

Samoa | Pacific Region

# Annual Narrative Programme Report

01 January 2020 – 31 December 2020

Initiated by the European Union and the United Nations:



### Programme Title & Programme Number

Programme Title: Spotlight Initiative in Samoa | Pacific Region  
 MPTF Office Project Reference Number:<sup>1</sup> 00119126

### Recipient Organization(s)

UN Women  
 UNDP  
 UNESCO  
 UNFPA  
 UNICEF

### Programme Cost (US\$)

Total Phase I approved budget as per the Spotlight CPD/RPD: USD 3, 497, 739

Phase I Spotlight funding:<sup>2</sup> 2, 900,000 USD

Agency Contribution: 597,740 USD

Spotlight Funding and Agency Contribution by Agency:

Name of RUNO	Spotlight Phase I (USD)	UN Agency Contributions (USD)
UNDP	893,130	74145
UNESCO	749,999	170,613
UNFPA	547,992	207,994
UN Women	522,699	32,988
UNICEF	186,180	112,000
TOTAL:	2,900,000	597, 740

### Priority Regions/Areas/Localities for the Programme

Samoa (nationwide)

### Key Partners

CSO National Reference Group  
 Government Ministries - Ministry of Women Community and Social Development, Ministry of Education, Sports and Culture; Samoa Bureau of Statistics  
 National CSOs/NGO/CBO

### Programme Start and End Dates

Start Date:  
 01 January 2020

End Date:  
 31 December 2022

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<sup>1</sup> The Multi-Partner Trust Fund (MPTF) Office Project Reference Number is the same number as the one on the Notification message. It is also referred to as "Project ID" on the project's factsheet page the [MPTF Office GATEWAY](#).

<sup>2</sup> The Spotlight Contribution refers to the amount transferred to the Recipient UN Organizations, which is available on the [MPTF Office GATEWAY](#).

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## Acronym List

CEO - Chief Executive Officer  
 CRC - Convention on the Rights of the Child  
 CS NRG - Civil Society National Reference Group  
 CSO - Civil Society Organisations  
 DFAT - Department of Foreign Affairs and Trade  
 DHS/MICS - Demographic Health Survey / Multi Indicator Cluster Survey  
 DV/IPV Domestic Violence/ Intimate Partner Violence  
 EU – ACP - European Union – Africa Caribbean Pacific  
 EU European Union  
 FLO - Faataua le Ola  
 GBV - Gender Based Violence  
 GoS Government of Samoa  
 IESG - Interagency Essential Services Guide  
 JSC - Joint Steering Committee  
 LJS - Law and Justice Sector  
 MCIT - Ministry of Communications and Information Technology  
 MESCC Ministry of Education Sports and Culture  
 MFAT Ministry of Foreign Affairs and Trade  
 MJCA - Ministry of Justice and Courts Administration  
 MOF - Ministry of Finance  
 MOH - Ministry of Health  
 MPHSS - Mental Health and Psychosocial Support  
 MWCSD Ministry of Women, Community and Social Development  
 NCW - National Council of Women  
 NHRI National Human Rights Institute  
 PFA - Psychological First Aid  
 RUNOs - Recipient UN Organisations  
 SASNOC- Samoa Association of Sports and National Olympic Committee  
 SBS Samoa Bureau of Statistics  
 SFA Samoa Faafine Association  
 SFHA Samoa Family Health Association  
 SI - Spotlight Initiative  
 SNYC - Samoa National Youth Committee  
 SOE - State of Emergency  
 SPC - Secretariat of the Pacific Community  
 SRC Samoa Red Cross  
 STIs - Sexually Transmitted Infections  
 SVSG - Samoa Victim Support Group  
 UN United Nations  
 VAC/CP - Violence Against Children / Child Protection  
 VFSC - Village Family Safety Committee

what are my rights





Leilua Lino (far end) a survivor and VAWG advocate joins the high level seating of the CRC Committee, the Prime Minister of Samoa, the Ambassador of the European Union in the Pacific in the launching of the Spotlight Initiative Samoa programme in March 2020.

© UNDP Samoa | Spotlight Initiative

Samoa moved to implement the Spotlight Initiative programme under challenging times. Barely recovering from the shattering consequences of the Measles Epidemic in late 2019, the country plunged directly into COVID 19 pandemic and struggled with the adverse socio-economical impacts due to precautions and restrictions of the COVID 19 Pandemic since March 2020.

Still, the commitment to address domestic violence (DV) and Intimate Partner Violence (IPV) as issues of national concern, was unwavering.

This report narrates the challenges imposed on the implementation of the programme, opportunities that advanced the implementation and most importantly the results that the programme achieved across the six pillars within 2019 to 2020.

The external challenges that complicated the implementation of the programme, notably were the COVID 19 Pandemic State of Emergency (SOE) and the devastating impacts of natural disasters.

However significant opportunities emerged from these challenges. Existing partnerships were strengthened and new partnerships were forged bringing into sharper focus the 'global objective to eliminate violence against women and girls (VAWG) in all its forms.

In addition the stakeholders had the opportunity to bolster their actions by re-programming, and re-purposing of activities and resources to better address the urgency of the challenges that have emerged due to the COVID 19 and natural disasters.

Under the leadership of the Resident Coordinator and collaborations between the RUNO and national partners, the programme achieved significant results across the six pillars.

These results include the integration of EVAWG in sectors and community plans; data collection on DV and IPV, improved response services; increased community awareness and engagement, improved institutional capacities to implement EVAWG interventions and the establishment of critical bodies to oversee and to advise on effective implementation of the programme.

Key Results

Pillar 1 | Policy and Legislations

Essential services for GBV during COVID 19 response in PIC included in national COVID 19 response policy

Plans and partnership to work on the review of Family Laws discussed to commence in 2021

Pillar 2 | Institutional Strengthening

Law and Justice Sector Plan that guarantees DV/IPV as a shared priority of all key ministries under this Sector, developed.

Chiefs, church leaders initiate prevention interventions guided by the Village Safety Committees and Village Safety plans

Established the permanent CSO National Reference Group in August 2020

Pillar 3 | Social Norm and Prevention

Communities informed on impacts of VAWG and values to EVAWG through the 16 Days of Healing Campaign.

400 women and girls received dignity kits with COVID 19 prevention items and educational materials translated in Samoan

Survivors from SVSG Campus of Hope trained to tell their stories through media. Six radio broadcasters trained on DV reporting.

14 Sports Federations trained and agreed to include VAWG in their operational policies and strategies.

Gender norms and respectful relationships prioritised for production of multimedia lessons plans for secondary school curricular,

Pillar 4 | Responsive Services

Over 3000 people received immediate support through the Helpline operated by the SVSG and Faataua le Ola

Pillar 5 | Data

Inclusion of the DV/IPV data in the DHS-MICS to serve as the basis for the programme monitoring and evaluation

kNOwVAWdata extend opportunity to include persons with disabilities and online platform increases participation of partners

Pillar 6 | CSO and Women's Movement

Developed the CSO Capacity Assessment on Gender Equality and VAWG to inform the capacity response plan and coordination mechanism

8 women village committees sensitised on VAWG causes and preventions paving a pathway for women to initiate EVAWG interventions.

250 youth animators working with SVSG Juniors to advocate and lobby for improved services to survivors of DV/IPV.

## Pandemic preparedness and response & Impacts of natural disasters.

The context of the Spotlight Initiative initial Work Plan was revised due to unforeseen national emergencies such as the COVID 19 pandemic and natural disasters.

As we write this report, Samoa remains COVID 19 free, but its experience of the 2019 Measles Epidemic that resulted in 5700 cases and 83 deaths, Samoa was more vigilant to safeguard its borders from the spread of this new disease.

On precautionary mode, the Government declared a State of Emergency (SOE) on 21 March, 2020. The SOE disrupted normalcy, and many lost jobs and income, creating stress and frustrations that triggered domestic violence at a higher rate (increased by 48%) than before the pandemic.

Destructive impacts of natural disasters such as heavy rainfall, resulted in flooding and landslides that severely damaged roads and buildings including the Faleolo International Airport. Consequently, it contributed to the delay in the development and implementation of work plans with the Government and CSO partners.

### COVID 19 prevention and response.

The SOE narrowed down the focus of work for the Government. The Ministry of Women Community and Social Development (MWCSO) who leads in prevention policy work was not able to advance the work of the Spotlight Initiative on policy change as their focus was redirected to the national COVID 19 preparedness operations.

### Community Outreach and Awareness

Nevertheless, with policy work on hold, the MWCSO focused on integrating the essence of VAWG prevention through community awareness and outreach initiatives. MWCSO with the RUNO distributed 400 COVID-19 Prevention Packs including dignity and menstrual hygiene packs for women and girls and

COVID-19 prevention materials (hand sanitizers, a bucket for water collection and storage and COVID-19 and EVAWG Information, Education and Communication (IEC) materials adapted to Samoan context from global UN Women resources.)

### Prevention and Response Services

The Spotlight Initiative supported DV/IPV service providers and CSO partners, the Samoa Victim Support Group (SVSG) and Faataua le Ola (FLO) to enable uninterrupted prevention and response services during the SOE. The SVSG launched a COVID 19 awareness campaign and the Helpline service. FLO initiated its suicide prevention campaign targeting schools and villages using radio and television programmes and information materials (posters, pamphlets, stickers, bookmarks) to inform the public that there is help available to prevent DV/IPV incidents. FLO responded to house calls from new clients and maintained ongoing support for post-intervention, counselling home sessions/visitations for existing clients suffering from depression and family violence. The risk to individual mental health status because of loss of job, high anxiety and depression were exacerbated during the COVID 19. These complemented the GBV advocacy campaigns and community outreach by the Government which was also supported through the Spotlight Initiative.

The Helplines during the period of May 4th to September 4th recorded 924 calls compared to 2019 around the same time, only 180 calls were recorded. These calls requested DV/IPV related - counselling support, evacuation, care and protection, police assistance, and protection orders. Other requests included family welfare assistance and mediation. The calls were mostly from distressed women and children. To date, the Helplines have facilitated access to assistance for 3,467 people (Men 617, Women 643, Children 2,167, persons with disabilities 40). Data collected via the helplines indicate a relationship between the socio-

economic impact of COVID-19 and its manifestation in interpersonal and community relationships.

### Re-purposing of programme funds

Adapting to the shift due to the COVID 19 situation, reflects the value of flexible funding, contextualisation, and coordinated leadership approach that took stock of the realities and the different needs of the Pacific and Samoa in particular. The strategic decision from the Global Spotlight Initiative Secretariat and the European Union (EU) to allow maximum flexibility for programmes to re-purpose funds was timely and appropriate. It allowed continuation of activities and support to partners so that GBV responsive services remained available and accessible to women, children, and any vulnerable individual/groups in a safe manner during the SOE. Where activity modifications were made to implementing partners and costs to reflect support to CSO based on the current need, the program pillar outcomes and objectives remain unchanged.

### Best practises and national ownership

Another positive outcome from COVID-19 response, was the development of several best practices and guidelines for COVID19 response and containment efforts at the national level. While this work was not a deliverable under the Spotlight Initiative, the pandemic created political space for the programme to advocate and scale up activities. For example, the development of the regional guidance, "Ensuring Continuity of Essential Services for Gender-Based Violence during COVID-19 Response in PICs" led by the RUNO in partnership with the International Federation of Red Cross (IFRC) and the Secretariat of the Pacific Community (SPC) resulted in the inclusion of GBV in national Pacific COVID-19 response plans. This success is critical in ensuring that the "shadow pandemic" of increased DV in the context of COVID-19 does not go unaddressed.

Overall, the onset of COVID19 increased national ownership of activities with external and regional technical assistance guiding and supporting the process. The regional virtual launch of the Guidance on Out of

School Comprehensive Sexuality Education was originally planned as an in-person event. The opening of the event by the Prime Minister of Samoa indicates success in shift in modality and in maintaining political engagement despite the challenges of COVID-19.

### Implementation

Implementation is progressing and catching up to the original time-line; but the delays from the start of the programme are still affecting its status. Given the adaptation to COVID-19 and the need to be responsive to MWCSO requests for technical assistance, programming remains on track to deliver policy guidance and inputs to inform a National Prevention Framework for Violence Against Women and Girl (VAWG).

Moreover, the development of the new Law & Justice Sector Plan and the M & E framework are near completion. The Sector Plan implementation will follow with added technical and operational support to the Ministry of Justice, Courts & Administration (MJCA) to support legislation implementation for partners under the Law & Justice sector to incorporate VAWG. This work is expected to be completed by quarter 1 of 2021.

The review of DV legislations in August were interrupted when urgent attention was diverted to other legislative bills, which was the subject of much public controversy. As a result the key ministries – Samoa Law Reform Commission (SLRC) and MJCA and the Law & Justice Sector were unable to focus on Spotlight and other project implementation. The Spotlight project management team is closely monitoring the situation for an opportunity to restart the review with a provision of technical assistance to fast-track implementation.

But despite the delays, a very strong understanding of the project and its objectives have been built with the Ministries and CSO partners technical staff. MWCSO has recruited a Communications Consultant to lead a multi-media campaign to help end violence against women and children targeting village and church leaders; children, adolescents, and youth; men and women.



## National Steering Committee

The Government and the UN endorsed a Joint Samoa-UN Steering Committee (JSC) for all UN joint programmes. It is co-chaired by the Chief Executive Officer (CEO) of the Ministry of Foreign Affairs and Trade (MFAT) and the UN Resident Coordinator (UNRC) for the Samoa Multi Country Office (MCO). The JSC is aligned to the National SDG Taskforce, which leads on SDG mapping and reporting including the 2020 Voluntary National Review Report (VNR). This alignment further solidifies the role of the Spotlight Initiative in supporting the achievement of the SDGs, as a Demonstration Fund.

The Spotlight Initiative is included as part of the JSC mandate of joint programmes. In 2020, the JSC met twice (7 July 2020 and 04 November 2020) to review progress and make decisions across the UN implemented joint programmes. It meets every 3 months to review all UN joint programmes.

The JSC exercises a critical role in accountability and oversight for the Spotlight Initiative. Moreover, the JSC facilitates high level decision making by convening key stakeholders, including representatives from government, European Union, United Nations and Civil Society National Reference Group (CSNRG).

During the two meetings, the JSC endorsed the following decisions, in relation to the Spotlight Initiative:

- Post Facto approval of the 2020 annual Work Plan and COVID19 re-purposing
- 16 Days of Healing Campaign
- TOR for the JSC inclusive of all joint programmes.

The TOR reflects the streamlining of UN joint programmes into one overarching governance mechanism to ensure effective decision making as well as oversight over all programmes for alignment and coordination.

Membership of the JSC for the Spotlight Initiative component comprise of:

ORGANISATION	MEMBERSHIP
Chief Executive Officer, Ministry of Foreign Affairs and Trade	Co Chair
UN Resident Coordinator	Co Chair
Chief Executive Officer, Ministry of Finance	National SDG Taskforce
Chief Executive Officer, Ministry of Women, Community and Social Development	National SDG Taskforce
Chief Executive Officer, Samoa Bureau of Statistics	National SDG Taskforce
Chief Executive Officer, Ministry of Natural Resources and Environment	National SDG Taskforce
Chief Executive Officer, Ministry of Prime Minister and Cabinet	National SDG Taskforce
European Union	Donor and Partner
UN Women Representative	RUNO / Technical Lead
UNESCO Representative	RUNO
UNICEF Representative	RUNO
UNFPA Representative	RUNO
UNDP Representative	RUNO
Co-Chairs of the National Reference Group	Civil Society National Reference Group

## Civil Society National Reference Group

During the design phase of the Spotlight Initiative, an interim CSNRG was established to engage with and advise on the development of the programme. The CSNRG members provided practical inputs to enhance the Country Programme Document and ensure CSO were reflected as equal partners in both the design and implementation of the initiative.

Inputs from the interim group revolved around:

- Ensuring Spotlight focused on gaps not captured or addressed in existing EVAWG interventions, in particular targeting those left furthest behind.
- Prompting Spotlight to identify relevant and effective strategies to approach rural versus urban matais (chiefs) and village councils, as effective community structures to facilitate and inform behavioural change and attitudes towards VAWG.
- Ensuring a cooperative approach across EVAWG initiatives in Samoa that is aligned to coordination frameworks and mechanisms by government and civil society.
- Ensuring national ownership by promoting meaningful engagement of civil society, collaboration of government stakeholders with the transparent and relevant technical support and guidance by RUNO.
- Ensuring effective communication of key messages and information on EVAWG through stronger collaboration and capacity development with national media practitioners.
- Targeted local interventions in an impactful manner that promotes local leadership, engagement, and ownership.

- Strengthening local initiatives by Komiti a Tina ma Tamaitai (Women's Committees) by resourcing and supporting their community level efforts to confidently lead and implement EVAWG interventions in their own villages.
- Developing capacity of local communities to break the culture of silence with the provision of relevant tools and trainings to utilize positive cultural practices and indigenous knowledge as an acceptable approach to changing behaviour and mindsets on the imbalance of power that perpetuates violence.
- Promoting the importance of an effective response system for EVAWG to gauge the buy in and commitment of national stakeholders and highlight benefits and added value for survivors of violence.

The recommendations by the interim CSNRG are incorporated in the workplans for implementation.

Due to the SOE restrictions, the process for the permanent CSNRG commenced mid-May to mid-July 2020, with guidance from the Spotlight Secretariat and in alignment with the global CSNRG process and guidelines. The Spotlight Initiative consulted the Vanuatu and Papua New Guinea Spotlight Initiative focal points for guidance on pursuing a successful process in Pacific-specific contexts. Given the other Pacific programmes were at early stages of implementation, the Samoa team developed, translated, and then shared documents with Vanuatu and Fiji regional colleagues for collective learning and knowledge exchange.

As per guidance on the CSNRG, a Selection Committee of up to six members was identified, including four civil society representatives from the interim CSNRG list. The CSO representatives were aligned with the broad categories of groups as outlined in the CSNRG process guidance. This included a representative of persons with disabilities; grassroots women's groups; advocates on

gender-based violence; and academia. The participatory selection process embodied the principles of 'Leaving No One Behind,' ensuring the CSNRG will support the Spotlight Initiative in Samoa to guarantee inclusive programming.

The permanent CSNRG members were officially informed in August of their selection. The RUNO then conducted a two day induction training in September, which familiarized the members on their roles. They were also informed of the objectives and expectations of the programme. The CSNRG consists of ten local experts on EVAWG and on gender equality and women's rights

The core functions of the CSNRG are to advise, advocate, and hold Spotlight accountable for its commitment. The CSNRG is a diverse group with an inclusive composition, and they bring a wealth of experience in EVAWG with over 20 years of engagement as civil society champions and leaders. All representatives operate at the national level through their respective CSO and directly at the community level, including local social networks and movements. The group provides a fair and balanced perspective in ensuring the "leaving no one behind" principle is realized in all the planning and implementation of the programme in Samoa.

The members represent women with disabilities, LGBTQI community, women living in villages, young women, and other groups. A full list of representatives and their areas of experience and expertise is found in Annex F.

By the time of the annual reporting, the CSNRG:

- Attended the Spotlight Induction in September 2020.
- Approved the CSNRG 2020 Workplan.
- Attended a Meet and Greet with all the RUNO.
- Led the 16 Days of Healing Campaign using arts and cultural dances as advocacy tools.

- Attended the December 2020 Joint Steering Committee as members.
- Participates in UNESCO partners meeting
- Linked to the Global Reference Groups for information sharing and a community of practice in Samoa.

The CSNRG 2020 Workplan was developed and approved in September 2020 featuring five key activities with emphasis on implementing their key functions, coordination of engagement with RUNO and civil society partners, effective advocacy, and high visibility on the impacts of the programme and participation and leadership of CSO. Key tools within the Workplan are the Engagement Strategy, Advocacy Mechanism and Monitoring and Evaluation.

The CSNRG Induction Training solidified the role of the group through their ToR and Workplan and the position of the group as an institutional mechanism in the overall Program governance and implementation. By the time of this report, \$25,000 USD in funding was committed to support the CSNRG Workplan. One key activity in the Workplan was the 16 Days of Healing Campaign which was co-financed by the RUNOs and the RCO. The 16 Days of Healing Campaign demonstrated the critical role of CSO in EVAWG. From the Meet & Greet, there has been regular engagement of the CSNRG in RUNO programming, where they are engaged at different levels to provide technical advice on activities.

The CSNRG also provided a position paper to reaffirm their support to the realisation of the 10 key recommendations stated in the CSO Capacity Assessment that was conducted to strengthen CSO capacities to drive social change at different levels of working in gender equality and EVAWG space.

Reaffirmation was stated by the NRG towards ensuring CSOs access to financial and human resources as well as using the NRG as a sounding board to deliver some of the specialised training needs identified.

A concern raised by the CSNRG which the Spotlight Initiative are working to address include,

- Funding to support the work of the CSNRG given the expectations on their advocacy, monitoring and advisory roles in Spotlight.
- All RUNO to engage with the CSNRG to ensure accountability and transparency of support provided to CSO.

To address these concerns, the RC with the RUNO have communicated with the Global Spotlight Secretariat on the funding component. The RUNO consulted the Fiji and Papua New Guinea Spotlight for advice. On the engagement side, the RUNO will ensure to host regular meetings with the CSNRG to discuss Spotlight interventions.

### Inter agency coordination, Technical Committees and other governing mechanisms

The UN Pacific Strategy (UNPS) 2018 – 2022, is the strategic framework that outlines the collective response of the UN System to the development priorities of 14 Pacific Island countries and territories. There are six outcome areas, with Outcome 2 focusing on Gender Equality.

To progress collaboration on gender related initiatives, a UNPS Outcome Group leads on this work and has integrated the Spotlight Initiative into the Outcome Group's discussions. This has led to an agreement to conduct a mapping exercise with the Pacific Islands Forum Secretariat (PIFS) and the Secretariat of the Pacific Community (SPC) on Spotlight and the Pacific Partnership on EVAWG.

The intention is to enhance cohesion, reduce duplication and complement each initiative. For the Spotlight Initiative, a RUNO Technical Working Group has been convened by the Technical Lead Agency - UN Women, to facilitate coherence between RUNO within across Pillars and to ensure coherence with existing gender-based violence efforts in Samoa.

Several coordination and technical meetings have been held in the spirit of UN Reform to strengthened coherence across the activities within Pillars. Amidst the challenges of the SOE, the programme strengthened inter-agency collaboration among RUNO to streamline delivery and achieve stronger, more coherent results in its work to eliminate VAWG.

At the onset of COVID-19, a One UN emergency response group was mobilized based on lessons learned from Samoa's measles response in 2019. This group encompasses the UN agencies across projects and funding sources to be one joint resource to provide support to national counterparts. This forum is a dialogue space between UN and government to coordinate efforts regardless of the specific technical area of various projects. Requests for support and technical assistance from the government to UN agencies are shared and discussed within this forum as well. For the comprehensive Technical Working Group that includes external partners, the RUNO are coordinating this mechanism with the national partners and will be functional in 2021

Further, given that Samoa will be establishing a multi sectoral GBV administrative data system (Pillar 5) as part of the Spotlight Initiative in Samoa technical working group on multi sectoral GBV administrative data has been established with UNFPA, UN Women and SPC to support coherence and consistency in quality across the region.

In addition, the RUNO, through their respective line ministries, engaged and informed senior government personnel and Cabinet Ministers regarding the Initiative. As Samoa implements programmes through a sector wide approach, the RUNO have also engaged with relevant sectors including the Law & Justice Sector, Community Sector, Health Sector and Education Sector to ensure comprehensive activities

Figure 1 outlines the linkages between the groups within the Spotlight Initiative in Samoa.

Figure 1 - SPT Governance Structure



Civil Society Organisations - National Reference Group: Standing L-R | Fagalima Tuatagaloa (SOGIEC), Taimalelagi Ramona Tugaga ( Youth and Young Women) Tafatoa Sam Fruean ( Essential Services and Human Rights), Gabrielle Apelu ( Women in Sports and Media) Mallo Helen Tanielu ( Researchers and Academias) Sitting I - R | Dr. Walter Vermeulen (Men and Boys), Mataafa Faatino Utumapu (Persons with Disabilities ), Lemau Palaamo (Faith based organisations) Fuatino Pamela Sua ( Women Rights Movement) Lualua Namulauulu Tautu (Traditional Leaders and Rural Communities)

## Government

The Spotlight Initiative programme develops, implements, and reports on activities through a multi sectoral, cross sector and inclusive approach to engage various stakeholders. (civil society, private sector, communities, government ministries, development partners). This approach also ensures national ownership and increases coherence between policy and implementation, given the nature of DV/IPV which involves multiple partners. It also aligns with Samoa's sector wide approach modality, which is a policy shift to ensure inclusive of all sector stakeholders under a common framework aimed at ensuring better management of resources and improved coordination.

It utilizes the sectors to engage national partners, especially leading government ministries. The key sectors involved are the Law and Justice Sector, Community Sector, Health Sector and Education Sector. Each sector is composed of relevant line Ministries. The Ministries have been strategically selected based on official legal mandate, scope of services, existing work at the national and sub-national levels in line with the project objectives and outcomes.

Most of the programme partnerships were identified from the inception phase of the project due to their specialized area of work and the expertise they could bring into the project's implementation. The objective of each partnership varies but includes the intent to enable the partner to deliver high quality outputs for the project, and sustainably strengthen their work through improved capacities.

The Spotlight Initiative programme outcomes and objectives are far broader than the mandate of a single ministry. Thus, the programme has worked to make the Law and Justice sector serve as the custodians and implementers of key family law legislation(s) that prevent and respond to EVAWG under the leadership of the MJCA as a critical partner. The Law and Justice Sector aims to promote peaceful societies based on access to equal justice and the rule of law and strengthening of institutional responsibilities and related strategies of this sector will facilitate stronger coordination, collaboration, commitment, and accountability to EVAWG and domestic violence at all levels.



Chief Executive Officer of the Ministry of Justice Courts and Administration Moliei Vaai and Secretary of the National Council of Churches Rev. Maauga Motu and the UNDP Resident Representative Jorn Sorensen during the launch of the REACH programme with components supported under the Spotlight Initiative.

**Ministry of Women  
Community and  
Social Development**

**Partnership Focus**

Community engagement, national prevention framework, risk communications and prevention and quality services.-

Key activity -  
Joint development of the National Prevention Framework. The NPF feeds into a broader EVAWG strategy facilitated by MWCSO. The NPF is inclusive, evidence-based, leave no behind and centres on the most marginalized and invisible.

MWCSO is a core partner for all RUNO as the lead Ministry in Gender Equality and Women Empowerment

**Ministry of Education  
Sports and Culture**

**Partnership Focus**

Educational programmes for young people on Comprehensive Sexuality Education (CSE)

Key activity -  
Rollout of multimedia roll out of multimedia curriculum for comprehensive sexuality education/ family life education.

MESC is a key partner for UNESCO and UNFPA

**Ministry of Finance**

**Partnership Focus**

Funds transfer management and reporting

Key activity -  
Facilitation of funds transfer from UN to implementing ministries.

MOF is a key partner for all RUNO and they collaborate to ensure that funding under the Spotlight Initiative is reflected in the Government's budget and Workplans, for sustainability and transparency of fund allocation and implementation.

**Ministry of Health**

**Partnership Focus**

health system strengthening and referral pathways for GBV

Key activity -  
Align health clinical protocols to the national inter-agency essential services guide (IESG), to support survivors with appropriate, confidential health care, treatment and psychosocial support they need.

MOH is a key partner for UNFPA

**Samoa Bureau of  
Statistics**

**Partnership Focus**

DV/IPV data collection, tabulation and analysis

Key activity -  
Inclusion of DV/IPV module in the DHS/MICS Development of an online platform to harmonise the collection of multi-sectoral administrative data, to strengthened referral pathways and targeted GBV programming, in collaboration with the Ministry of Women, Ministry of Health and Ministry of Finance.

SBS is a key partner for all RUNO

**National Human  
Rights Institute**

**Partnership Focus**

Village and family led GBV prevention interventions

Key activity -  
Establishment of Village Safety Committees and implementation of village safety campaigns to promote favourable social norms and behaviours in villages across Samoa.

NHRI is a key partner for UNDP and UN Women

**Samoa Law Reform Commission**

**Partnership Focus**

Drafting, review of relevant GBV legislations

**Key activity -**  
Facilitate legislative change that holds society accountable to women and girls, provide technical support for law makers on gender transformative legislations grounded in a rights-based approach and is informed by the evidence and lived experiences of Samoan people in particular women and girls.

SLRC is a key partner for all RUNO

**Ministry of Justice Courts and Administration**

**Partnership Focus**

Custodians and implementers of key family violence legislations.

**Key activity -**  
Development of the Law and Justice Sector Plan  
Strengthening Law and Justice sector institutions capacities and strategies for stronger coordination, collaboration, commitment, and accountability to EVAWG and domestic violence at all levels.

MJCA as the lead ministry of the Law and Justice Sector is a key partner for UNDP and UN Women

**Civil Society**

To engage with Civil Society in a strategic and meaningful way, the RUNO undertook a mapping exercise of CSO partners and communities to strengthen collaboration and coordination when implementing the programme. RUNO also provided agency specific exercises and undertook capacity assessments in the selection of lead CSO partners. For example, UNDP carried out a financial capacity assessment as part of financial management and procurement policies pertaining to direct modality programs such as the case for Spotlight.

For some RUNO the CSO partners were selected based on their official mandates, reach and scope of work as a service provider. Given the limited scope of CSO partners with expertise in ending violence, there are very few who have the expertise or track record to engage in certain activities under the Spotlight Initiative programme. However, the RUNO was still able to undertake a competitive call as part of one Agency’s regular programming (inclusive of and beyond Spotlight Samoa) with dedicated outputs to support strengthened response and prevention to gender-based violence. Some of the CSO partners identified due to their expertise working in the GBV prevention and response services are women focused organizations who offer services to women, marginalized groups, the most vulnerable and survivors of violence.

These CSO have existing work at the national and subnational levels. The partnership provided support to CSO already active in the field of VAWG to strengthen their capacities in existing DV/IPV service delivery or on strengthening capacities to integrate responses to VAWG into their work. The CSO partners have predominantly been local or grassroots Community Based Organisations (CBOs), in the spirit of the new way of working with civil society under the Spotlight Initiative. Selection has been based on area of expertise and how they are strategically placed based on the objectives of the Initiative. For example, Spotlight has partnered with the Samoa Association of Sports and National Olympic Committee (SASNOC) with the aim to reach the sports federations in Samoa. The RUNO maintains close collaboration with all partners through regular meetings, site visits and participation in trainings.

**Samoa Association of Sports and National Olympic**

**Partnership Focus**

VAWG and GBV integration in sports policies

**Key activity -**  
Awareness of VAWG issues within sports institutions  
Review sports policies to address VAWG  
Influence sports institutions attitudes towards IPV

SASNOC is a key partner for UNESCO



**Faataua le Ola (FLO)**

**Partnership Focus**

Mental health support for survivors of DV/IPV

Key activity -  
Operation of a free Helpline for survivors offering counselling.  
Awareness raising on suicide prevention.

FLO is a key partner for UNDP and UN Women to provide mental health support services for women, children and vulnerable groups that were experiencing or at risk of depression, suicide due to family violence issues in the context of COVID 19.

**Samoa Family Health Association (SFHA)**

**Partnership Focus**

Sexual Reproductive Health (SRH) and Family Life Education (FLE)

Key activity -  
Roll out FLE (Comprehensive Sexuality Education package) trainings, conduct risk communications as part of the COVID-19 response and support roll out of the guidelines for health workers in responding to survivors of violence.

SFHA as SRH provider is a key partner for UNFPA promoting SRH and Family Planning services and awareness on GBV targeting village leaders

**Samoa Victim Support Group (SVSG)**

**Partnership Focus**

GBV and domestic violence response services

Key activity -  
Helplines, advocacy, counselling, psychosocial support including referral and case management services for women and child victims and survivors of domestic violence  
Empower young men and women with the knowledge of women's rights.

SVSG is a key partner of UNDP, UNESCO and UNICEF on child protection, young women rehabilitation who are survivors of DV/IPV.

**Samoa National Council of Women**

**Partnership Focus**

Women's right movement at the village level.

Key activity -  
Prevention and governance initiatives, advocating with decision makers in village council on positive changes to village laws and practices and hold to accountable village governance institutions on DV/ IPV laws. To do this, the SNCW have implemented capacity development trainings for their women leaders using a capacity development tool called the village women leaders transformational development leadership tool to ending violence against women and girls.

SNCW is partner for UNDP, UN Women

**Samoa Umbrella of NGO**

**Partnership Focus**

Coordination of CSO with mandates around EVAWG

Key activity -  
Capacity development trainings of CSO to influence EVAWG

SUNGO with a registration of over 100 CBO including NGOs as direct affiliates is a key partner for UN Women and UNDP.

**Radio 2 AP**

**Partnership Focus**

Advocacy and communication messages to the audiences on VAWG.

Key activity -  
It also provides an opportunity to make the voices of survivors heard by empowering them with new skills. The partnership with 2AP Radio is envisaged to enable a continuous production of radio content on issues affecting women and girls such as health, gender inequality, education, and other issues that are relevant to women and their communities

Radio 2AP is a key partner for UNESCO

## Donor | European Union

As a valued partner for the Spotlight Initiative, the EU Pacific Office has been involved with the Samoa programme since the design phase and led the planning on the Pacific Spotlight launch in March 2019, hosted in Samoa.

Their engagement was an opportunity to ensure that the programme was on track to reach its goals. The EU Pacific Office was actively engaged in and led the discussions on the Pacific Spotlight launch in March 2019, hosted in Samoa.

During the reprogramming of funds for COVID-19, the RUNO ensured the EU Delegation was regularly informed of updates and the reprogrammed plan. In addition, the EU Office participated in the first Joint Steering Committee held on 17 July 2020, with senior EU representatives as part of the JSC.

Moreover, the EU Office engaged with the CSO NRG during their induction in September 2020, which set the foundation for a meaningful partnership between the UN, the EU, and civil society under the umbrella of the Spotlight Initiative.

For the final video of the 16 Days of Healing campaign, the EU Ambassador for the Pacific and Samoa, His Excellency, Sujiro Seam, featured together with the UN Deputy Secretary General and the UN Resident Coordinator to conclude the campaign. The social media campaign enhanced the visibility of this partnership not only locally, regionally, and globally as well as the critical support from EU to address DV/IPV.

In addition, the Initiative has been consistently identifying ways to align with other EU funded initiatives in Samoa. For example, EU currently provides funding to the Samoa Civil Society Support Program (CSSP), which is governed and managed by the Government, to enhance and improve capacities of civil society. Part of the funding is targeted towards gender equality and gender-based violence. The CSNRG advice on ways to enable CSO to streamline and ensure complementarity between the CSSP component and the Spotlight Initiative to enhance support towards EVAWG. The Spotlight Initiative also complements the Pacific Partnership to End Violence Against Women and Girls, the Pacific region's flagship ending violence program led by SPC, PIFS and UN Women with funding support from the EU, New Zealand, and Australia.



The Spotlight Initiative has given men and boys in the village the opportunity to contribute to national efforts on ending violence against women and girls

### Capturing broader transformations across outcomes

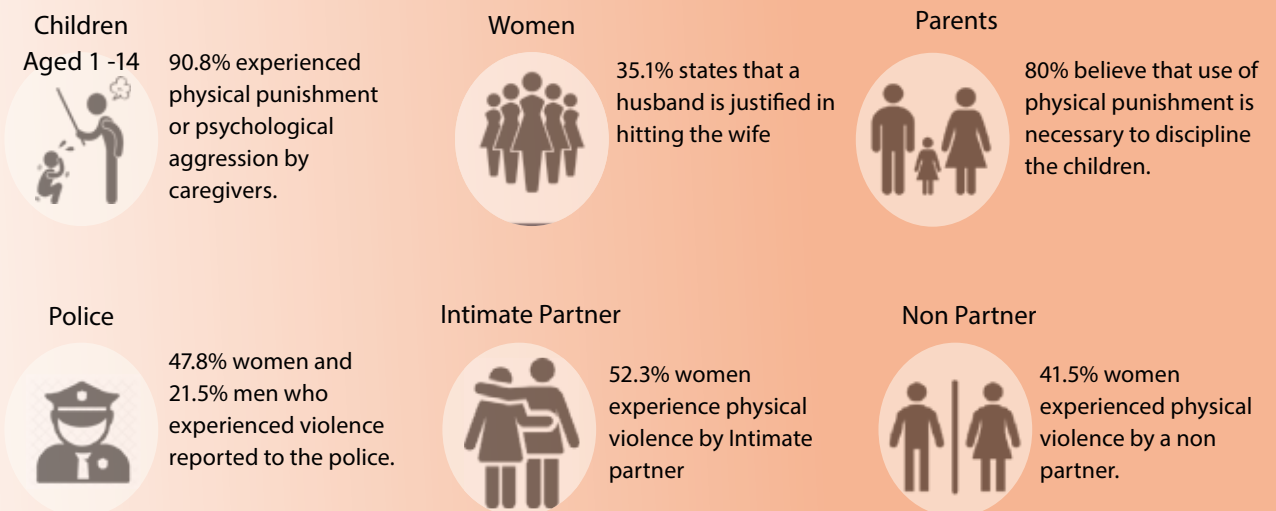
The Spotlight Initiative supported existing national and regional EVAWG interventions which resulted in the embedding of gender-based violence (GBV) and child protection into community outreach initiatives through District Development Plans (DDP), and enabling vulnerable families to access of sexual reproductive health,-GBV and child protection services in times of natural and health crisis One of the key regional EVAWG programmes that was complemented under the Spotlight Initiative is the Pacific Partnership to End Violence Against Women and Girl which developed the Samoa Interagency Essential Services Guide (IESG) for GBV and Child Protection cases. This a critical step towards delivery of safe and quality services to adult and children survivors of violence in Samoa.

Spotlight Initiative Workplans were reprogrammed and funding was used flexibly in the response and prevention of DV/IPV in light of the unprecedented COVID 19 pandemic circumstances.

The RUNO re-programmed Spotlight funds to support Helplines for survivors of violence, provided dignity kits/ prevention packs for women and girls in rural areas, expanded mobile health clinics for survivors of gender-based violence (GBV) and increased engagement and risk communications to ensure mitigation of disruption of access to services for survivors of GBV.

The facilitation of the Demographic Health Survey Domestic Violence (DHS/DV) module as part of the hybrid Demographic Health Survey/Multi Indicator Cluster Survey (DHS/MICS) in 2019/2020 has made a significant contribution to understanding the current rates of violence in Samoa. This survey will be transformational in enabling RUNO as well as other stakeholders and partners, to design and implement effective and targeted programmes. The data produced will also contribute to the baseline for the Spotlight Initiative, along with other triangulated data sources if required, against which the success of the program will be understood.

Based on the preliminary finding released in 2020 :



## Capturing change at Outcome Level

### Outcome 1 | LEGAL AND POLICY FRAMEWORK

#### Law and Justice Sector Plan

This Plan is the overall strategy to guide the efforts of the sector in addressing the various components of DV and GBV. It ensures that DV/IPV is a priority area for the Sector (Ministry of Justice and Courts Administration, Ministry of Police and Prisons, Ministry of Women, Community and Social Development, Samoa Law Reform Commission, Ombudsman's Office, Office of the Attorney General). It is reflective of the sector's renewed commitment to tackling GBV. It also includes the rights and needs of the diverse CSO members (women's organisations, youth groups, persons with disabilities, and members of the Fa'afafine and Fa'atama Association). The participatory consultations with civil society groups and GBV experts produced a stronger and more committed narrative and implementation plan.

#### Review of Family Laws

The review of Family Laws in partnership with the Samoa Law Reform Commission was postponed due to the emergency restrictions imposed by COVID-19. This review will update the legal framework to align current issues and to consider possible expansion for the definition of family and or domestic violence (include economic abuse), conditions when applying for a protection order to be based on safety of the complainant, reconciliation of age of marriage for male and female to be the same and remove the difference.

### Outcome 2 | INSTITUTIONS

#### EVAWG Service Providers

The Spotlight Initiative supported key institutions and government agencies during COVID-19 to provide essential services, such as counselling, to the public. During the first few weeks of the lockdown, there was an increase in the number of distress calls and in response SVSG helplines was strengthened and people were made aware of this services through various media platforms and printed media at village level.

MWCSD was able to raise awareness on gender-based violence as part of their ongoing prevention of COVID-19 national multimedia campaign. Some of the awareness campaigns included televised panel discussions, the 16 Days of Activism, with a focus on COVID 19 and GBV, the Unite theme of 'Orange the world – Respond, Prevent, Fund, Collect!

#### Sports Institutions

EVAWG was the inspiration behind an All Women Longboat Fautasi Team - Fautasi o Toa which also demonstrated the full immersion and mainstreaming of gender equity in Sport. Sport as an Institution has taken the lead in providing opportunities and cementing pathways for women to participate in male dominated sports. The Fautasi o Toa was part of the 16 Days of Activism campaign, and the race on the 6th November 2020 marks a breakthrough victory for women in the history of traditional longboat (fautasi) racing. Captained by a legendary female skipper and EVAWG advocate the Fautasi o Toa changed the narrative, challenging traditional gender misconceptions in sports in-front of hundreds of spectators at the Apia harbour and on national TV, radio and social media. The women wore orange and paddled their best to send out a strong message of respect, encouragement, and love to ending domestic violence.

In planning work under this Outcome, the Spotlight Initiative drew from the positive experiences of the multi-sectoral program REACH model for improving a coordination platform for access to legal and justice services in the context of EVAWG by communities. A deep dive stakeholder's planning dialogue was initiated in August by the MJCA.

The conversations centred around the need to improve integration and collaboration within and outside the justice sector including improved civil society engagement. More collaborative discussions are scheduled for the future to facilitate stronger sector wide coordination to EVAWG and will be part of the new sector plan capacity support for coordination, implementation, and monitoring.

### Outcome 3 | PREVENTION AND NORM CHANGE

#### Out of School CSE

The Spotlight Initiative supported the regional launch of the 2020 International Technical and Programmatic Guidance on Out-of-School Comprehensive Sexuality Education. This launch was a partnership with the IPPF on 03 December 2020.

The virtual launch with an estimated 700 participants at physical locations across 11 countries (Cook Islands, Fiji, Kiribati, PNG, Republic of the Marshall Islands, Samoa, Tuvalu, Solomon Islands, Tokelau, Tonga, and Vanuatu) was live streamed by Fiji TV and social media platforms. With the participation of key political and vital decision makers, the event was successful in revitalising country commitments on comprehensive sexuality education (CSE) and popularising efforts on elimination violence against women and girls with the Pacific Island Governments, civil society organizations and various stakeholders. More specifically, this activity was successful in increasing awareness on the need to provide CSE for young people, and to inform the development of national strategies on CSE for out of school Pacific youths

#### Village Prevention Campaigns

Phase 2 of the village safety campaigns to sensitise and raise awareness in village councils, set up village safety committees and initiate safety plans progressed in 6 villages (Asau, Taga, Saleia, Lotopue, Mulifanua, Vaiee) with full support from NHRI. The process included engagement with members of parliament to advocate within their constituencies. Some of the immediate outcomes of the campaign

Resulted in;

- The set-up of Village Family Safety committees in all 6 villages supported by the village council based on good governance principles.
- Village safety plans developed.

There has also been an increased understanding of VFSC members on domestic violence and violent behaviour exercised by those in power to control their victims or the more marginalized individuals and groups. NHRI have begun to reach out to sector partners as part of the Law and Justice REACH Stakeholders meeting to support implementation including MWCSO in particular the intent to develop village by-laws to cement a long-lasting sustainable approach.

#### COVID-19 EVAWG Prevention Packs and Information Materials

400 women and girls remote areas of Savaii received the dignity packs and information materials which elevated their level of understanding, overall well-being, and health and particularly on accessing EVAWG services and support. Informing them through Information Materials (posters, stickers, Taulogologo Booklet and Snake n Ladders children's game) produced in the Samoan language was very effective considering they do not access information on radio or television. The public display of COVID-19/ VAWG prevention posters with the contact details of Service Providers and Helplines for 400 recipients in 400 different hyper-localized locations across Savaii accelerated the spread of information.

Information materials are now seen in homes, in front of village stores and Women's Committee houses and churches. Most of the women have never used sanitary pads and sanitizers. Majority of the girls and boys reached have not seen or had the opportunity to play Snake'n'Ladders which was a popular educational tool in the Pack.

### 16 Days of Healing Campaign

Another significant prevention campaign was the 16 Days of Healing - Community Conversations for EAWG. This campaign used the talanoa (conversations) and the siva (traditional dance) to bring the issue in the spotlight. It sparked national conversations on social media and in communities of diverse perspectives on the issue from 10 different community settings. The campaign empowered communities to put the spotlight on themselves as champions and leaders and powerful agents of change.

Spotlight has contributed to profiling unique civil society initiatives, organic movement building in rural communities and a diverse and inter-sectional lens to the issue that is inclusive with emphasis on LNOB. It highlighted on a national level the credible and holistic contribution to EAWG of Women in Sports and Media, SOGI communities, Engagement of Men and Boys, Researchers and Academics, Persons with Disabilities and the more prominent actors in the space in one coordinated programme. The community conversations also triggered the foundation of the National Prevention Framework / National Action Plan for EAWG with focus on Primary prevention that is community driven and nationally supported.

### Cultural based prevention messages

The use of culture ensures that the support and messages are contextualised to reach the target audiences and the most vulnerable people. The Spotlight Initiative also produced five short videos based on traditional Samoan proverbs to raise awareness around DV/IPV in collaboration with the Tiapapata Art Centre. These reflect Samoan values and address issues of DV/IPV in a way that is accessible within the local context. The dissemination strategy of this material has been discussed in the partner meetings where several options have been suggested including the use of the platform available to SASNOC on TV3 with a large audience and that is broadcasted nationally.

### Media training for Survivors

To give DV/IPV survivors a voice and to be advocates of change, a 6-month program to train survivors on how to tell their stories through the media, as well as build the capacity of radio broadcasters on domestic violence reporting was launched. The training was carried out by a local advocate and survivor who uses a participatory approach to strengthen the voice of the young survivors and empowers them to confidently



produced radio content in partnership with 2AP Radio. The training also targets local broadcasters and builds capacity to understand the sensitivities of the issues related to DV/IPV and deliver appropriate messages. One of the key objectives of the training is to use information and data as a tool for evidence-based

advocacy.

The initiatives empowered survivors of domestic and intimate partner violence with new skills. It is anticipated that the awareness created will in the long term mobilize communities and contribute to end DV/IPV.

## Outcome 4 | RESPONSIVE SERVICES

Given the focus on COVID-19 support and response, activities on the development and roll out of GBV guidelines for health workers under the Spotlight Initiative in partnership with the Ministry of Health and IPPF have been rescheduled to 2021. Multimedia messages supported by Spotlight on GBV and SRH services specifically targeting the 16 Days of Activism annual national event contributed to raising awareness on VAWG. Multimedia platforms, TV spots, talk back shows, panel discussions and airing of the Minister’s speech to the ICPD25 commemoration.

An estimate of over 2000 persons were reached through the multimedia campaign, and the launch event saw 130 participants from government, CSO, church leaders, youth groups. It is expected that through their engagement at the launch and through SRH and GBV services provided by CSO and Government, they will be advocates in their communities. The Spotlight Initiative also supported the Ministry of Health to lead the development of national guidelines to respond to GBV and to roll out capacity building programmes, a significant milestone in the health sector on guidelines for safe and effective health sector responses for survivors of violence.

**AUA LE AVEA LE FAAMAI O LE KOVITI-19 MA ALOFAGA I SAUAGA**

**VALAAU MAI NUMERA NEI PE A MOOMIA SE FESOASOANI**

**MWCSO 8427752**    **EMERGENCY 911**    **POLICE 22222**    **SVSG - HELPLINE 8007874**    **FLO-LIFELINE 8005433**

**E TAUA TELE LE SAOGALEMU MA LE MALUPUIPIUA O TAGATA UMA, I TOTONU O AIGA AEMAISE LAVA TAIMI O FAAMAI PIPISI MA EAALAVELAVE FAAEUASEL**

Ministry of Women, Community and Social Development  
Spotlight Initiative

## Outcome 5 | DATA

### Administrative Data

The Spotlight Initiative is collaborating with Pacific Community (SPC) and the University of Melbourne on the coordination of GBV and administrative data. The multi sectoral administrative data system, which is being rolled out under the leadership of the Spotlight Initiative and the PPEVAW respectively, is an adaptation of the GBV Information Management System used in humanitarian settings for Pacific island countries. The expected outcome GBV prevalence data from different sectors is captures to inform decision making and provide and accurate GBV status on a national scale. The safe and ethical collection and analysis of both prevalence and administrative data is critical to support national stakeholders in evidence-based decision making and advocacy efforts. In particular, the regional Spotlight programme serves to support a range of accessible tools to support analysis and decision making to ensure that those furthest behind have a voice. Administrative data will be available through a knowledge management website under construction.

### kNOwVAWdata

Opportunities to be more knowledgeable with the kNOwVAWdata initiative now include persons with disabilities. Through a virtual modality of the curriculum it increases the level of participation in the programme across the Pacific region. In addition, the creation of technical pods (through the close mentoring of a country lead) in country can build small and effective community of practice in each participating Pacific island country. This ensures a high level of accessibility of technical knowledge and understanding at a national level.

Expressions of interest for the kNOwVAWdata training course was circulated widely and already we have a broad range of candidates including members of the CSO Reference Group. In support of the kNOwVAWdata Initiative training course, a system of peers and mentors is being established to ensure the sustainability of the

training but also to create a community of practice and ownership over the safe and ethical collection, use and analysis of prevalence and administrative data relating to violence against women.

### Demographic Health Survey Domestic Violence (DHS/DV module)

At the national level, the Spotlight Initiative worked in close collaboration with the Samoa Bureau of Statistics, the Pacific Community (SPC) and the University of Melbourne (UoM) to support the data collection, tabulation, and analysis of the Demographic Health Survey Domestic Violence (DHS/DV module) to determine the prevalence of violence against women in Samoa. The data, of which preliminary findings were released in August 2020, provided critical data which will serve as the baseline for designing response and prevention programming in Samoa, but also in understanding the trends in patterns and prevalence of VAWG since the last national prevalence data survey in 2014. This trends analysis will be instrumental in informing the focus for program under the Spotlight Initiative.

## Samoa DHS-MICS 2019-20 MICS

### Domestic violence

INDICATOR	SDG	Description	Value
DV.s1		Physical violence by intimate partner (committed by a husband or anyone else) since age 15 and in the past 12 months a) ever in their lifetime b) in the past 12 months	52.3 18.7
DV.s2		Physical violence by non-partner (committed by a non-partner) since age 15 and in the past 12 months a) ever in their lifetime b) in the past 12 months	41.5 16.2
DV.s3		Percent distribution of women age 15-49 who have experienced physical violence since age 15, who report specific persons who committed the violence a) Current husband/partner b) Mother/step-mother c) Father/step-father d) Sister/brother e) Daughter/son f) Other relative g) Former husband/partner h) Current boyfriend i) Former boyfriend j) Mother-in-law k) Other in-law l) Teacher m) Employer/someone at work n) Other	37.5 65.9 53.7 6.7 0.6 7.7 8.8 0.2 0.8 0.2 1.3 17.0 0.1 2.1
DV.s4	5.2.2	Sexual violence by any perpetrator (committed by any perpetrator) since age 15 and in the past 12 months a) ever in their lifetime b) in the past 12 months	21.7 12.6
DV.s5		Sexual violence by non-partner (committed by non-partner) since age 15 and in the past 12 months a) ever in their lifetime b) in the past 12 months	10.1 1.3
DV.s6		Percentage of women age 15-49 years who report specific persons who committed the sexual violence a) Current husband/partner b) Former husband/partner	2.0 20.0
DV.s7		Percentage of women age 15-49 years who experienced sexual violence by specific exact ages a) 10 b) 12 c) 15 d) 18 e) 22	0.4 0.7 1.4 3.2 9.6



## Outcome 6 | WOMEN'S MOVEMENT

### CSO Capacity Assessment

The partnership with the Samoa Umbrella for Non-Government Organizations (SUNGO) enabled the facilitation of the CSO Capacity Assessment to improve the design, implementation, monitoring and reporting of prevention and response efforts. SUNGO also hosted an 'interactive dialogue' with civil society members and government partners to share and raise awareness on the recommendations from the Gender Equality Capacity Assessment for civil society working in the EVAWG space. The consultation was well attended by a diverse of members in the advocacy and response service sector including the Deputy Commissioner for Police, Chief Executive for Ministry of Justice, and the church sector. The workshop agenda included a learning session that was led by a Young Woman Ambassador for EVAWG in Samoa and the Commonwealth No More Campaign who lived experience of overcoming sexual abuse and how sharing of stories such as hers has and can bring about positive change to save more lives.

Work with SUNGO has resulted in the completion of a CSO mapping and capacity assessment with 23 voluntary non-government organisations who work in the EVAWG space. The capacity assessment for Civil Society Organisations on Gender Equality and EVAWG is one of the key activities implemented under Pillar 6 of the Spotlight initiative (Support to Civil Society & Women's Movement). The Capacity Assessment survey was designed to gain a better understanding of the CS working in the gender equality and EVAWG sector in Samoa. It assesses the technical, functional, resource and training needs to support these CSOs in areas where needed. The programme was originally supposed to work with at least 10 NGOs/CSOs; however, the scope of the assessment included an additional 13 given this is the first time an assessment as such has been conducted. The assessment found organisations who worked in EVAWG and GE space were generally led by women

supported by a small number of employees and volunteers. While most CSO have the capacity to implement GBV and GE work, targeted support in the form of direct funding including human resource support, access to funding opportunities, technical assistance, capacity building opportunities is needed. Some of the training needs in GE including gender responsive budgeting, will be addressed under 2021 Spotlight annual work plan. It is intended that the other needs identified in the assessment can be potential support under Government where relevant and other UN and development partner parallel programs on addressing gender concerns. It was also pointed out the need for a better coordination mechanism for civil society would help. The CSO NRG were also able to contribute to the enhancing the recommendations given their role under the Spotlight.

### SNCW lead EVAWG village women initiatives.

The Samoa National Council of Women (SNCW) encouraged the vision for women to lead their own prevention initiatives in VAWG and IPV. Some positive results of the SNCW programmes include

- Women trained in leadership development has instigated meetings with Village Council. These meetings reaffirmed council commitment towards enforcing village bylaws and penalties around DV, youth bullying and abuse and IPV which were originally established during the Community Conversations. To date all villagers, comply with these revived and new policies.
- The increase in numbers of women titled and untitled because of the drive to mobilise women's movement to EVAWG and governance at the village setting has increased immensely in almost all the villages, demonstrating the concept of inclusion of all women of different social standing and abilities.

- SNCW interventions enabled village women to access and refer DV/IPV cases to appropriate service providers for further support.
- SNCW mobilised participation of over 60 village women in the 16 Days of Healing Campaign boosting the women's confidence and self-esteem to drive community action in this space. For example, the social media dissemination of the SPOTLIGHT Civil Society Campaign on the 16 Days of Activism has done much public sharing for the village of Samatau.

#### Youth led EVAWG prevention initiatives

The partnership with the SVSG Juniors trained 250 youth social animators on women's rights and preventative approaches to end violence against women and girls. The social animators undergo trainings and information sessions and have created a network through which they continue through out the lifespan of the project.

The activity with social animators is carried out by SVSG Junior which is comprised of youth from 100+

youth groups nation-wide, ensuring that the voices of the youth from the grassroot communities are represented during the discussions.

The trainings include inspirational female voices such as young women survivors of sexual violence but also of young women advocates for change in their communities through the women's committees in villages.

#### VAWG in sports policies

Samoa Association of Sports and National Olympic Committee (SASNOC) who leads preparations for the Olympics Games conducted workshops with 16 National Sports Federations to discuss existing policies to address VAWG in sports. This effort has made issues of VAWG more visible in the field of sports where only four (4) National Federations had policies addressing DV /IPV issues within the sporting fraternity. Soccer, Rugby, and Cricket being well established sports in Samoa in terms of infrastructure and resources, have policies in place for the safeguarding of their athletes and officials.



Members of the Samoa National Council of Women performing the siva to advocate EVAWG © UN Samoa | Spotlight Initiative - A.Samasoni

Indicative numbers	Direct for 2020	Indirect for 2020	Comments   Justifications
Women ( 18 years and above)	508	2868	Records obtained from SNCW Report, NHRI Village Safety Committee composition, SVSG Helpline: 68: DV sheltered by SVSG: with 22 of the 68 women, who fall under the pregnant mother category. Data includes FLO prevention of suicide Helpline, SUNGO CSO CA report, MWCSO 16Days of Activism Launch. SASNOC consultations: 43 women. MCIT trainings: 22 women. SVSG Social animators (direct): 102 (approximate number). SVSG Social animators (indirect): 1700. MCIT 2AP listeners: 100. Tiapapata video participants: 40. Fautasi o Toa 36
Girls ( 5 - 17)	87	1235	87 girls were sheltered by SVSG because when the mother was evacuated the children were too. However, 37 of the 87 are girls who suffered sexual abuse who were supported by SVSG. SVSG Social animators (indirect): 800 through the social youth animators.
Women and Girls ( Data unable to be disaggregated)	400		Total number of women and girls who directly received prevention kits as part of the COVID19 GBV outreach. Data provided cannot be disaggregated by age.
Men ( 18 years and above)	279	1714	48 males were directly supported for prevention of suicide counselling under FLO. Whereas 52 are males that make up the NHRI Village Family Safety Committees - note 1 transgendered/fa'afafine is reported in the 52 as male (reported separately above in the SOGIESC category). SASNOC consultations: 33 men. MCIT trainings: 14 men. SVSG Social animators (direct): 70 (approximate number). SVSG Social animators (indirect): 1700. MCIT 2AP listeners: 100. Tiapapata video participants: 40
Boys ( 5-17 years)	35	1044	31 boys sheltered and cared for by SVSG. SVSG Social animators (indirect): 800 through the social youth animators. The 4 direct assistance to the boys is about the support to the fa'afafine or transgendered young men. (2 supported by FLO and 2 under SVSG).
Total	1309	6861	

Several challenges have been highlighted throughout the report, especially around the COVID-19 pandemic and natural disasters resulting in a shift of priorities. However, the RUNO found alternative solutions to ensure work progressed during these difficult times. Despite the challenges, the programme adapted by increasing the use of multimedia platforms to deliver SRH and GBV messages.

The lingering impact of the deadly measles outbreak in 2019 also impacted the implementation. Most if not all of the programme partners and their implementation strategies required working directly with communities on/at different island locations. Partner engagement was restricted due to strains on resource capacity, including limited access and availability of proper infrastructure to support a full participatory approach to enable community gatherings in the village.

One key partner that faced challenges was the MESC and how it faced human resources challenges to advance the implementation of multi-media lesson plans on DV/IPV. To mitigate this challenge, a Spotlight Initiative consultant was hired to support them in this area.

The CSO partners are very small scaled and rely mostly on private fundraising for resource support. Most of the government implementing agencies are double burdened, with minimal to no staff working, specifically on EAWG issues.

In addition, due to the nature of small islands developing states, November and December was impacted with flooding and heavy rainfalls which also affected implementation on the ground. This meant that focus of government, CSO and communities was redirected to support affected populations.

Mobilization of partners has been a challenge in Samoa as well, given the limited number of available partners that can implement such projects. In some cases, advertising for partnerships had to be repeated several times to receive at least one technically compliant proposal. A similar challenge has also been noted by our implementing partners that have on several occasions suffered delays due to collaborators or partners that did not deliver in a timely manner. To mitigate this challenge, advertising has been as broad as possible including in the local newspapers and through existing CSO networks.

## Lessons learned

There have been several lessons learned that have informed the RUNO engagement, both internally and externally.

It has been critical for the implementation of the programme to ensure technical coherence and coordination across RUNO. The regular meetings ensured, for example, coordination between UNFPA and UNWomen to ensure quality support for establishing multi sectoral GBV administrative data systems, including coordination of capacity building activities.

Innovation and flexibility in implementation have also been a key lesson learnt over the reporting period. Despite the restrictions of COVID19

regional events were held through virtual modalities. The launch of the 2020 International Technical and Programmatic Guidance on Out-of-School Comprehensive Sexuality Education across the region with high level representation, including the opening by the Prime Minister of Samoa, is indicative that with innovative thinking and flexibility in implementation, activities can still be achieved.

The CSO Capacity Assessment conducted with SUNGO is considered best practice and a key lesson learned from the previous year (2020). Rather than dictating the needs for CSO, a capacity needs assessment was proposed

and carried out by SUNGO who then mobilised and worked with 22 other CSO to determine their own needs. The objective of the survey was to assess the capacity - operational, functional, technical, resource and training needs for selected civil society organisations to make a meaningful contribution and influence the EVAWG and gender equality space and agenda. The findings will inform the Spotlight program and approach for future CSO engagement and learning opportunities also beyond the life of the Spotlight Initiative.

Another lesson learned was the benefit of shared communication work amongst the RUNO to demonstrate the One UN approach for major campaigns and to leverage on visibility opportunities. In particular, the RUNO capitalized on the momentum after international and national events such as International Women's Day 2021 and 16 Days of Activism Against Violence. Moreover, thanks to joint communication work, there has been increased coverage and communications through the media on the thematic areas of Spotlight, and the increased distribution of promotional materials and messages on Spotlight via different mediums where practical.

In addition, considerations during emergencies be incorporated into the Workplan of all Spotlight stakeholders, including RUNO government counterparts, CSOs, etc. The success of emergency programming in view of the ongoing COVID-19 situation has demonstrated that similar interventions and activities may, in fact, be delivered during non-emergency situations as well, with the caveat to adjust modalities of service provision for the safety of both providers and beneficiaries.

In terms of monitoring and evaluation (M&E), the lesson learned is that there is a need for more dedicated support in human resource/full time staff like that of communications to ensure coordination across the Spotlight Initiative. This includes clearly earmarked budget costings for field visits and operations. Given the complexities and importance of M&E, RUNO are reviewing their budget to cost share for a dedicated M&E and Communications personnel.

The programme requires a long implementation period to allow for the partners to achieve the change in attitudes and behaviours. Although the activities can advance and implementation can be accelerated for completion, the transformative intent of the programme requires time to be achieved.

## Opportunities

On the bright side, the COVID 19 pandemic enabled the reprogramming and building of new strategic alliances with new civil society partners and it reinforced alignment with actual needs of women and girls and made support to national EVAWG efforts more relevant.

Various opportunities for collaboration or synergizing efforts between RUNO and partners were discovered. These opportunities is positive on overall impact and it utilises the limited time of partners, and contributes to the programme's cost effectiveness. A good example is the added value provided by SVSG in mobilizing survivors for the 2AP Radio where survivors benefit from the empowering experience while the produced material provides genuine insights and voices to DV/IPV.

The CSO Capacity Assessment informs the areas of capacity support for a cohort of civil society partners who will implement advocacy programs on EVAWG and GEWE. The public calls to fund the implementation of civil society community action plans will be conducted in 2021. These proposals have a combined value of USD102,000. There is an opportunity to increase the budget allocation for civil society under Pillar 6 and expanding to new partnerships, particularly in the sports space. The proposal also looks at the sustainability of funding support to the current CSO who are in partnership with RUNO due to COVID response work and program /budget support to implement the CSO NRG workplan that was not budgeted for.

### Virtual launching of events

An innovative practice has been the regional launch and the development of the 2020 International Technical and Programmatic Guidance on Out-of-School Comprehensive Sexuality Education which has created a momentum across at the highest possible levels of political and faith-based leadership. This will be leveraged throughout 2021 to propel increased engagement and uptake at the national level through local partners and Government stakeholders. The political engagement will be leveraged by the Spotlight Initiative in the Pacific through ministerial and forum meetings in 2021 including the Triennial Conference for Pacific Women and Women's Ministerial. Instead of a regional event where people from across the Pacific travel to a central location to meet for the launch, national hubs were formed in country and then networked across the region through a virtual platform. This process allowed increased national participation and presence as well as the regional visibility of the event to foster broader political capital.

### kNOwVAWdata Initiative

A key innovation under the Spotlight Initiative has been the efforts to localise the regional and global

kNOwVAWdata Initiative in the Pacific. This has been a long process of negotiation across intergovernmental and technical partners. This partnership has now been confirmed and, the Spotlight Initiative is working to lead GBV administrative and prevalence data coordination for the Pacific region. The kNOwVAWdata Initiative training programme will be provided through the support of national technical pods. These technical pods are being established by the University of Melbourne through the mentoring of a lead person in each country who has previously participated in the kNOwVAWdata initiative. This lead person will then support all those participants enrolled in the kNOwVAWdata course in that country. In this way, the shift of the training from in person to virtual delivery will not compromise on the quality of outcomes for training participants. It will also serve to support a localised community of practice.

### Essential Services for grassroots

Ongoing partnerships with organisations that are working at the grassroots level is critical and must be maintained. With the ongoing pandemic, a good practice has been the support for helplines and actual implementation of social service support. The CSNRG



Faith Based Organisations also featured in the 16 Days of Healing Campaign to reinforce religious values and beliefs to change behaviours towards the issue of violence against women and girls .

model is another innovative and good practice for the Spotlight Initiative as it empowered the CSO to be part of the design, implementation, and monitoring of the programme. At the operational level, having a flexible, responsive, and contextualised programme management approach has enabled effective engagement with partners. This includes having direct access to the UN Spotlight Secretariat through the RCO making the program effective and more efficient.

#### Non-EVAWG partnership

In Samoa, identifying synergies with other non-Spotlight EVAWG work to upscale resource support and maximise results has been a good practice. For example, venturing into economic support for women as well as mobilising resources for the 16 Days of Healing Campaign with the RUNO and the RCO.

The Spotlight Initiative has partnered with the Ministry of Communications and Information Technology and 2AP Radio with the aim to empower survivors of

DV/IPV with new skills to analyse, voice messages and influence public opinion. A training was carried out with 15 DV/IPV survivors who are now working together with 2AP Radio to develop EVAWG content that will be broadcast through Samoa's National radio station. The state run 2AP radio, which is the only radio accessible widely across the country, is undergoing some changes in the way it has been working. Spotlight in Samoa is exploring how to harness the coverage of the 2AP radio to disseminate information about accessing services and helplines for women and girls and survivors of IPV.

This initiative is both innovative, as it enables survivors to contribute to the DV/IPV prevention, and promising as the production of radio content on issues affecting women and girls such as health, gender inequality, education, and other issues, will start a trend for community-oriented content that improves the quality of life for communities, especially women and girls.



A beautiful taupou performing in the 16 Days of Healing Campaign.

## Overview

Within this reporting period, the programme coordinated and executed Communications and Visibility activities guided by its Spotlight Initiative Samoa Communications and Visibility Plan.

The Spotlight Initiative gained popularity in Samoa and in the Pacific through its Spotlight Initiative Samoa Facebook page which centralised all stories, videos and promotional information on individual and joint activities.

The programme organised media conferences, circulated press releases utilising the media to publicise the activities and objectives of the programme. Stories were written on particular results of the programme and information materials were produced and publicly distributed to promote the programme and strengthen preventions of EVAWG at all levels of the country. A list of links to Spotlight Initiative related articles and stories is compiled after the Testimonials.

## Messages

In all communication activities of the Spotlight Initiative the messages were structured to be consistent, clear, and evidence-based and to be presented through public statements, advocacy programmes and media materials and coverage. The key messages included the

- value of the EU and UN partnership to end violence against women, the community-based causes and solutions and behavioural change messages.
- cultural and religious values such as love, respect, care and protection to EVAWG
- data informed messages such as 1 out of 4 women experience DV/IPV
- behavioural control messages such as ‘walk away when angry to prevent violence ‘

## Events and Campaigns

During the reporting period, the following major events were organised by the Spotlight Initiative:

### National Launch

The national launch of the Spotlight Initiative Samoa Programme on 06 March 2020 during 84th Extraordinary Session on the Convention on the Rights of the Child (CRC) received much media coverage on local mainstream media and social media. A special media conference featuring the EU Ambassador HE Sujiro Seam, the UNDP Resident Representative Jorn Sorensen, the MFAT Representative Ms Franscella Strickland shared information widely about the purpose of the programme and its expected outcomes.

### Out of School Comprehensive Sexuality Education

In partnership with the International Planned Parenthood Federation (IPPF), the Spotlight Initiative supported the regional launch of the 2020 International Technical and Programmatic Guidance on Out-of-School Comprehensive Sexuality Education (Guidelines) on 03 December 2020. The virtual launch with an estimated 700 participants at physical locations across 11 countries (Cook Islands, Fiji, Kiribati, PNG, Republic of the Marshall Islands, Samoa, Tuvalu, Solomon Islands, Tokelau, Tonga, and Vanuatu) was live streamed by Fiji TV and social media platforms for UNFPA and IPPF. The event was attended by Pacific government leaders with the keynote address by the Prime Minister of Samoa.



### 16 Days of Healing Campaign

The 16 Days of Healing campaign led by the CSO NRG with the support of the RUNO (UN Women, UNDP, RCO) and staged within the framework of the 16 Days of Activism mobilised community conversations with different settings to explore community thoughts and knowledge on the causes and solutions to this issue. This campaign revived traditional songs and dance to transmit the message that answer to ending VAWG has always been with us, through our cultural values of respect, love, protection and care.

### Fautasi o Toa

The Spotlight Initiative seized the opportunity to be promoted through indigenous sports. This was a unique opportunity as the Long Boat Race is historically an indigenous water sport for men only. However, through the Spotlight Initiative, the first ever long boat rowed by an all women team - Boat of Legends (Fautasi o Toa) competed in Fautasi race during the celebration of the Marist Samoa 70th Anniversary and claimed second place.

This is an excellent example of using traditional sports as a vehicle to address the issue of domestic violence – which saw a concerning spike during the COVID-19 lockdown period – and gender biases that continue to discriminate against and prevent women and girls from reaching their full potential.

### Communication and advocacy training program to empower DV/IPV survivors

A communication and advocacy training program was launched and rolled out by Spotlight in partnership with the Ministry of Communication and Information Technology (MCIT) and 2AP Radio, and in collaboration with the Samoa Victim Support Group.

The survivors of the SVSG Campus of Hope through this training found the courage and acquired the skills to better tell their stories in the hope to save a life and to end violence.

The broadcasters from the 2AP Radio acquired the knowledge to better report on domestic violence by understanding the sensitivities of the issues and are able to deliver appropriate messages.



Thirty six women of different ages and backgrounds braved the waters putting the spotlight on EVAWG and building women champions with a powerful message to end all forms of violence against women and girls of Samoa

Testimonials

Vaiala from Savaii is one of the youth social animators active under the Spotlight Initiative in Samoa. She says, "Count me in as a changemaker!"

During the preparation of the #SamoaWithHer Campaign Mati who is 26 years old pointed out that "Respect for oneself is the first step against DV/IPV"

Sina, a seasoned journalist who trained the survivors in partnership with MCIT and 2AP Radio, pointed out the importance of giving a voice to those that have experienced DV/IPV first-hand, and the significance in empowering them to find their voice.

Samoa's Minister of Communications and Information Technology, Afamasaga Toeolesulusulu Lepuiai Rico Tupai, "There have been enough studies, research and data to establish that there is violence against women and children in Samoa, and this morning, it is time for action".

Muriel Lui Rower Fautasi o Toa 16 Days of Activism November 2020. "What a day. What an experience. What an achievement. What history. This is an experience that will forever be one of the top of my list as the most memorable and fulfilling in my life. Thank you to the Spotlight Initiative for the opportunity to highlight the issue of domestic violence against women and girls which is a rampant disease that has plagued and sullied our paradise for a long time.

"I have been sharing my story with children at school and young people at church. I am even sharing my story with you today to save lives. I don't want other children to be abused like me. You have to speak out."  
Leilua Lino – Victim/Survivor, SVSG – March 2020

## Media coverage of the Spotlight Initiative in 2019 -2020

\$148 million committed to end violence against women

<https://www.samoaoobserver.ws/category/samoa/20189>

“No more room for excuses” - P.M. Tuilaepa

<https://www.samoaoobserver.ws/category/samoa/37825>

10 million to end violence against women

<https://www.samoaoobserver.ws/category/samoa/59332>

Can money stop domestic violence

<https://www.samoaoobserver.ws/category/editorial/37826>

Ten chosen for Spotlight Samoa group

<https://www.samoaoobserver.ws/category/samoa/71007>

Meeting further Spotlight collaborations

<https://www.samoaoobserver.ws/category/samoa/73260>

Training to empower violence survivors

<https://www.samoaoobserver.ws/category/samoa/74174>

Broadcasters undergo domestic and sexual violence training

<https://www.samoaoobserver.ws/category/samoa/75197>

Tackling Violence Needs Boldness & Ambition: Charting The Way Forward For REACH

<https://newslinesamoa.com/tackling-violence-needs-boldness-ambition-charting-the-way-forward-for-reach/>

Fautasi o Toa shines in more than just a race

<https://newslinesamoa.com/fautasi-o-toa-shines-in-more-than-just-a-boat-race/>

MCIT Supports Communication and Advocacy Program for SVSG Survivors and Radio 2AP Broadcasters

<https://samoaglobalnews.com/mcit-launches-communication-and-advocacy-program-for-survivors-and-radio-2ap-broadcasters1/>

10 in Samoa’s Spotlight Initiative National Reference Group

<https://theworldnews.net/ws-news/10-in-samoa-s-spotlight-initiative-national-reference-group>

For the 2021 period, the Spotlight Initiative will accelerate implementation with strategic and informed adjustments to modalities of working and activities. Below is an outline of key steps for the team:

The RUNO will work on strengthening engagement with EU not only at the Steering Committee level but throughout all activities and events organised at the country level. This will include organising monthly sessions with EU given they are not based in Samoa to provide an update on the programme.

Samoa will develop a culturally appropriate and inclusive whole of country National Prevention Framework that's built on evidence and lived experiences of Samoans. The policy development heavily relies on process, namely comprehensive community engagement/consultations and media/influencer engagement. There is a social norm change and VAWG awareness raising component that goes into creating this policy. As such the development is as much of an intervention as the written policy itself. Due to a diversity of roadblocks, it was decided with MWCSO that Spotlight would implement funds on behalf of MWCSO instead of through a Partnership Agreement. This modality will be less burdensome on MWCSO and will still allow for the objectives and goals to be achieved for this policy workstream. The change in modality does not change the nature of implementation or shift the leadership role of MWCSO.

The programme will also capitalise on the launch of the 2020 International Technical and Programmatic Guidance on Out-of-School Comprehensive Sexuality Education to support roll out of in and out of school CSE with government ministries and partner CSO.

MOH will strengthen its response to survivors of GBV with the development of GBV guidelines and training of health workers to better respond to violence against women and girls.

The importance of developing and sustaining positive relationships with current and potential partners will continue to be reinforced. Experience has shown

that clear roles and responsibilities, agreed activities and regular RUNO presence to support partner programme implementation on the ground is vital to also ensure quality assurance. Work will progress with MJCA and MWCSO to support mapping, coordination, strengthening high level platform for sector wide EAWG coordination mechanism (using REACH model as a multi-sectoral strategy for partner mobilization and coordination). A consultant will be hired to support the coordination and reporting process for sector partners to increase performance due to limited operational and technical staff to execute this plan.

In partnership with PIFS and SPC under the regional Spotlight Initiative, the training component for the Gender Responsive Budgeting will be aligned and Spotlight Initiative will receive support from the regional training package for the local context.

There are dialogues planned on the accreditation system for Spotlight EAWG CSO, including Training of Trainers for CSO based on the needs identified in the Capacity Assessment under Pillar 6. This work will be done in collaboration with the MWCSO as a key counterpart, civil society representatives and relevant sector partners. With regards to the Education sector, work with the MESC will progress on identifying issues related to DV/IPV and possible institutional solutions. Some specific activities include:

- Develop specialized training material packages for teaching and non-teaching staff as well as engaging out of school youth.
- Broadcast the voices of survivors through 2AP Radio and raise awareness around DV/IPV.
- Launch the #SamoaWithHer campaign
- Produce the institutional review of the Sports Federations in relation to DV/IPV.
- Complete and disseminate the 5 episodes of Samoan proverbs presented to advocate against DV/IPV in a culturally appropriate way.
- Data collection through AI application development are explored and data collection instruments at MESC are updated.

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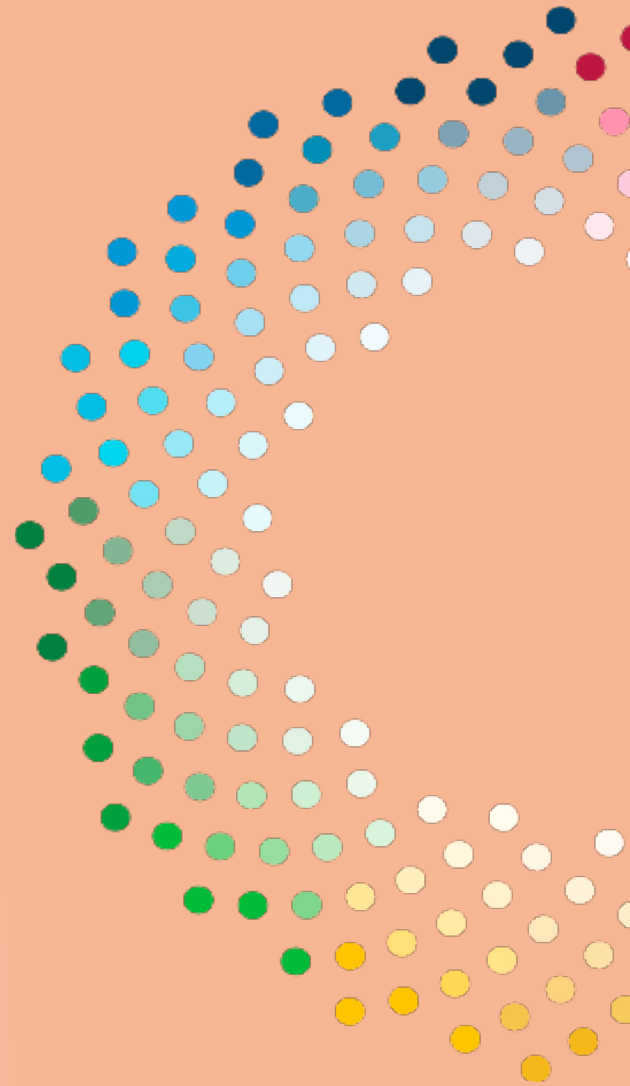
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# Annex A

## Results Framework

## Annex B

## INCEPTION REPORT - RISK MANAGEMENT REPORT

Risk Assessment	Risk		Risk Monitoring:		Addressing the Risk Please include the mitigating and/or adaption measures taken during the reporting period.	Responsible Person/Unit
			How (and how often) did your programme monitor the risk(s) during the reporting period?	Periodicity		
Contextual risks						
Natural disaster or similar major event eg cyclone, or pandemic diverts attention of funds and other resources	5	5	Continuous	Government State of Emergency Orders and guidelines for assessment of risk, monitoring of risk and work restrictions	Progressing work with partners remotely or initiating planning in small in compliance with the Government's orders  Technical Program Meetings, Meetings with stakeholders to determine challenges & solutions, monitor performance. AWP and Budget revision to take into account COVID19 challenges	UN agencies in conjunction with GoS and implementing partners
Negative economic (external or internal) situation, causing financial stress and pressure of GoS and communities	5	5	Continuous	Government's and development partners financial reports, Rapid Assessments, Social Economic Impact Assessments	Re-programming of the Initiative to support Government and CSOs. Same as above	Resident Coordinator to monitor in conjunction with GoS. UN Heads of Agencies
Lack of involvement of women in key decision making and implementation	2	2	Continuous	RUNO reports/ Technical Working Group	This is an unlikely risk as focal points of the programme and members of the technical and steering committee are mainly comprised of women advocates or women themselves.	RUNO as part of designing ToRs, assessing responses and monitoring implementation.
Deeply embedded social norms are hard, and take time to change. Lack of behaviour change or repeat offending due to challenges to changing said social norms and culture	3	3	Continuous	RUNO reports/ Technical Working Group	Use proven interventions that have strong buy in from stakeholders at all levels. Ongoing education and a strong well resourced communications platform and messaging	RC and Steering Committee
Perception of human rights including women's rights as foreign concepts is politicized in lead up to 2021 national elections causing backlash against promotion of rights	3	3	Continuous		Key messages to emphasise compatibility of human rights approach with Samoan culture and Christian beliefs. Diversity of respected messengers	RC and Steering Committee
Ongoing rift between government and the biggest church organisation in Samoa relating to taxes puts at risk the work under Pillar 3 with its focus on FBOs as entry points	3	3	Continuous	News media, Government reports	Broaden to the scope for entry points to include sports bodies, community cultural organisations, NGOs	Steering Committee
Programmatic risks						
Public awareness campaigns and discussion leads to increased rates of DV/IPV	3	4	Continuous	News reports/ Community conversations/	Depending on settings and responsible persons, safeguards to be in place before, during and after implementation	UNWomen and partners
Village Councils, churches reject or passively receive the programs, do not sustain them	4	4	Continuous		Identification of persons / organisations with status and credibility to be respected and accepted by Village Councils and Churches. Working closely with the CSNRG. Working closely with the 6 Village Safety Committees as part of the pilot programme	UNWomen / GoS/ RUNOs
Community members and other respondents attempting to provide first response support to survivors experience increased threats of and actual violence from perpetrators	4	4			Putting in place safeguardsbefore, during and after implementation	UNWomen / GoS
Prevention and awareness campaigns increase awareness of and demand for support services, yet planned improvements to accessibility and quality of services do not progress. Ongoing lack of quality service delivery ie, quality standards for first responders and counsellors	4	3			Ensuring roll out of service delivery programmes to be structured and sequenced to be commensurate with absorptive capacity and readiness of participants	GoS and its agencies (especially first responders) and village welfare committees, church and other NGO providers

Risk Assessment	Risk		Risk Monitoring:		Addressing the Risk Please include the mitigating and/or adaption measures taken during the reporting period.	Responsible Person/Unit
			How (and how often) did your programme monitor the risk(s) during the reporting period?	Periodicity		
Programmatic risks						
Community groups and other respondents develop / continue response mechanisms without sufficient training or support, resulting in poor service delivery that creates further harm to DV/IPV survivors	4	4			Ensuring roll out of service delivery programmes to be structured and sequenced to be commensurate with absorptive capacity and readiness of participants	UN Women
Lack of sufficient and quality counselling and other services and programmes for perpetrators (typically male)	4	4			Working with FBO and CSNRG to ensure there is support	GoS and its agencies (especially first responders) and village welfare committees, church and other NGO providers
Challenges to mobilise quality service delivery	4	4			Working with people skilled in relevant counselling and service delivery	UN Women is working with APTC on a level 4 Diploma and other short term counselling services
Finding partners who have the necessary DV/IPV skills to implement good programming	4	4			Undertaking CSO Capacity Assessment to ensure they have the right skills to implement. Also linking to the service delivery protocol developed by the Government for alignment	RUNO and also service providers themselves. Work to develop and action quality standards is critical
Capacity gaps in implementing partner personnel for both planning and implementation	5	5	Continuous	Meetings with partners	One to one sessions and close collaboration with key personnel to improve understanding and reinforce capacity	RUNO
Lack of continued availability of national staff to manage the programme given the limited programme management costs allocated under Spotlight.	5	4	Regular	RUNO regular meetings	Through local recruitment of consultants against different work areas.	RUNO/ Government/ National partners
Not being able to comprehensively set up the GBV admin data system if the referral pathway through the Integrated Essential Services Guidelines is not functioning well.	4	3	Continuous	PSC meetings, technical meeting,	Ensure that even if the full system is not up and running all the safe and ethical tools and processes are in place to ensure smooth data collection and reporting.	UNFPA
Lack of technical and coordination coherence across all Pillars. All RUNO working in silos. [NEW]	4	5	Periodicity		Provide technical support to relevant organisations and Ministries needing support	RCO, Heads of Agencies, Regional TA
Program approach and activities were not contextualised to be relevant and appropriate for Samoa [NEW]	5	5	Quarterly	Individual & plenary stakeholder meetings	Revised activities to make it relevant with appropriate strategies implemented with partners. Co lead and co design programs, reach a joint agreement with partners without changing outcomes. With Revised Budget approved for implementation based on feedback from implementing partners and approvals in line with program outcomes and guidelines	
Institutional Risks						
Lack of political will that filters down to institutional stakeholders	3	4			Consistent and targeted messaging and advocacy at all levels	RC to hold GoS to account and use the governance body to hold institutions accountable
Lack of government oversight and leadership and/or weak institutional structures and governance	3	4			Frequent meetings, consultations, Joint steering committees	Chair of Steering Committee in association with all members of the group
SBS doesn't improve data collection (disaggregated) and analysis	3	3			Regular advocacy and capacity support to SBS.	UNFPA
Discomfort around those strong advocates within national, local and civil society structures	3	2			Foster and support efforts that bridges the divide	Chair of Steering Committee in association with all members of the group
High turnover of personnel	3	2			Ensure interventions have buy in across the board. Ensure proper documentation and hand over notes for continuation of work	Implementing entities



## Annex B

## INCEPTION REPORT - RISK MANAGEMENT REPORT

Risk Assessment	Risk		Risk Monitoring:		Addressing the Risk Please include the mitigating and/or adaption measures taken during the reporting period.	Responsible Person/Unit	
			How (and how often) did your programme monitor the risk(s) during the reporting period?	Periodicity			Source for monitoring
<b>Institutional Risks</b>							
	Legal, regulatory environment does not move quickly as policy and planning work takes time and there are competing priorities	3	2			Continuous advocacy with government on the regulatory environment	RUNO
	Technical and operational staff capacity and challenges encountered by implementing partners, particularly CSOs and Government partners. The CSO partners are very small scaled and rely mostly on private fundraising for resource support therefore delays to implementation based on their resource capacity is a major risk. [NEW]	5	5	Periodicity	Meetings	Access to Spotlight resources and technical support from the Coordinators, TA and personnel support to ensure program flow and delivery	RUNOs
	Some global indicators unmet at country level due to different contexts, time & pace of program implementation [NEW]	5	4	Periodicity			RUNO.
	Lack of outcome monitoring and evaluation including reporting due to no dedicated M & E support to ensure collective common understanding, practice and reporting at higher outcomes level.[NEW]	5	4	Periodicity	Technical meetings	M & E coherent guidance from RCO, with a M & E task force established with resources from each of the RUNO to support consolidation and reporting meetings. Direct Access to be able to reach out to the Secretariat M & E support unit	RCO and Heads of Agencies under Spotlight, RTA
<b>Fiduciary Risks</b>							
	Insufficient funding for programme implementation	4	3			RUNO being practical and realistic and utilising partnerships as well as alignment with existing EVAWG initiatives to ensure complementarity	RUNO and preparation of clear TORs, robust assessment of proposals and manage contracts with results in mind
	Inability to maintain financial sustainability at end of SI	4	4			RUNOs being practical and realistic and utilising partnerships as well as alignment with existing EVAWG initiatives to ensure complementarity	RUNO
	Poor management or mismanagement of funds	2	3	Regular	RUNO reports, MPTF reporting	Robust budgets and reporting documentation Robust budgets and reporting documentation	RUNO
	Shift in priorities, direction and impact on VAWG due to unforeseen COVID-19 crisis	5	5	Regular	Meetings	Reconfirming priorities with partners as implementation planning with each partner progress	RUNO
	National Implementing partners not acting in the best interest of the Spotlight Program	1	1	Quarterly	Stakeholder meetings and reporting on regular basis	Program interventions are mapped out early aligning with program objectives and strategy . Ensure consistent check in meetings and financial checks with partners	Spotlight Coordinators and Finance Officers

## Assumptions:

\* Ongoing support and commitment from high levels of Government leadership down through government agencies and into private sector and communities - at village level but also the church and NGOs - to ensure sustainable impact

\* Ongoing funding from within GoS, other development partners, NGOs and communities themselves will be ongoing - behaviour change is a resource intensive long haul

\* A multi sectoral, multi stakeholder approach is embraced by everyone. Samoan society is committed to change (including a zero tolerance to DV) and accepts what needs to be embraced to achieve success

# Annex C

## CSO Engagement Report

Outcome	Output	Name of Civil Society Organisation (CSO)	Type of CSO <small>(see definition below table)</small>	Total Award Amount (USD) <small>(see definition below table)</small>	Name of Recipient UN Organisation (RUNO) funding the CSO	Modality of Engagement <small>(see definition below table)</small>	Is this CSO woman-led and/or women's rights organisation (WRO)/ feminist CSO? <small>(see definition below table)</small>	Is the CSO a new or existing partner? Please indicate if the RUNO has/has not partnered with the CSO prior to the Spotlight Programme start. <small>(see definition below table)</small>	Primary Vulnerable/ Marginalised Population Supported by Award <small>(see explanation below table)</small>
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**OUTCOME 1: Legislative and policy frameworks, based on evidence and in line with international human rights standards, on all forms of violence against women and girls and harmful practices are in place and translated into plans.**

Output 1.1: National and regional partners have strengthened evidence-based knowledge and capacities to assess gaps and draft new and/or strengthen existing legislations on ending VAWG and/or gender equality and non-discrimination that respond to the rights of the most groups facing multiple and intersecting forms of discrimination and are in line with international HR standards and treaty bodies' recommendations.

1	1.1						Yes/No/No info available	New/ Existing/ No information available	
1	1.1								
1	1.1								
1	1.1								
1	1.1								

Output 1.2: National and/or sub-national partners are better able to develop evidence-based national and/or sub-national action plans on ending VAWG in line with international HR standards with M&E frameworks, increase financing and allocate appropriate budgets for their implementation, including for those groups facing intersecting and multiple forms of discrimination.

1	1.2								
1	1.2								
1	1.2								
1	1.2								
1	1.2								

Output 1.3: National, sub-national and/or regional partners have greater knowledge and awareness of human rights obligations and are able to draft laws and/or policies that guarantee the ability of women's rights groups, CSOs and women human rights defenders to advance the human rights agenda.

1	1.3								
1	1.3								
1	1.3								
1	1.3								
1	1.3								

**OUTCOME 2: National and sub-national systems and institutions plan, fund and deliver evidence-based programmes that prevent and respond to violence against women and girls and harmful practices, including in other sectors.**

Output 2.1: Key officials at national and/or sub-national levels in all relevant institutions are better able to develop and deliver evidence-based programmes that prevent and respond to VAWG, especially for those groups of women and girls facing intersecting and multiple forms of discrimination, including in other sectors.

2	2.1	Samoa Victim Support Group (SVSG)	National	5000	UNDP	Implementing Partner (IP)	Woman-led	New Partner	Women and girls living in poverty
2	2.1	Faataua Le Ola (FLO)	National	5000	UNDP	Implementing Partner (IP)	Woman-led	New Partner	Indigenous women and girls
	2.1	Marist Saint Josephs Club Inc	National	5000	UNDP	Implementing Partner (IP)	Woman-led	New Partner	Women and girls with disabilities
	2.1	Fautasi o Toa	Local/ Grassroots	5000	UNDP	Implementing Partner (IP)	Woman-led	New Partner	Rural women and girls
	2.1	CSO-NRG	National	12,000	UNDP	Implementing Partner (IP)	Woman-led	New Partner	Indigenous women and girls





Outcome	Output	Name of Civil Society Organisation (CSO)	Type of CSO (see definition below table)	Total Award Amount (USD) (see definition below table)	Name of Recipient UN Organisation (RUNO) funding the CSO	Modality of Engagement (see definition below table)	Is this CSO woman-led and/or women's rights organisation (WRO)/ feminist CSO? (see definition below table)	Is the CSO a new or existing partner? Please indicate if the RUNO has/has not partnered with the CSO prior to the Spotlight Programme start. (see definition below table)	Primary Vulnerable/Marginalised Population Supported by Award (see explanation below table)
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OUTCOME 6: Women's rights groups, autonomous social movements and CSOs, including those representing youth and groups facing multiple and intersecting forms of discrimination/marginalization, more effectively influence and advance progress on gender equity and women's empowerment, and ending VAWG.

6	6.1	Samoa Umbrella for Non Government Organisations (SUNGO)	National	10,500	UNDP	Implementing Partner	WRO/feminist CSO but not woman-led	Existing Partner	Indigenous women and girls
6	6.1	Samoa Victim Support Group (SVSG)	National	15,000	UNDP	Implementing Partner	Woman-led	New Partner	Indigenous women and girls
6	6.1	Faataua Le Ola (FLO)	National	15,000	UNDP	Implementing Partner	Woman-led	New Partner	Indigenous women and girls

Output 6.2: Women's rights groups and relevant CSO are better supported to use social accountability mechanisms to support their advocacy and influence on prevention and response to VAWG and gender equality and women's empowerment more broadly.

6	6.2	Samoa Umbrella for Non Government Organisations (SUNGO)	National	50,417	UNDP / UNESCO	Implementing Partner	Woman-led	Existing Partner	Indigenous women and girls
6	6.2	Samoa National Council of Women (SNCW)	National	20,000	UNDP	Implementing Partner	WRO/feminist CSO but not woman-led	New Partner	Indigenous women and girls

Output 6.3: Women's rights groups and relevant CSOs representing groups facing multiple and intersecting forms of discrimination/marginalization have strengthened capacities and support to design, implement and monitor their own programmes on ending VAWG.

6	6.3	Samoa Umbrella for Non Government Organisations (SUNGO)	National	4,000	UNDP	Implementing Partner (IP)	Woman-led	Existing Partner	Indigenous women and girls
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PROGRAMME MANAGEMENT COSTS ( including pre funding) - Note PMC funds dispursed to CSO in 2020

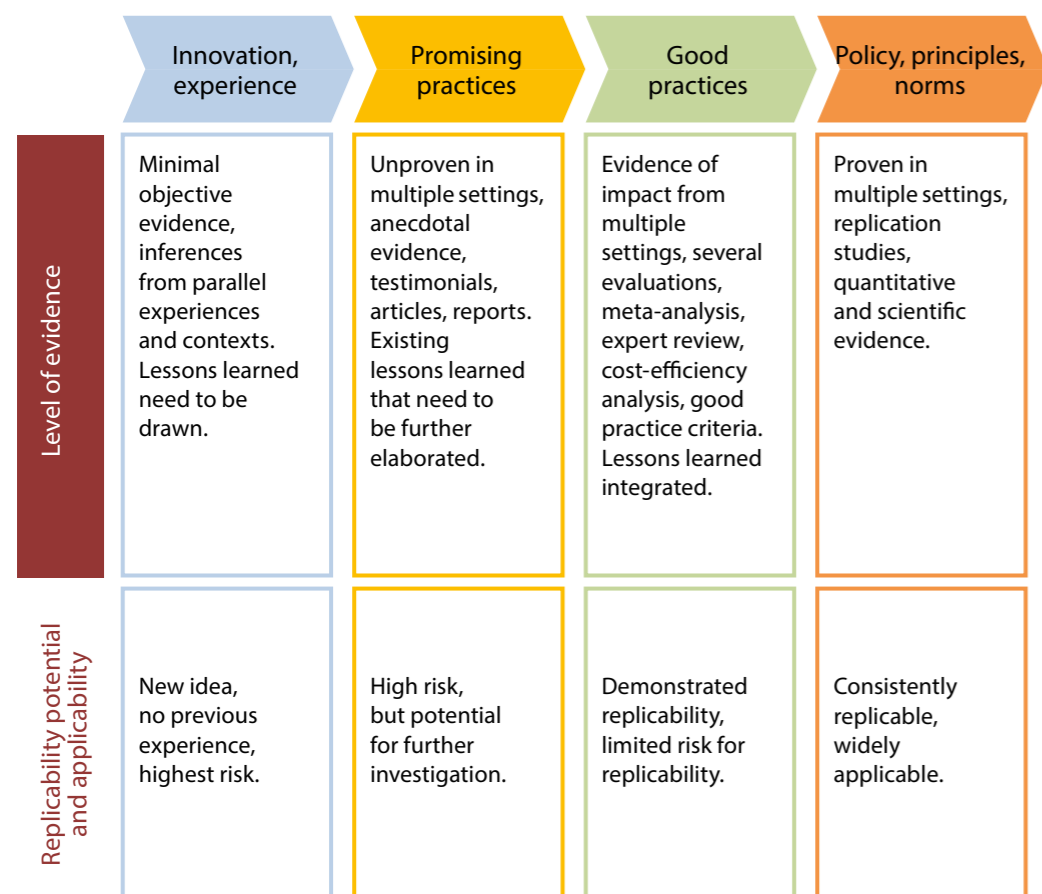
		PMU	No	32,800	UNDP	Project Coordinator	No	No	No
		PMU	No	46,100	UNDP	Vendor	No	No	No
		Pre-funding							

# Annex D

## Promising or Good Practices Reporting Template

### State of a practice: good practice or promising practice?

The following set of criteria will help you to determine whether a practice is a good practice:



Adapted from Hancock, J. (2003): Scaling-up for increased impact of development practice: Issues and options in support of the implementation of the World Bank's Rural Strategy. Rural Strategy Working Paper, World Bank, Washington D.C.

## Guidance and Template on Innovative, Promising and Good Practices

As a Demonstration Fund, the Spotlight Initiative aims to demonstrate how a significant, concerted and comprehensive investment in ending violence against women and girls (EVAWG) and gender equality can make a lasting difference in the lives of women and girls and in the achievement of all SDGs. It is thus critical that innovative, promising and good practices, in the field of EVAWG and in the context of implementing a “new way of working”, have the potential for adaptability, sustainability, replicability and scale-up<sup>1</sup>. This is both within the UN system and with various stakeholders to maximize the transformative potential of the Initiative. It is critical that these practices are documented and shared widely for uptake and continuous improvement to contribute to the evidence base and eliminate violence against women and girls.

This brief guidance and template ensures a common understanding of “Innovative, Promising and/or Good Practices” in the Spotlight Initiative. It provides a set of criteria to determine whether a practice is innovative, promising, or good, as well as a template for documentation. Please see the definitions below and the diagram for further clarification.<sup>2</sup>

### Definition of an Innovative Practice

An innovative practice is a new solution (method/idea/product) with the transformative ability to accelerate impact. Innovation can entail improved ways of working with new and diverse partners; can be fuelled by science and technology; or can involve new social and business models, behavioural insights, or path-breaking improvements in delivering essential services and products, among other solutions. It does not have to involve technology; most important is that innovation is a break from previous practice with the potential to produce significant positive impact.<sup>3</sup>

### Definition of a Promising Practice

A promising practice has demonstrated a high degree of success in its single setting, and the possibility of replication in the same setting is guaranteed. It has generated some quantitative data showing positive outcomes over a period of time. A promising practice has the potential to become a good practice, but it doesn't yet have enough research or replication to support wider adoption or upscaling. As such, a promising practice incorporates a process of continuous learning and improvement.

### Definition of a Good Practice

A good practice is not only practice that is good, but one that has been proven to work well and produce good results and is therefore recommended as a model. It is a successful experience that has been tested and validated, in the broad sense, has been repeated and deserves to be shared, so that a greater number of people can adopt it.

<sup>1</sup> Guidelines on good practices, UNHCR. 2019. Accessible here: <https://www.unhcr.org/5d15fb634>

<sup>2</sup> Good Practice Template, FAO. 2016. Accessible here: <http://www.fao.org/3/a-as547e.pdf>

<sup>3</sup> Please refer to the “Spotlight Initiative Guidance on Innovation” for more information.

Title of the Innovative, Promising or Good Practice	CSO led EVAWG interventions at the village level
Provide a description of the innovative, promising, or good practice. What pillars/principles of the Spotlight Initiative does it address?	<p>(1) The establishment of 6 village family safety committees (VFSC) which did not exist before is a strong indicator towards EVAWG. A partnership initiated by the National Human Rights Institute under the SI. This pilot program witnessed full support of the VFSC's by the village council; adoption of good governance principles for developing and implementing safety plans, inclusive representation of VFSC members and deep dive conversations around domestic violence comparable data in Samoa. (Attaching report for full details) (3) Promising Practice - The conduct of a Samoa CSO Capacity Assessment on Gender Equality &amp; EVAWG. This activity commenced in August 2020, under the leadership of a NGO/CSO umbrella body - Samoa Umbrella for Non Government organisations.</p> <p>(2) Partnership with SNCW to build the skills of women influencers using the transformational leadership development tool to EVAWG and addressing gender inequalities in governance. Results in 3 Upolu villages reflect; women were given the equal space to dialogue with the village council on issues impacting the peace and security of the village. Dialogue resolutions expanded to commitment to establish a Village safety committee to respond to family and intergenerational violence and youth behaviour problems. Strengthen women's leadership roles based on principle of inclusion and equality and leaving no – one behind. Introduction of harsher penalties and enforcement by the village council to deter physical and sexual violence. - involvement of youth and men's voices. (Attaching report for full details)</p>
Objective of the practice	The objective for the Samoa CSO Capacity Assessment on GE & EVAWG was to identify technical, functional, operational, training needs capacity gaps for selected CSOs working in the EVAWG & GE space.
Stakeholders involved	<p>NHRI - Establish prevention mechanism within the village system to address increasing DV and VAWG</p> <p>SNCW - Support capacity development and social accountability to be able influence and implement prevention strategies for EVAWG, DV/IPV.</p>
What makes this an innovative, promising, or good practice?	<p>Village led and village ownership.</p> <p>Initiation of community mobilisation of main bodies in governance including those not in mainstream governance (ie untitled men and women, young people) and community action. (3) SUNGO CSO CA for GE &amp; EVAWG - The result has been the availability for the first time a CSO Capacity Assessment on EVAWG &amp; GE to support capacity development for civil society organisations to be able influence and advocate on prevention of violence against women. It gave the opportunity to mobilise partnerships and networks, hence the final report and recommendations led to the establishment of a CSO sector coordinating mechanism under SUNGO - called the CSO National Taskforce, members include key government ministries. Now the taskforce have developed a draft CSO Capacity Response Joint Workplan 2021 - 2025.</p>
What challenges were encountered and how were they overcome?	<p>Sustaining the interest and motivation to meet to plan and implement interventions especially amongst the many family and village priorities and obligations. Access to technical and resource support for ongoing capacity development and mobilisation costs and sometimes denial that domestic violence does not exist (3) SUNGO CSO Capacity Assessment on EVAWG &amp; GE challenges - not all CSOs were assessed given the timeframe, could only do 24 however only 23 gave their consent to be part of the assessment. The assessment was done during COVID19 restrictions and during such a busy time when most were directing their focus to COVID response. The availability of technical assistance to support the implementation of the assessment given inhouse capacity issues for SUNGO. SUNGO were very practical with their approach to the stakeholders, they had a very good network build on trust. A TA was hired by UNDP to support setting of the assessment tool including data analysis, with support from Samoa Spotlight team - UNDP, UNWomen, REgional Advisor.</p>
Outputs and Impact	
Adaptable (Optional)	
Replicable/Scale-Up (Optional)	
Sustainable	
Validated (for a good practice only)	
Additional details and contact information	



Mataafa Faatino Utumapu

Nominated Seat

Persons with Disabilities

Areas of experience and expertise

General Manager for the core advocacy organization for Persons with Disabilities, Nuanua o le Alofa (NOLA) and a woman with disability in Samoa.

Experience working primarily at national, local, grassroots, community-based or international levels

- Advocate and leader for PWD for nearly 20 years
- Launched EAW Toolkit in partnership with the Pacific Disability Forum (PDF) and UN Women



Fagalima Tuatagaloa

Nominated Seat

Sexual Orientation Gender Identity and Expression and Sexual Characteristics (SOGIESC)

Areas of experience and expertise

- Vice President of the Samoa Fa'afafine Association (LGBTQI) for more than 10 years
- Member of the Pacific Sexual Diversity Network & Asia Pacific Trans-gender Network
- Manager Safety Promotion and Rehabilitation, Accident Compensation Corporation

Experience working primarily at national, local, grassroots, community-based or international levels

- Active representation of the Samoa Faafafine Association in national and international events
- President of the church youth group – leadership and advocacy in communities
- Mentor for The Rogers Group – Transgender Men/ Lesbians group in Samoa



Fuatino Pamela Sua

Nominated Seat

CSO Governance

Areas of experience and expertise

- General Secretary of the Samoa National Council of Women which is the largest village women's organization in Samoa
- Member for more than 40 years

Experience working primarily at national, local, grassroots, community-based or international levels

- Implement trainings and workshops for women's committees on good governance, women on politics, transformational leadership, EAWWG



Samuel Fruean

Nominated Seat

Human Rights Advocate

Areas of experience and expertise

- Management at Samoa Victim Support Group
- Operational/ Administration/Finance expertise at SVSG

Experience working primarily at national, local, grassroots, community-based or international levels

- Experience in developing and managing financial budgets for grant proposal and resource mobilization to support the causes of SVSG in addressing GBV in Samoa
- Stronger Communities Project with UNWOMEN EAWWG
- Economic Empowerment of Nofotane Project



Lualua Namulauulu Tautu

Nominated Seat

Living Outside Urban Area

Areas of experience and expertise

- Mayor and Village Council Member of Asaga village (Savaii)
- Operational/ Administration/Finance expertise at SVSG

Experience working primarily at national, local, grassroots, community-based or international levels

- 10 years as the village mayor of Asaga village in Savaii.
- Village Council member based in Savaii (outer island of Samoa)
- Active in village bylaws on EAWWG





Gabrielle Apelu

Nominated Seat

Sports and Media

Areas of experience and expertise

- Founder of Apelu Sports providing consulting services in Gender Equity, Sports, Health, Education, Leadership, Inclusion and Environment
- Over 20 years' experience in integrating and normalizing participation of young girls in the same space as males for physical education

Experience working primarily at national, local, grassroots, community-based or international levels

- Newly appointed Cultural Advisor for the ABC International Development: Pacific WINS Program
- Designed and launched an online anti-cyber bullying campaign "O au o le Toa", Designed and implemented leadership program for women and girls, "emPOWER|ME in Samoa"
- Formed the Samoa Titans Women's Sports Club
- First Pacific female manager as the NRL Games Development Manager
- Designed and implemented Pacific Stars – a leadership program focusing on Self Advocacy, Self Reliance, Leading Others and Transformational Leadership



Dr Walter Vermeulen

Nominated Seat

Working with Men & Boys on Gender Based Violence

Areas of experience and expertise

- Executive Director of Matuaileoo Environment Trust Inc (METI) & Coordinator of the Samoa Education Network (SEN)
- METI conducts the nationally accredited Life Skills Training (LST) to develop effective communication and problem-solving skills in families.

Experience working primarily at national, local, grassroots, community-based or international levels

- 20 years' experience in designing and implementing adult training programmes in Health, Education, Life Skills, Agriculture and Communal Development throughout Samoa



Ramona Tugaga

Nominated Seat

Youth

Areas of experience and expertise

- General Secretary of Samoa YWCA
- Accredited Gender Based Violence Counsellor
- Set up own organisation Le Teine Crisis Center Trust to respond to GBV issues faced by young women and girls

Experience working primarily at national, local, grassroots, community-based or international levels

- Implemented the Rise Up! Transformative Leadership program which has influenced more than 1000 young women in Samoa



Mailo Helen Tanielu

Nominated Seat

CSO Governance

Areas of experience and expertise

- Senior Lecturer, National University of Samoa
- Experience in research, data collection and analysis on EVAWG
- Was Secretary of Toomaga o Aiga (NGO) to alleviate violence and help women and girls understand their rights in Samoa
- Was member of the Regional Pacific Women Research Advisory Group
- 



Lemau Palaamo

Nominated Seat

Faith Based Organisation

Areas of experience and expertise

- Co-founder and President of Soul Talk Samoa – Pastoral Counselling agency
- Lecturer and Church minister's wife at Malua Theological College (Congregational Christian Church)
- Pastoral counselling and care

Experience working primarily at national, local, grassroots, community-based or international levels

- Pastoral counselling incorporated into Malua Theological College's leadership skills
- Counselling services during the 2019 measles outbreak