working with the Fund, for example if there is something you would like to highlight that has been useful or something you feel that did not work so well.

SVSG would like to take this opportunity to thank the UN Women FGE for working with Samoa Victim Support Group over the last 2 years on this empowerment project for the nofotane women in rural Samoa. It has been an experience that has broadened the understanding of SVSG on the result based management approach now being used by SVSG on most of its programme and work.

Secondly, SVSG acknowledges the support from the staff of the Fund for Gender Equality as there continues to be problems with the GMS during the early period of project reporting.

Last but not the least, a special acknowledgement of the commitment from Caroline Horekens Programme Specialist for Asia Pacific & Latin America and the Caribbean, and the Team through the comments made in our first BAR which guided the proceeding reports we have been submitted thereon, including this Final Report.

Thank you for you patience with us, thank you for your continuous support, guiding us throughout the project and the reporting requirement.

Your contribution is invaluable and it surely makes our work much easier knowing that the Team is easily approachable and are always there to help out either through email or skype, to assist whenever we need help.

13. Other Observations and Learning

Are there any other observations and/or learnings that would you like to share.

Please use this space to tell us something about your programme if you think the sections above did not give you an opportunity to share.

As mentioned in SVSG’s sustainability plan above, an exciting achievement out of the nofotane project is seeing the nofotane women taking the initiative to go further with their empowerment.

Current work by 50+ nofotane earners who are weavers, to establish a new NGO called the Samoa Women in Climate Change Resilience, will definitely take the empowerment to the next level, as these women are now looking at securing the future for the next generation, through conserving the environment.
### 14. Communications and Knowledge Management (maximum 300 words)

Has your programme produced any knowledge or communication products such as training materials, publications, and communication pieces that can be shared with others? If so, please provide the materials (if available) and include details on which audiences were reached and dissemination strategies used.

End of Line Survey – Nofotane – English  
End of Line Survey – Supporter – English  
Lopa Seeds Write Up - English  
‘The Nofotane’ Publication

### 15. Photos

Please share the photos that best illustrate the change generated by the programme (in attachment).

As attached [5 photos]

### 16. Awards, Special Recognition and/or Media Coverage (maximum 300 words)

Please indicate any awards, special recognition, and/or media coverage that you have received as a result of/ in relation to this programme. Kindly also add links to any relevant website.

Video of Official Closing of Project – Day 1  
https://drive.google.com/file/d/1pvRa4cCtG0BAq3JmzEpA9YuDJNS2aTYI/view?usp=sharing

Video of Official Closing of Project – Day 2  
https://drive.google.com/file/d/1xEWtbYw81KHkkSlZvNkCovAVVomEimc/view?usp=sharing

Radio New Zealand International: Nofotane Project leaves legacy of empowered women  
https://castbox.fm/episode/Nofotane-Project-leaves-legacy-of-empowered-women-id62229-id86298498?country=us

Talamua Media: Empowering nofotane women continue to reap results  
https://www.facebook.com/TalamuaMedia/posts/1997226340322243/

Samoa Observer: Women Showcase their work  
Samoa Observer: 76 year old advocate recognised

Samoa Observer: A mother’s vision

Samoa Observer: Improving the prospects of women in 166 villages

Samoa Observer: Women showcase their work for Father’s day

Samoa Observer: Elders drawn to project making a difference

Samoa Observer: Struggled mother grows her handicraft business

Samoa Observer: Project change lives at Toamua

Samoa Observer: Mother uses plastics to make an income

Television Coverage by:
TV1 – Private TV station
TV3 – Private TV station
EFKS TV – Congregational Christian Church TV station
Upu Mana TV – Catholic Church TV station

Radio Coverage by:
Radio 2AP – Government owned radio station
Radio Polynesia – Private radio station
Talamua Media – Private radio station
17. Supporting Documents (optional)

Please attach any relevant supporting materials including training materials, copies of publications, manuals, communication pieces, and any other relevant supporting document produced during the programme.

‘The Nofotane’ Publication

Video of Official Closing of Project – Day 1
https://drive.google.com/file/d/1pvRa4cCtG0BAq3JmzEpA9YuDJNS2aTYI/view?usp=sharing

Video of Official Closing of Project – Day 2
https://drive.google.com/file/d/1xEWtbYw81KHkkSlZuvNkCovAVVomEimc/view?usp=sharing

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18. List of Acronyms (optional)

Please list the acronyms used through the report.

ACC – Accident Compensation Corporation
BSP – Bank of the South Pacific
MCIL – Ministry of Commerce, Industry & Labour
MJCA – Ministry of Justice & Courts Administration
MWCSD – Ministry of Women, Community & Social Development
MP – Member of Parliament
RBM – Result Based Magement
SCB – Samoa Commercial Bank
SNPF – Samoa National Provident Fund
SVSG – Samoa Victim Support Group
WIBDI – Women in Business Development Incorporated