Narrative Section of Bi-Annual Report (BAR)

The Narrative Section of the Bi-Annual Report (BAR) is designed to capture the progress, challenges, and opportunities of your grant programme during each 6-month period. Over the course of the grant, these reports should reflect ways in which you have adjusted your programme since its initial conception during the application phase.

Please feel free to write creatively in your responses. We encourage you to use this section as an opportunity for reflection within your organization. Your input helps the Fund learn how to better support you. Please note that you will be required to enter this information into the GMS database.

1. Progress Towards Results (maximum 1,200 words)

In the past six months, what progress have you made on your way to achieving your expected outcomes/results?

Please describe how the outputs completed and activities in the last six months are contributing to the achievement of the corresponding outcome.

Please provide the answers following the order of your PMF (outcome by outcome and output by output) but also feel free to describe other key results that do not fall exactly into the PMF structure, starting with the higher level results first. Please use evidence (figures, statistics, testimonials, etc.). Always start with the big picture! You may consult the results guidance in the Grantee Guide.

‘Leaving no one behind’ illustrates a picture of the six month progress made thus far by Samoa Victim Support Group (July to December 2017), in ensuring nofotane women of Samoa have improved access to sustainable employment, and increased participation in domestic and community matters. This was made evident in the following ways:

1. The shift in people’s attitudes towards the rights of nofotane women

In the first six months of the Nofotane Project, we have seen no greater power and influence to be an agent of change than in that of the local leader, the village representative. Through the support of the village leader we have seen a shift in the perception of the nofotane woman as village leaders encourage nofotane women by attending livelihood workshops, set village by-laws against segregation of nofotane women, and use the word nofotane sparingly. Communities are now standing up for the rights of the nofotane woman and becoming the advocates of change that are being role modelled before them.

2. The shift in people’s attitudes towards the employment rights of nofotane women;

From a cultural attitude where the nofotane woman is often seen as ‘the hands and feet’ in her family, having rights as a woman is one thing, but to have rights as an employee is often unheard of for a nofotane woman. However, through persistence, continued advocacy and increased support from partners SVSG has secured for
this aspect of the Project, workplace consultations are now gaining in popularity as the perception of a nofotane’s right to be seen as a domestic worker increases, and attitudes towards her rights as a domestic worker and employee also begin to change.

3. The change in the future of nofotane women from being economically empowered

After noting the progress thus far in the Project, we are excited to see what the next six months has in store. We are excited to see women continue to be empowered and validated, and with the change that has already begun, we are excited to see what is still in store. There is already a change in the environment, a change in attitudes, improved by-laws being set up and communities are coming together to embrace and appreciate the nofotane woman, not as “the hands and feet” slave, but as a human being.

Outcome 1:

While the main activities for this reporting period focused on the achievement of Outcome 2, the indicators for Outcome 1 have seen more and more of the influential power of village leaders making progress with the changes they have implemented in the village communities.

From a total of 1,550 local leaders who have openly recognized and supported nofotane women as recorded in the last period, 1,009 more leaders have shown support through changes they have implemented in their respective villages during the reporting period:

- 361 reported 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 reported nofotane women in their villages now attending the women’s committee meetings previously reserved for native women of the village;
- 135 reported by-laws introduced and implemented in their villages now allowing nofotane women to wear the same clothes as all the other women;
- 117 reported 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 reported village council decisions allowing nofotane women to attend livelihood trainings while their husbands should look after the children; and
- 28 reported nofotane women representatives now accepted to sit in village council meetings.

The coming on board of the additional 1,009 leaders during this period can be attributed to the ongoing advocacy of 487 trained reps plus and additional 40 trained reps who have submitted reports on their advocacy work during the reporting period. And the changes from the leaders advocacy work have been visible.

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. While it is still early days to assess how the marriage between the native and nofotane women will benefit the general welfare of the village through the deliberations of the women’s committee meeting, SVSG is confident that progress is being made in advancing equality for nofotane women in Samoa, through the women’s committee representation.
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; but
- 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 portrayed Fuailoloo Mulifanua as a classic example of how gender equality works for the common good of the local communities.

In getting the views representative of the children of the nofotane women on how the changes being implemented have benefited them, one child’s academic achievement says it all. Faauu Maoama is the daughter of Luisa Siaosi, a nofotane women of Satitoa. Faauu talked about their 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, a rare opportunity for children from the rural villages in Samoa.

Similar stories of change have been told by those closest to the nofotane women such as their husbands, while others have been told through the observations of the family high chiefs or church ministers.

While SVSG is ambitious at this stage to note the collective effort of the Samoan community in advocating for recognition and support for women’s economic contribution and participation in domestic and community matters, we can safely say that so far, our influential village leaders have done a good job as agents of change, and the community have followed suit.

**Outcome 2:**
The project has made two most notable achievements towards Outcome 2 from July to December 2017:

1. 70% or 428 employees in the formal employment sector of government ministries and corporations were reached by the workplace awareness for the project from July to August 2017. 200 more potential employers of domestic workers were reached through additional awareness requested by the churches.

2. 62% or 310 of the target 500 sustainable self-employed nofotane women, was achieved with 21 out of a total 46 livelihood training sessions planned for the Project. This achievement shows a tangible progress beyond expectation for the project goal.
Output 2.2:
While the focus of the project remains with the nofotane women in rural Samoa, we have seen the ripple effect of both the workplace awareness component as per Output 2.2, and the empowerment component as per Output 2.3 in extending the reach of the project indirectly, to the nofotane women’s families and communities.

According to the General Manager of the Accident Compensation Corporation Muligagale Makelita Matafeo during the workplace awareness with the ACC, there are 2 significant things SVSG has achieved through this program;

- first is valuing a nofotane woman’s voice as the Project advocates for their legal protection when employing as domestic workers; and
- second, is the monetary payment to a person for service rendered to a chief (matai).

The latter has been part of the legal protection SVSG has been lobbying for, which is now incorporated in the Labour and Employment Relations Regulation that came into effect on 18 November 2016, forming part of the achievements for the Project.

However, a lot of work needs to be done to raise potential employer’s understanding of their legal responsibilities when employing nofotane as domestic workers. This was noted by the responses from 99% of the participants to the workplace awareness, with very low knowledge on their legal responsibilities when employing domestic workers.

One of them was vocal enough to comment on it during the workplace awareness. According to the Chief Executive Officer for the Ministry of Justice & Courts Administration, Papalii John Taimalelagi Afele, “I have gone through close to 6 babysitters now for my children and this is the first time I’ve learnt that I have a legal responsibility to my babysitter as an employer. And this is a government ministry’s responsibility to raise awareness on this new legislation, yet, it has to take an NGO to initiate the awareness raising process because of its project with nofotane women.”

What was the impact of the workplace awareness in progressing towards achieving the project goal?

- The extent by which SVSG is now holding the ACC and the SNPF accountable to the domestic workers whose entitlements to employee benefits, are administered by the two government agencies;
- The implementation by 8 out of the 10 paid staff of SVSG, their legal responsibility as employers of domestic workers in their homes, as evident by their registration with the ACC and the SNPF of nofotane women working as caregivers or babysitters in their homes.
- **20 new registrations** with the ACC and the SNPF by 20 church ministers and their wives, of nofotane women working in their families as caregivers
- **124 new registrations** with the ACC and the SNPF by families employing nofotane women carers
With both the ACC and the SNPF already covered by the workplace awareness for the project, SVSG has made agreements with these two agencies, to monitor the progress of new registrations recorded from employers of domestic workers, following workplace awareness. One such new registrations was Toaono Kapeli, a nofotane domestic workers of Tufuiopa in Upolu who shared with SVSG her gratitude towards her employer at finally being registered with the SNPF which entitles her to financial assistance for her children’s education, as well as being covered by the ACC in case of any accidents while working. Toaono is from the village of Samata-i-tai in Savaii, but is working as a caregiver for her husband’s relatives in the capital of Apia.

While it is still early days since the completion of the workplace awareness and since the coming into effect of the Labour and Employment Relations Regulation, SVSG is confident that the workplace awareness has set the bar on the responsibilities of the two government ministries responsible for administering the entitlements pertaining to all employees, namely the ACC and the SNPF, to roll out awareness sessions of their own, to explain these benefits to the employees under the new legislation, especially the domestic workers.

Output 2.3:
For a cultural sensitive project as the Nofotane, the changing environment, the changing mentality and attitude of leaders towards nofotane women, speaks volume for the success of the Project todate.

These changes highlighted the progress made during the six months from July to December 2017, on the economic empowerment of nofotane women and their participation in domestic and community decision making.

These changes speak of village leaders embracing the vision of the Project for gender equality for nofotane women. It further speaks of true leaders being the ones that walks beside their followers, not ahead of them, as evidence by their willingness to change attitudes.

From July to December 2017, the livelihood training component was implemented and made the following progress:

- 1,600 unemployed nofotane women were trained on 4 livelihood skills of fabric printing; handicraft; comercial cooking and flower arrangement;
- The same 1,600 unemployed nofotane women were provided with the basic financial literacy training by either the Bank of the South Pacific, the Samoa Commercial Bank, and the Central Bank of Samoa (through its series of brochures being distributed);
- The 1,600 economically empowered nofotane women were further empowered socially through a self-esteem module SHINE focusing on worth, strength and purpose;
- Out of the 1,600 trained nofotane women, 476 registered to start small businesses following training;
- 100 more trainees included unemployed youth who the village leaders requested to attend the livelihood trainings;
- 21 out of 46 training sessions were carried out: 3 in Savaii and 19 in Upolu;
The SHINE program proved very popular as the concepts of value, purpose and worth always provided a fitting end to each livelihood training session.

According to the high chief of Fasitoo-uta in Upolu, Leaupepe Amosa, “The program not only trained the nofotane women on livelihood skills, but most importantly, on their values as mothers in our families. This is what makes the Nofotane Project different from all other livelihood projects that have visited our village, and it is why the village council of Fasitoo-uta fully supports this project.”

The livelihood trainings have been well covered by the local media. Local televisión stations have been following the trainings in villages and in the remote islands of Manono-tai and Savaii to capture the nofotane women making history with some of the innovative products they have created. At the same time, the media coverage captured bold statements such as that from high chief Leaupepe Amosa, encouraging other leaders to render their support. New markets for the nofotane products were also established through the media.

One such market was amongst the highlights for the Project in 2017 which saw the successful amalgamation of the Nofotane Project taken up by members of our community like the Bank of South Pacific. The BSP established a selling block in the market for nofotane women to sell their products, and soon after, various other private businesses in Samoa followed suit.

However, as we all know, this project was not easy. This was highlighted by a debate in Parliament last year on this project alone where the common conflicting views in our Samoan society was outlined by those for and those against the Nofotane project and the constant use of our culture to excuse acts of cruelty to others. But as previously reported and as the current progress highlights, positive changes continued to turn the tide on decision making in that supports nofotane women in Samoa.

Output 2.4:

One of the measures of the success for this Project is the ability of the self employed nofotane women to foster support networks to assist with their business initiatives and to sustain their businesses further.

From the pre and post training Livelihood Training Surveys, it was noticed that:

- Out of 1,600 trained nofotane women, 75% recorded ‘Very High’ rating on the question of ‘How confident are you to use the skills from the self-esteem module to empower you and your family’;

- Out of the same 1,600 trained nofotane women, 76% recorded ‘Very High’ rating on the question of ‘How confident are you to use the skills from the livelihood training to earn an income for you and your family.’

The nofotane women’s confidence and skill have therefore translated into 310 self-employed nofotane women who are now asserting their independence as breadwinners in their families, earning an income from utilising the skills being trained on. This is 62% of the 500 target for sustainable self-employed nofotane women this Project sets out to achieve.
Out of the 310 self employed nofotane women, 22 social network groups have been set up based on the different products the Project is able to produce to date. A Nofotane Products Catalogue is included in the Communications Material section, which highlights the variety of products the nofotane women are now producing, from the 4 basic livelihood skills being trained on.

For start up capital, out of the 310 self employed nofotane women:

- 25 have been referred to the Samoa Commercial Bank for small loans under its agricultural sector initiative;
- 42 have been referred to the Bank of the South Pacific for unsecured small loans for new business initiatives;
- 243 have started on their own.

The changes are obvious, as the self-employed nofotane women have now opened bank accounts, contributed to their children’s education through payment of school fees and uniforms, took them to hospital when sick, while being able to contribute to their family’s welfare. These women have been sharing their success stories on the local media with pride, with self-respect and with humility. Their husbands and their children have testified on the benefit these changes have brought to their families, and similarly, the village and church leaders have told their stories on the changes in the communities as a result of empowered nofotane women. There surely has been an advancement in gender equality for the nofotane women in Samoa with the economic empowerment of the unemployed nofotane women.


Highlighted below are evidence of the public presence of the Nofotane project seen all around Samoa and extended internationally:

**Stall during the Teuila Festival:**

The proud nofotane women from Amaile, Samusu, Satitoa, Tafitoala and Fuailolo’o in Upolu as well as Satui in Savaii enjoyed the socio-economic returns from being empowered as they sold their products during the Teuila Festival in September 2017.

**Stall inside the Auto Instant Finance Office at Matautu:**

A variety of ‘Nofotane’ products are now being sold inside the Auto Instant Finance office at Matautu. Printed lavalava, handicrafts, woven mats and many other products are reaching the community in that area of town.
**Stall inside the SVSG main office:**

Pictured here is Papalii Mele Maualaivao, the UN Women Country Programme Coordinator in Samoa admiring the ‘Nofotane’ products on sale inside the SVSG office during her visit for an update meeting with SVSG and the project team.

**Stall at the Women in Business Development Incorporated fortnightly markets at the STA Fale:**

September saw the ‘Nofotane’ products being sold during the night markets organized by the Women in Business Development Incorporated at the Samoa Tourism Fale in the centre of Apia. The night markets attracted a lot of locals and expatriates.

**Stall No. 47 at the Fugalei Market Sponsored by the Bank of the South Pacific**

December saw the official handing over of two community projects in which the BSP sponsored for SVSG.

Pictured here is the BSP Business Manager Michelle Lemisio looking on as the SVSG President cut the ribbon to open Stall No. 47 at the Fugalei market for the nofotane products.

**Promotion by the SVSG Global Family:**

Pictured here is an elegant set up of the ‘Nofotane’ products during the SVSG (Sydney) Dinner of Hope fundraising in October.

‘Nofotane’ merchandise valued at more than ST2,000 were being sold during the night, with funds remitted into SVSG’s account in November.

The ‘Nofotane’ banner in bright yellow flew high at the entrance to the hall that hosted the SVSG (Auckland) Dinner of Hope fundraising in October.

As an engaged community promoting the nofotane products, this is our contribution in the sustainability of the ‘Nofotane’ brand and the economic empowerment of nofotane women in Samoa.
2. Good Practices and Innovations (maximum 1,200 words)

Was there any strategy used during the past six months 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?

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.

At this stage of the project, much has been achieved by engaging leaders as agents of change. Such good practice is hailed by supporting partners of SVSG such as the WIBDI, the BSP, the SCB, the Central Bank of Samoa and others, as innovative approaches by SVSG to address gender equality issues faced by nofotane women.

From advocating for support towards the economic empowerment of nofotane women, to their ability to change mindsets towards the same, to initiating road-side signboards fronted by a group photo of village leaders, including women, the accomplishments have been quite revolutionary.

For the two main activities implemented from July to December 2017 namely, the workplace awareness consultation and the livelihood training sessions, the innovation approach of engaging leaders as agents of change was most obvious.

In July, while coordinating the workplace awareness on the employment rights of the nofotane domestic workers, SVSG approached the leaders in the different workplaces, such as the Chief Executive Officers, the General Managers, the Governors of the Banks, the Church Ministers etc. Despite the irony of the situation where a non-governmental organization advocates for the opportunity to raise awareness in the workplaces on a new legislation (supposed to be government’s responsibility), SVSG remained focus that it was doing the advocacy work for the nofotane women.

The results were solid, as the leaders of the workplaces took the leading role in attending, participating and commenting on the media, as the key stakeholders gathered to discuss the employment rights of domestic workers. [http://www.samoaobserver.ws/en/14_07_2017/local/22188/Lively-discussion-on-employment-rights.htm](http://www.samoaobserver.ws/en/14_07_2017/local/22188/Lively-discussion-on-employment-rights.htm)

One of the CEO’s (noted in 1 above) was honest enough to state that without the nofotane project, he wouldn’t know about his responsibility as an employer to a nofotane domestic worker working as a babysitter for his children.

For the livelihood training rolled out from July to December 2017, the practice of engaging leaders to assist with coordinating the trainings, made a difference in the number of nofotane women who participated. While some of the village councils such as Fusi and Tafitoala in Upolu, set down by-laws calling for all unemployed nofotane women to attend the livelihood trainings while their husbands are tasked with the motherly duties at home,
other villages saw village leaders being rostered to attend the training session, just to offer moral support. 
http://www.talamua.com/nofotane-project-provides-economic-empowerment-for-safata-women/

For the leaders of the Aleipata district in Upolu where the first livelihood training session for the project was held, they were rewarded for their support when more than 100 nofotane women from 10 villages in the district made a public proclamation about being empowered that “It’s all in my hands!”

It is messages as such that instills pride in a village, a district and a community. And the media have been playing a very important role in sharing these stories, encouraging other leaders to show support for the project.

And it is due to this ongoing active role of leaders in the implementation of the livelihood training that enabled them to identify the need for unemployed youth and other men in the village, to be economically empowered by the trainings, and this was granted. The expansion of the project to include unemployed youth and men is the uncalculated effect of the economic empowerment component of the project, courtesy of the foresight of the leaders in taking advantage of the opportunity presented by the project to benefit other members of the community. 

As the project reaches the end of the 2017, we looked back and marveled at our journey with the nofotane women and at the immense support we have gathered. There is no doubt that as SVSG’s work speak for itself, the Group continues to become a household name in our community and as such, SVSG’s credibility remains intact. It is this simple reason that SVSG is able to train leaders, to raise awareness amongst leaders and to transform these leaders into true supporters of Nofotane women and gender equality.

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.

3. Story(ies) of Change (maximum 650 words)

Looking back over the reporting period, 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.
As noted from the ‘Progress Towards Results’ in (1) above for the reporting period, there have been numerous individual and community stories that demonstrated significant changes resulting from the programme. We have shared briefly on Faauu Maoama’s story, being the eldest daughter of an economically empowered nofotane woman of Satitoa, Luisa Siaosi. It is a story that portrays a small change in Faauu but symbolizes a huge change for Luisa’s family, Satitoa village and Samoa as a nation. It is a story that highlights the principle of ‘leaving no one behind’, in action:

**From Empowerment to Investment – My Child, My Samoa**

At 18 years of age, Faauu Maoama is the eldest of 5 children of Luisa Siaosi, one of the empowered nofotane woman of the project.

Luisa had lived the hard life of a nofotane woman for a long time, but she tolerated it until her husband left her and her children 5 years ago. Luisa had no choice but to return home. There, she started from scratch, with no job and 5 children to care for; the priority was to have a roof over their heads, food to eat and the children to school. It was a daily struggle.

As the eldest child, Faauu felt her mother’s pain. She cried herself to sleep, praying for a miracle that can take them out of such poverty and hardship. She diverted her energy to her studies though, as she found comfort in being empowered through education. However, poverty once again meddled with Faauu’s plans when she was kicked out of school for failing to pay her school fees. At the time, her mother was attending the livelihood training for the nofotane women in her village. The mother and daughter’s roles were reversed – Luisa in training and Faauu tending to their family. Still, Faauu persevered, continuing to study from home with the hope of being able to sit the final exams for a place in the National University of Samoa.

In the meantime, Luisa had completed training on fabric printing with the nofotane project. From ST50.00 she had, she bought materials and paint, and started making printed fabric for sale in front of her house. Faauu assisted in delivering some of the printed fabric around the village. At ST10 per printed fabric, it took Faauu 2 weeks to sell enough to cover her school fees.

Luisa’s investment in Faauu’s final exams paid off when Faauu was not only the top student in the College, but she made it to the National University of Samoa for the 2018 intake. While it is still too early to see the return on Luisa’s investment on her eldest daughter’s education, it is the power of restored self-esteem that lead to Luisa’s decisión about her child’s future, and that of her family, community and country.

According to Faauu, her mother’s positive attitude is her source of inspiration. And as we submit this report, the SVSG (Auckland), the international sub-group of SVSG in New Zealand had paid for Faauu’s First Semester tuition fees for this year. SVSG will continue to monitor Faauu’s progress as her story is testament of the significant changes resulting from this program.
4. Story of Organizational Change (maximum 600 words)

Looking back over the past six months, 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.

The progress of the project over the past six months has been a story of its own. It has improved the credibility of Samoa Victim Support Group as a non-governmental organization, as a civil society and as a support service organization in Samoa.

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 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. The most recent successful application in October 2017 being a flexible funding from the One Sky Giving in the United States, to assist with SVSG’s work to address domestic violence.

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

Staff recruitment continued to be gender balanced and this practice has extended to include the recruitment of volunteers locally and on line through the SVSG Buddy Program.
5. Programme Context Analysis (maximum 500 words)

Has your work been affected positively or negatively during the past six months by any events or changes taking place outside of your organization? 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 on the nofotane project remains one of the highlights of the Nofotane Project in 2017, as it affected our work on the project, and on SVSG’s support services positively.

While the opposition was from one member of parliament, the debate accurately reflected the conflicting social attitudes within Samoan society for this project, with the progress to date seeing a shift in these attitudes. A lively debate brought the issue to light by one member of parliament pointing out that “nofotane” women should remain as the status quo and SVSG is tampering with culture.

Other members of Parliament objected to his opinion and a lively debate continued to the next day when angry members of the community called their MPs to respond in the parliament debate. Still, some members of the community took to the local newspaper expressing their frustrations towards the MP’s criticisms of the Nofotane project.

To SVSG, this was very good as it showed that the community is engaging in the issues we live with in our everyday lives in Samoa.

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. 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 Member of Parliament from Vaimauga 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. 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’ofee 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 as the livelihood training continues throughout Samoa, members of parliament continued to play a crucial role in getting the unemployed nofotane women from their constituencies to attend the trainings. For the 5/50 women members of parliament, they are now mentors for the self-employed nofotane women from their constituencies.

With the misunderstanding that initiated the parliament cleared, the members of parliament are now changing their positions and we have managed to buy in their support for the project.

6. Partnerships (maximum 300 words)

What were your partnerships during the reporting 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 during the reporting period. This is really important to SVSG at this stage of the project as these 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.

The strengthening of these partnerships was evidenced by the

- continued implementation of changes in 140 villages (previously reported), while new changes have been implemented in 42 other villages, ensuring that all 182 villages reached by the project have implemented positive changes to support nofotane women;
- church ministers in 81 more churches have been advocating for the project during the reporting period (compared to 75 in the previous period), thus taking the total number of church leaders advocating for the project to 156. Two other church conferences for the Congregational Christian Church of Samoa on ‘The changing role of the nofotane women’ have invited nofotane women under the program, to present on their changing roles.
SVSG have been working with eight other important partners during the reporting period:

- 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

7. Beneficiaries (maximum 300 words)

How are you involving your programme beneficiaries? How are you seeking feedback from them with regards to the implementation of activities and strategies used? What kind of feedback have you received and what are you doing to address any possible concern or issue?

In your initial application, you described the target populations of beneficiaries that your programme would reach. In this section, please share the ways in which you are reaching out to these groups (media campaigns, trainings, etc.), as well as how you are meaningfully involving the beneficiaries in the programme implementation and how you are taking their inputs into account. Please also describe any challenges or successes you are experiencing in supporting, reaching or working with them.

At this stage of the project, we have been involving 5 types of beneficiaries with regards to the implementation of activities and strategies used:

- 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 **1,745** 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 **152** domestic workers who are now enjoying the benefits of being legally protected under the new Labour and Employment Relations Regulation;
- The **1,600** unemployed nofotane women who have been trained on livelihood skills under the project;
- The **820** trained nofotane women who showed an interest to start a small business following training; and
- The **310** self-employed nofotane women who were the direct result of the livelihood trainings
In addition, the indirect beneficiaries included:

- the children and the husbands of the 310 self-employed nofotane women;
- the church and village communities of 310 self-employed nofotane women;
- the 182 villages now implementing positive changes towards nofotane women.

The only major challenge experienced during the reporting period was noted in follow up work to assess the progress of the 1,600 trained nofotane women. Follow up and assessment were not included in the activities for the Project. However, SVSG found that in order to ascertain the actual number of nofotane women who have started businesses following livelihood trainings, an assessment team needs to do the follow up work. This resulted in SVSG reshuffling its resources so that while the livelihood training is rolled out, a separate team follows suit to carry out assessment, monitor and evaluate the progress of new business initiatives being set up.

8. 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 reporting 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 selecting not just 1 but 2 stories from the Nofotane project, to be featured in the FGE’s Annual Report and later, in the FGE’s website.

Both features have been noted as milestone achievements for the project in getting such an exposure on the UN Women FGE reporting platform.

It is such a humbling experience when we showed the Reports:

- to the leaders in the photo titled ‘Village decision – makers take a stand for samoa’s “nofotane” women story; and
- to the nofotane women in the follow up story titled ‘Samoa’s Nofotane women assert their rights and independence’

For the village leaders, seeing the story makes them proud of being agents of change. Some of them were emotional, which was just humbling.

As for Luisa Siaosi and Taliilagi Salamō, the acknowledged with humility the program for the changes it has brought to their lives, and the lives of their families.
9. Communications and Knowledge Management (maximum 300 words)

Has your programme produced any knowledge or communication products such as training materials, publications, and communication pieces during the reporting period that can be shared with others? If so, please provide details including audience reached and dissemination strategies used.

**Workplace consultation materials:**
- Pre-workshop Survey – English
- Post-workshop Survey – English
- Attendance sheet

**Livelihood training materials:**
- Registration Form – Livelihood Training
- Registration Form – Small Business
- Pre-Livelihood Training Survey – English
- Post-Livelihood Training Survey – English
- Economic Empowerment of Women in Rural Samoa – Trainers Manual
- SHINE Program – Self-Esteem Module
- Nofotane Products Catalogue
- Attendance sheet

**Brochures (both in English & Samoan):**
- Saving Money
- Borrowing Money
- Managing Money
- Spending Money

10. Photos

Is there any photo that illustrates the change generated by the programme? If so, please share them as attachments.

Refer attachment
In October, SVSG won an Innovation Award in recognition of its work with the Family Court through its therapeutic counselling program for offenders of violence. The Award is testament to SVSG’s innovative approaches to all of its work and programs:

**Innovation award for S.V.S.G.**

03 October 2017

The Samoa Victim Support Group has been awarded the Samoa Public Service Innovation & Excellence Team Award for ‘Most Effective Collaborative Partnership’, during the celebration of the Public Service Day.

The award was in recognition of S.V.S.G’s work with the Courts, nominated by the Ministry of Justice and Courts Administration.

S.V.S.G. President Siliniu Lina Chang accepted the award on behalf of the Group.

S.V.S.G’s work with the Court dates back 12 years ago when the Group was just set up. This was specifically in supporting children survivors of sexual abuse standing trial against their own family members. This support for victims of sexual abuse continues to date, and is one of the focused area for S.V.S.G’s support services, as highlighted by the children’s shelter facilities, the Campus of Hope.

With the setting up of the Family and Youth Courts in 2013, S.V.S.G’s work with the Ministry of Justice extended to include rehabilitation programs for the offenders of violence through S.V.S.G’s Advocacy Program, offering anger management, alcohol abuse and other counseling support.
Support services for the victims and the offenders continued to be self-funded by S.V.S.G. through donations.

The Innovation and Excellence Team Award received today is therefore an achievement for the Group, as it struggles to source out secured funding for its Advocacy Program for the Courts.

In receiving the award, S.V.S.G. President Siliniu Lina Chang acknowledges the support from the Chief Executive Officer of the Ministry of Justice and Courts Administration, Papali’i John Taimalelagi Afelê as highlighted by the Ministry’s nomination of S.V.S.G. for the award.

“Thank you so much Papalii and staff for recognizing the Ministry’s partnership with S.V.S.G. as effective and collaborative in achieving justice. S.V.S.G. will continue being the voice of the voiceless and we look forward to continue working in partnership with the Ministry,” said Siliniu.

Samoa Observer Newspaper:
Lively Discussion on Employment Rights, 14 July 2017

The Empowered Nofotane Women Series, 30 July 2017

Economic Empowerment of Women in Safata, 30 July 2017

Stories of Empowered Nofotane, 08 August 2017

Economic Empowerment of Nofotane Women in Siutu, 27 August 2017

Samoan Women Reap Socio-Economic Returns, 19 September 2017

Bank Makes a Difference, 03 December 2017

SUGA Magazine:
SVSG: Economic Empowerment of Nofotane Women in Samoa, 19 July 2017
Talamua Media:
Nofotane Project Provides Economic Empowerment for Safata Women, 28 July 2017
http://www.talamua.com/nofotane-project-provides-economic-empowerment-for-safata-women/

Empowered Women Reap Socio-Economic Returns, 12 September 2017

UN Women FGE:
Samoa’s Nofotane women assert their rights and independence, 11 September 2017
https://www.huffingtonpost.com/entry/samoas-nofotane-women-assert-their-rights-and-independence_us_5a047b6ae4b055de8d096b0d

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
12. Supporting Documents (optional)

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

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### 13. List of Acronyms (optional)

Please list the acronyms used through the report.

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Full Form</th>
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<tbody>
<tr>
<td>ACC</td>
<td>Accident Compensation Corporation</td>
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<tr>
<td>BSP</td>
<td>Bank of the South Pacific</td>
</tr>
<tr>
<td>MCIL</td>
<td>Ministry of Commerce, Industry &amp; Labour</td>
</tr>
<tr>
<td>MJCA</td>
<td>Ministry of Justice &amp; Courts Administration</td>
</tr>
<tr>
<td>MP</td>
<td>Member of Parliament</td>
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<tr>
<td>SCB</td>
<td>Samoa Commercial Bank</td>
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<tr>
<td>SNPF</td>
<td>Samoa National Provident Fund</td>
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<tr>
<td>SVSG</td>
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<td>WIBDI</td>
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