

# WOMEN IN LEADERSHIP IN SAMOA (WILS)



Photo credit: UN Women-WILS

Final Report (April 2018 – October 2022)



Women in Leadership in Samoa (WILS) Project  
*“Promoting women’s leadership and gender equality in Samoa”*

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## **ACRONYMS**

BTI – Break Through Initiative

DDC – District Development Committee

DDPs – District Development Plans

DFAT – Department of Foreign Affairs and Trade

GLOW – Girls Leading Our World

IPPWS – Increasing the Political Participation of Women in Samoa

NGOs – Non-Governmental Organisations

NUS – National University of Samoa

MFAT – Ministry of Foreign Affairs and Trade

MOF – Ministry of Finance

MPs – Members of Parliament

MWCSD – Ministry of Women, Community and Social Development

OCLA – Office of the Clerk of the Legislative Assembly

OEC – Office of the Electoral Commissioner

SAMPOD – Samoa Alliance of Media Practitioners for Development

SDGs – Sustainable Development Goals

SIOD – Samoa Institute of Directors

SUNGO – Samoa Umbrella of Non-Governmental Organizations

SQA – Samoa Qualifications Authority

ToC – Theory of Change

ToT – Training of Trainers

TLDP – Transformational Leadership Development Programme

UNDP – United Nations Development Programme

UN Women – United Nations Entity for Gender Equality and the Empowerment of Women

VDLI – Village Leadership Development Initiative

WINLA - Women in Leadership Advocacy

## **WOMEN IN LEADERSHIP IN SAMOA (WILS) FINAL REPORT, APRIL 2018 – OCTOBER 2022**

### **Background**

#### **Name of the programme, duration and funding:**

The Women in Leadership in Samoa (WILS) Project is a three and a half (3.5) year initiative covering the period from April 2018 to October 2022. The project is funded by the Department of Foreign Affairs and Trade (DFAT), Australia as part of the Pacific Women Shaping Pacific Development initiative and implemented by the United Nations Development Programme (UNDP) and UN Women. This is the final progress report for the project which documents information on its final year of activity implementation and project closure.

#### **Description of the overall programme rationale:**

The overarching goal of the WILS project is to strengthen gender equality and women's leadership in Samoa building on lessons learnt from the Increasing the Political Participation of Women in Samoa (IPPWS) project and reinforcing progress already made on gender equality and women's leadership at the national level.

The project is based on a Theory of Change (ToC), which states that the project will adopt a Samoanisation concept, an idea that contextualizes international best practices, and where the involvement and partnerships of local people will facilitate an inclusive and participatory process to increase project ownership. These locally-driven strategies aim to contribute to the sustainability of initiatives beyond the project's timeframe.

The project works very closely with the Government of Samoa and relevant ministries including the Ministry of Finance (MOF), Ministry of Foreign Affairs and Trade (MFAT), Ministry of Women, Community and Social Development (MWCSD), Office of the Electoral Commissioner (OEC), Office of the Clerk of the Legislative Assembly (OCLA) and Ministry of Public Enterprises. It also engages with the Samoa Institute of Directors, Non-Governmental Organisations (NGOs) including the Women in Leadership Advocacy Group (WiNLA), Samoa Rugby Union, Samoa Netball Association, Samoa National Teachers Association, Society of Private Sector Nurses and Midwives (SPNM), Samoa National Council of Women (SNCW) and Samoa Umbrella for Non-Governmental Organisations (SUNGO), District Development Committees (DDC), civil society, private sector and individuals to deliver the activities outlined in its Work Plan.

#### **Reporting period:**

April 2018 – October 2022

**Date of report submission to DFAT:** March 2023

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## ***Brief information about project activities implemented during the reporting period:***

### **Overall**

The WILS project was officially launched in April 2018 but the funding could only be accessed in June. The recruitment of the project staff took place from July to August of the same year. 2022 was the final year for the WILS project. Despite the challenging circumstances since its inception in 2018 to present, the WILS project continued to deliver on its goal to strengthen gender equality and women's leadership in Samoa within the stipulated timeframe in the signed agreements between the UNDP, UN Women and DFAT.

During the reporting period, the main activities focused on the development and implementation of the Village Leadership Development Initiative, directorship programme, training and support programme for emerging leaders and women candidates for general elections, Parliamentary support programme, capacity building initiatives for emerging women leaders in the public and private sectors. In addition, civic education and awareness programmes were conducted by the Office of the Electoral Commission (OEC) and other partners, the media survey, media training on gender responsive reporting as well as the development of the Communications Strategy and knowledge products. Lastly, research on women's leadership at all levels was designed and implemented, a documentary analysis of the best practices and results of the project to highlight project successes and milestones.

The main highlights from the project for 2018 - 2022 include the following:

1. Trained 1442 people in the contextualized Village Leadership Development Programme from villages, NGOs, government ministries as well as the public and private sectors in Upolu and Savaii. The VLDI curriculum is officially recognized by the Samoa Qualifications Authority (SQA).
2. The 2022 bi-elections saw the addition of a female Member of Parliament (MP) who was also supported under the WILS project which has increased female candidates from 23 women in 2021 to 24 in 2022. A total of six (6) female MPs were sworn in for the 17<sup>th</sup> Parliament of Samoa and 100% were supported by the project through the support programmes such as knowledge exchange, seminars, campaign strategy course and the Language of Communication course where participants mastered the official oratory language for public speaking.
3. The OEC continued its media advocacy work before and after the 2021 general elections to ensure that the Samoan communities are up to date with the electoral legislation and policies governing Samoa's elections in the lead up to bi-elections as a result of election petitions filed by losing candidates against the winning candidates. Considering the political situation in Samoa after the elections, it was vital for the OEC to continue its media advocacy given the complex interpretations of the Temporary Special Measures (TSM) for the sixth (6<sup>th</sup>) female MP for the 10% quota, electoral offences and others. Some key improvements noted as a result of the capacity building programmes for the OEC staff and polling officials was reflected in the bi-elections in 2022 which included completion of the polling process before the 3pm closing time compared to long queues of voters and lengthy process in the past where some of them could not vote by the closing time. In addition, the results for the bi-elections were relayed to the OEC office quicker with minimal issues and delays.
4. A total of 22 people from the professionals and journalism students from the media industry had undergone a media training on Gender Responsive Reporting in Samoa.
5. Overall, the WILS team, with support from the UN Women's and UNDP's communications units, has produced a total of seventy-seven (77) media releases for publication to local newspapers, television, radio stations and social media since 2018, 1 research on the leadership pathways for women in

Samoa, 1 Media Training, WILS Documentary (by Samoa Alliance of Media Practitioners for Development).

The End of Project Evaluation (EPE) for the Project was carried out from June to July 2022 by a local consultant and finalized in February 2023. The EPE report recommendations will inform changes in the 2023 WILS Phase 2 Project Document finalization and implementation approach for some activities. The EPE reported the extent of relevance, significance, and usefulness of the WILS Project for the people of Samoa and has recommended for a second phase to ensure project results are sustained.

**Output 1.1** *Strengthened opportunities for women's participation in leadership pathways.*

**A.R.1.1:** *Enhanced leadership capacity of women in their communities.*

**Output 1.1 Activities:** *Work with the Samoa Institute of Directors to implement capacity building programmes on directorship, deliver trainings on the Village Leadership Development Initiative (VLDI) for community women, supporting coalitions and collaborative efforts amongst women, supporting Break Through Initiatives.*

**The activities planned under Output 1 included the delivery of the VLDI and BTIs, capacity building programmes on directorship, and supporting coalitions and collaborative efforts amongst women.**

The Transformational Leadership Development Programme (TLDP) curriculum informed the development of the VLDI and was the first contextualized leadership development curriculum, translated and delivered in the Samoan language and aimed to enhance leadership capacity and pathways of women and girls, community leaders (men and women), and emerging leaders (men and women) including people with disabilities. The VLDI brought women, men including young people together to discuss challenges faced by their communities and ways to overcome them, contributed to building women's confidence to exercise leadership and made a meaningful contribution to community development for the common good. The training was structured in three (3) main parts namely personal transformation, social transformation and developing BTIs to address challenges faced by the villages, districts and country. The BTIs are to create sustainable change to address the root causes of the problems and change systems that keep the problems in place based on peoples' universal values.

The VLDI guided the implementation of thirty (30) trainings in partnership with the Ministry of Women, Community and Social Development (MWCSD), Non-Governmental Organizations and village-based organisations such as women's fellowship group, women's committees and youth groups.

The VLDI trainings produced the following results;

- Social inclusion of most vulnerable people and marginalized groups and aiming to ensure No One Is Left Behind which is evidence in the effective and full participation of women, Persons With Disabilities, transgender, elderly and young people. The trainings benefitted 930 people (332 males, 508 females, 2 transgender, 88 not recorded). 88 were aged 18-35 years, 130 aged 36 to 55 years, 129 aged 56 to 65 years, 4 aged 66 years and above and the rest did not record their age. 198 of the total participants being PWD.
- The trainings enabled new leaders to emerge and resulted in participants utilizing their newly found leadership skills to effect changes to long standing social norms, behaviours, perceptions and policy changes at the individual and community level. Some of these stakeholder reflections and experiences are captured below:

["It has always been the normal practice in our village that women who marry into our village are strictly prohibited from doing certain things. For example, they are not allowed to wear earrings, wear skirts or even put their hair up in a high bun. If they wish to wear a sei (flower behind the ear) they are to use the 'tauvela' (dried leaves used in the umu). They also do not have a say in our Committee meetings. If they are told off – sometimes for no good reason, they are not allowed to speak and are expected to just sit there and accept the telling off, whether they are right or wrong. During the training, I and my fellow women discussed this situation and decided that it was time for a change in order to make a positive change. We came back to our village and in our Committee meeting we raised the issue and moved a motion that these long standing practices be stopped. That our in laws be treated with respect, love and compassion. That they be treated equally. Although we initially received opposition because this has been a normal practice for years, we were able to apply the knowledge and skills we received from the training to continue the discussion until our leaders were able to understand why we needed to change. A decision was made that day to stop treating our in laws as we have been doing so for a very long time. Today everyone is happy. We respect each other and all women are treated equally. This is a big change for us but we see the good it has brought our Committee, our village and our families"]

["The Project has been very useful as it has supported us to improve our leadership functions and initiatives for example to address domestic violence.....it also allowed for the review of our constitution"]

["The programme has been very useful for me. At first, I was skeptical but by the end of the training I saw some weaknesses in myself that I needed to change in order to become a better leader. There were mindsets and behaviors that I realized were not positive and did not contribute to encouraging others. For example, when it comes to activities that require contribution of money and other items I have the tendency to want my members to contribute what they are being told to do and I expect very high standards of things being contributed because I do not want other groups to be better than us. When the women do not meet my expectations, I would give them a big telling off in front of everyone. I don't think about the effects of my behavior on their self-esteem and morale. During the training I was reminded of the true values of a good leader (agatausili) and I deeply felt that I needed to change the way I treat these women. So after the training when we had an activity that required women's contribution, I decided that I would not put pressure on the women and just encourage them to do their best. On the day, I spoke positive and encouraging words even though in my sight their contributions were not up to my usual expectations. I overcame my weaknesses and in return I saw the positive impact it had on the women as they felt appreciated and valued. I have been transformed because of the programme and now I am in a better position to help other women change for the better"]

["Our BTI looked at reducing the financial burden on families within our community especially given the current situation that our country is in. Our proposal was tabled at our village council meeting and was accepted. We have now replaced the usual monetary and food fines administered on those who misbehave with hours or days of rendered service. The majority of the offenders are our youth yet the burden is placed on parents and other family members but during this time, everyone is finding it difficult to make ends meet. Now, when a youth is fined, he is now required to do things such as clear land and plant taro or bananas under the supervision of matai. We also made a rule that

Church Ministers attend funerals or birthdays of their congregational members only. This relieves the burden from families having to present envelopes (containing money) to every single Minister in our village.”]

[“One of the changes that we have been able to make as a result of participating in this programme and as part of our BTI is that we (village council) have put in place a policy that there will be no more village delegations to family court cases. We gather at our meeting house in the morning to say a prayer and wish the family well but we no longer go down to the court house. This means that families are relieved from the cultural responsibility of giving the delegation a pasese (bus fare)”]

[“This training was very useful for me as a person. It has helped build my confidence to speak in public and has made me realize that I can also be a good leader in the work that I am already doing in my family and my village”]

[“For our BTI we wanted to make a good change at our governance level so we look at changing our policy on fines. Before the training the lowest fine was SAT500 and this is not a small amount. It is often the youth that are the wrongdoers yet the parents who don’t have well paid jobs are made to pay. So we decided to remove the monetary fine. If one is caught in the wrong we arrange for him to do some supervised community work for a day or two depending on the wrongdoing.”]

[“The training that we attended inspired us to initiate the BTI of ‘fainuulelei’ (good governance) especially given the impacts of COVID19. Some of our villagers have lost their jobs. Our BTI looks at changing the traditional customs of funerals in our village. Part of our BTI is the banning of the traditional exchange of fine mats, money and food (si’i). The family of the deceased carry out the funeral arrangements without the usual traditional presence and attendance of the village (auala and tapuaiga). This lessens the burden on families. The whole village including our leaders have really welcomed this major change and we are certain that we will continue with this new practice... We are thankful to the project for inspiring us and giving us the tools to make this change”]

[The objective of our BTI is to lessen the financial burden on our village and families. We have six church ministers (faifeau) in our village and it was such a burden for families when it comes to funerals because they had to present the usual fine mats, food and money. At present, our village council has ordered that only the faifeau of the deceased is to attend the funeral instead of all six as per usual practice. There have since been three funerals and families are relieved and grateful for this new practice. We are now looking at other how we can apply the same to other customs such as like matai bestowals (saofa’i), weddings and birthdays”]

[“The programme has been very useful for me. At first, I was sceptical but by the end of the training I saw some weaknesses in myself that I needed to change in order to become a better leader. There were mindsets and behaviors that I realized were not positive and did not contribute to encouraging others. For example, when it comes to activities that require contribution of money and other items. I have the tendency to want my members to contribute what they are being told to do and I expect very high standards of things being contributed because I do not want other groups to be better than us. When the women do not meet my expectations, I would give them a big telling off in front of everyone. I don’t think about the effects of my behavior on their self-esteem and morale. During the



training I was reminded of the true values of a good leader (agatausili) and I deeply felt that I needed to change the way I treat these women. So, after the training when we had an activity that required women's contribution, I decided that I would not put pressure on the women and just encourage them to do their best. On the day, I spoke positive and encouraging words even though in my sight their contributions were not up to my usual expectations. I overcame my weaknesses and in return I saw the positive impact it had on the women as they felt appreciated and valued. I have been transformed because of the programme and now I am in a better position to help other women change for the better"]

- The VLDI trainings presented the opportunity for male participants to appreciate the value of women's work and their inclusion in local governance. These trainings led them to take ownership of the challenges and appreciate women's contribution to family and village development. The village council as the most important decision-making body at the village level has increased transparency and accountability to include women in decision making and ensure their voices are heard. The inclusion of men and boys in the VLDI trainings was very important in addressing the misconception that gender equality is about women trying to take over men's leadership. The training enabled a positive change in attitude by men towards women's leadership and gender equality. For example, the villagers of Siutu who attended the VLDI training passed a village law to add a fourth pillar to their village governance structure allowing women married into the village to sit in the village council meetings.

[“During the training when we were tasked with coming up with a BTI, our team decided that we would propose to our village that the traditional triangle of the village governance (tafatolu o faiganu'u) be changed to a 'square' and that the social aggregate of faletua, tausimaava taulelea (inlaws) are given a recognized placing in our village seating so that they are part of our decision making process. When we presented our proposal to our village council, there was good support as they all knew and understood the value these women bring into our village. This is a very big change for us especially when we know that others may question why we are changing the foundation of village governance but I thank God for helping our matai to make this big decision. Today, when we have our village meetings, we have a representative from this group of women sitting in and contributing to our discussions”]

- Other changes initiated by male participants as a result of the VLDI trainings include;

[“The decision makers of Taga village engaging in inter-generational thinking to provide more support to the younger village folk, particularly those attending tertiary education. The village has set up a Village Development Fund where financial contributions can be channelled towards students from poor and vulnerable households to enable them to complete their education. A village development committee is established and tasked with developing criteria for eligibility to the school fee fund to ensure no one is left behind”]

[“One of the changes that we have been able to make as a result of participating in this programme and as part of our BTI is that we (village council) have put in place a policy that there will be no more village delegations to family court cases. We gather at our meeting house in the morning to say a prayer and wish the family well but we no longer go down to the court house. This means that families are relieved from the cultural responsibility of giving the delegation a pasese (bus fare)”]

- As a result of improved confidence and self-awareness of their strengths and capacity, the VLDI trainings inspired two (2) women from Faasaleleaga 1 and Anoamaa to contest the general elections in 2021. One was successful and is now the Minister of Justice and Courts Administration.
- The WILS project investment increased the pool of potential and eligible women applicants for public boards from which the Independent Select Committee (ISC) can select from. The 198 current and aspiring directors (192 females, 6 males) participants learned new knowledge and skills about the roles and responsibilities of a director, the legal requirements and obligations of boards and directors, financial operations, strategic planning, company analytics and board relations. Each received their 'Certificate of Competence in Directorship' which is recognized by the Samoa Qualifications Authority. As a result of the trainings in 2021, eight women submitted their applications for director positions immediately after the programme. The application submission is evidence of the 8 women fully understanding the roles and responsibilities of a director as well as understanding the application process and criteria.
- The WILS Project support expanded the reach for women to be trained in directorship, resulting in an increased number of women applicants and consequently increased women directors in public body boards from 24% in 2019 to 43% in 2023. Currently, 3 out of 6 women Chairpersons of public organizations were trained through WILS and the first ever female Chairperson of the Independent Select Committee appointed in 2023 was trained through the WILS project supported programmes.
- The VLDI programme was recognized by the Samoa Qualifications Authority as a non-formal learning programme which means participants who graduate from this programme can use their certificates and add this experience to the curriculum vitae which will be beneficial to them when looking for employment opportunities in the area of leadership.

- ***Output 2. Promoting political inclusivity and supporting women's political participation through a focus on development.***
- ***A.R.2.1: Role of Parliamentarians in operationalizing the Sustainable Development Goals (SDGs) in Samoa promoted.***
- ***Output 2.1 Activities: Work with the Office of the Clerk of the Legislative Assembly (OCLA) and SLIP in conducting the Briefing Programmes for the MPs, support the MPs knowledge exchange programmes.***

**The activities planned under Output 2 included a series of seminars for MPs, supporting knowledge exchange programmes for MPs, design and implementation of a support programme for potential candidates, and expanding the Language of Communication course to women leaders and potential women leaders in the public and private sectors.**

The Briefing Program (BP) which was designed with the overarching aim of promoting the role of Samoa's Members of Parliament in operationalizing the Sustainable Development Goals (SDGs) in Samoa resulted in;

- Increased knowledge and understanding of the 49 Parliamentarians in advancing the Sustainable Development Goals (SDGs) through law – making, oversight, public debates and engagement with the community as well as through adequate budgeting and engagement in international cooperation, achievement of the SDGs. Post evaluation results stated that 82% of the participants indicated that the content of the seminar was a great learning opportunity for them as parliamentarians on their role as MPs in advancing the SDGs including SDG 5.

- 23 MP's led the District Development Planning for their districts and were able to mobilize resources for community development projects for SDG implementation benefitting women and the wider community such as sewing/handicraft projects, vegetable gardens, income generating activities, maintenance/building of village pools, women's committee houses etc.

- **Output 2. Promoting political inclusivity and supporting women's political participation through a focus on development.**
- **A.R.2.2:** *Enhanced capacity of potential candidates for 2021 elections.*
- **Output 2.2 Activities:** *Work with the Women in Leadership Advocacy Group (WINLA) to identify potential candidates, design and implement support programmes for candidates, support south-south exchange.*

The Training and Support Programme for Potential Female Candidates for the 2021 Election consisting of the Language of Communication and Developing Effective Campaign Strategy courses produced the following results;

- In the 2021 elections, 87% of female candidates were supported through the 2 courses. Twenty-three (100%) women candidates were supported by the Project through various streams: (i) the MPs Seminars in 2018-2019, (ii) the Language of Communication and Campaign Strategy courses, (iii) the production and airing of television and newspaper advertisements.
  - The Language of Communication course enhanced the capacity of community women to step up to be involved in politics. Women are confident to run for Parliament because they now have the theory/written and practical knowledge, skills and experience to properly address people/audience/voters/Parliament in the formal Samoan oratory language through speeches, effectively using the Samoan proverbs in a correct manner and to effectively prepare for candidacy and advocate on gender issues. Also, their increased capacity of women participants to speak confidently and be more vocal about issues discussed during village council meetings and external meetings.
  - The 2021 women candidates had improved capacity in formulating their own campaign strategies with minimal costs and were given a step by step guidance on key things such as identifying voters, targeting voters, developing campaign messages, effective communication, tools of engaging voters, financing the campaign and rolling out the campaign strategy.
  - The advertisements with key messages for women candidates of the 2021 elections increased the profile of women candidates thus raising awareness with the public of who they were (their names, age and village), their constituencies, and campaign messages and consequently encouraged voters to vote for women candidates.
  - The current Minister of Finance (female and first time a woman has held this role in Samoan history) and Minister for Justice and Courts Administration (female) were amongst the participants of the Language of Communication and Campaign Strategy courses.
  - All 27 women participants who took the Language of Communication course passed their practical oratory speech which is concrete evidence of improved knowledge and enhanced understanding of the oratory skills and their usage during speeches. 90% of the participants testified that this is the first time they have drafted a speech and the first time to stand in front of an audience to make a speech of this nature. Participants testified on how useful the

course was for their area of work as they frequently deal with members of the public and Members of Parliament. This in turn could be their pathway to higher level leadership including politics.

- **Output 3. Increased public awareness of and engagement in inclusive and effective political participation**
- **A.R.3.1:** *Enhanced advocacy and outreach to encourage inclusive and effective political participation.*
- **Output 3.1 Activities:** *Work with the Communications, Advocacy and Awareness Coordinator to develop and finalize the Communications and Advocacy Strategy, implement TV roundtables, radio dialogues, competitions, work with the SAMPOD to conduct the media survey and Sustineo to implement the research.*

- **Output 3.1 Enhanced advocacy and outreach to encourage inclusive and effective political participation**

**The activities planned under Output 3 included implementing a media survey, implementation of advocacy and awareness raising activities, developing a training programme for young women in communities and in the public and private sector, as well as supporting new matai title holders to participate in village councils.**

The project's advocacy work with the Office of the Electoral Commissioner (OEC) resulted in improved levels of understanding of electoral processes by 204 primary and college students and youth at the National Voters Day programme. 96% understood the correct age for a person to be eligible to vote. 58% understood that any matai whether male or female can be a candidate. 82% understood that their vote is their human right and that they do not have to vote for a candidate that they get a reward from. This level of awareness and understanding is very crucial to be instilled in our young people before they reach voting age to ensure they fully understand that they can vote for whoever they want to and not to expect candidates to buy their votes. 90% understood that their registration and their vote is their human right. Ensuring that young people fully understand their rights as voters is very crucial as they are future leaders of Samoa. The post event evaluation revealed that for the majority of the participants, the voting process and the conduct of the mock election was the most important lesson learnt for them where they were able to understand how to cast a ballot paper.

The media training which was a result of the media survey attended by 22 personnel from the media industry and journalism students from the National University of Samoa. The training on Gender Responsive Reporting resulted in improved capacity of participants on non-biased reporting on women's leadership and gender equality women's leadership and gender equality in Samoa. Getting all the facts before writing a story was an important element of the training as inaccuracies can become the accuracy and be treated as the truth. The participants learned gender sensitive concepts which they can use to make reporting more gender balanced. It was also recommended in the survey to develop a handbook (both hard copy and online versions) for media companies as well a short curriculum guide for journalism students containing guidance and tips on covering investigative stories on women's issues made available in both the English and Samoan languages.

In addition, there was improved networking and partnership amongst the Ministry of Women, Community and Social Development and community women on advocating for recognition and acknowledgement of women's important contribution to Samoa's development. A total of 432 people marched in the parade where they displayed key messages during the parade advocating for women's leadership, good governance,

ending violence against women and children, women as advisors, women as entrepreneurs and income earners for families. This led to increased awareness of women's roles and recognition and acknowledgement of their contribution to the Samoan society and its development.

Also, the project partners, donor, stakeholders and the general public had improved knowledge and understanding of the project's achievements and results from the produced six (6) knowledge products (postcards and briefs) containing lessons learned, success stories amongst other things from the WILS Phase 1 implementation. In addition, a documentary which captured the success and lessons learned from WILS Phase 1 implementation was finalized in 2022. This is crucial for promoting the many successes and achievements of the project up to 2022. The documentary responded to the recommendation from the launched Research on *Leadership Pathways for Samoan Women*. Some of the initial findings from the research which have been reflected in the WILS Project Phase 2 project document include the need to make visible the stories of diverse pathways to leadership for women; the importance of a continued focus on women's leadership within village governance systems; the structural discrimination which places emphasis on male leadership and devalues women's contributions and services; the importance of incorporating the principles of feutagaiga (consultation) into leadership training including focus on oratory skills; the silos and divisions between male dominated and female dominated leadership spaces within villages; the hostile context for young women's leadership; and the importance of sustaining networks which connect women together for collective action.

- **A.R.3.2:** *Strengthened leadership capacity of young women and new matai titleholders.*
- **Output 3.2 Activities:** *Work with the consultant to design and implement a leadership programme for young women, support title holders to participate in village council.*

The WILS support enabled the implementation of the Girls Leading Our World Conference which was attended by 94 girls aged 12 – 15 years and 24 counterparts aged 22 – 55 years from rural villages from Upolu and Savaii. The conference strengthened the leadership skills of women and girls. A total of 123 girls and 20 counterparts attended the conference by providing a space for young girls to be informed on future professions, including tours to NUS and APTC, learned new information on sexual reproductive health and rights which is usually a sensitive topic in Samoa and therefore cannot be discussed publicly.

Through the VLDI trainings, WILS has successfully brought together strengthened and created inclusive civic participation pathways for women for greater public participation, leadership and decision making for the 512 youth who participated. The VLDI trainings resulted in newly developed and improved leadership skills which enabled new title holders, particularly young women, to engage more within the village council, it has also created an opportunity for the community to work towards dismantling gendered norms and discriminatory practices and reducing barriers to create pathways and entry points for women's representation and participation in village decision making platforms.

The trainings led to emerging leaders being more confident in their capacity to lead and they took action to collectively work on initiatives which led to reduced youth unemployment, increased decision-making opportunities for youth, and reduced social problems affecting youth such as absence of social support to prevent violence, suicide etc. In addition, the VLDI youth participants increased their commitment to take action which led to improved environmental cleanliness, improved personal hygiene amongst all villagers and equally important is the commitment by youth to work together so that their strengths can be fully utilised to address issues affecting them. The BTI collectively identified by young women not only reflects their strengthened capability in applying the leadership skills, tools and reflections, but also enables them to set out a clear pathway for leading transformative change as emerging young women leaders within their areas of influence.

The participants reflected on the positive impacts the trainings had on them as young people, some of these are below;

“I feel sorry for the many young people of our village and district that always drink alcohol and end up fighting with each other. They do not belong to any church or youth group, they do not care about their parents and all they want is alcohol. As a youth leader in my church, I want the other youth leaders from other churches who are attending this training that we should make it one of the purposes of our lives, to help these troublesome youth. We have been blessed with this training so we should save those who did not have the opportunity to attend.”

“This is a unique and excellent type of training different from all other types of training I have attended. Not only the approach is different, but the content really touched all of us in such a powerful way that has made us rethink our lives and motivates us to make a difference.” (Participant from Vaisigano)

“The participants have been their own worst enemies and their fears had drowned many of their dreams in life. The training has given them the boost they needed to rise above those fears especially when they were given lots of chances every day to speak in front of the group. They now learn not to underestimate themselves. The training provided the opportunity for inclusion of a troubled youth to engage with other young people and rethink his life’s purpose. He changed his behaviour and how he saw himself and more importantly the people around him created an enabling environment for this young person to thrive and realise his full potential. On the first day of training when it was revealed that he had been through a troublesome life, the training team (consultants and WILS staff) kept a close eye on him and ensured that he felt included and encouraged. He was reminded that part of the problem was his own fears. His aunty who attended the training has testified to the change in his life since the first day of the training and they stayed up at night with a lot of their relatives and shared about the training and how useful it could be for people like her nephew, and all the youth in general” (Female Trainer).

The Project’s focus on emerging young women leaders in the private and public sectors was innovative and crucial in establishing a network for the young emerging women leaders with young women who are already in leadership positions in Parliament and in the public and private sectors. This network was a space which nurtured transformative leadership growth; improved mentorship to build confidence in leadership; and contributed to a range of communities and workplaces. The post training evaluation showed that 100% of the participants rated the training programme as relevant and useful in building their leadership skills. As a result of the WILNA trainings, 98 emerging leaders, which includes 95 young women, 2 young men and 1 transgender leaders in the public and private sector, have demonstrated increased confidence and leadership skills to meaningfully engage within their workplaces as well as their *Aiga* (family settings) and *Fa’amatai* (indigenous political system) which are vital entry points for becoming involved in village development work, governance and decision-making as well as advancing the basic welfare of their families and communities.

- **Output 3. Increased public awareness of and engagement in inclusive and effective political participation**
- **A.R.3.3: Strengthened civic awareness.**
- **Output 3.2 Activities: Work with the Office of the Electoral Commissioner (OEC) to implement civic education programmes and conduct community survey.**

The WILS funding support to the Office of the Legislative Commission (OEC) enabled them to conduct civic awareness programmes. These programmes resulted in improved awareness, knowledge and understanding of the public and community in the importance of registration and voting in a democratic society and also on

their role as voters in line with the new Electoral Legislations including electoral process on registration and voting, electoral offences, Electoral Boundaries and the independency of the Office of the Electoral Commission in carrying out its duties.

Public awareness programmes included; - Radio talk back shows on Radio 2AP, TALOFA FM and MY FM promoting key messages on Registration, Nomination, Pre-Polling, Compulsory Voting, Campaigning, Electoral Offences, Electoral Petitions and others. These programmes encouraged males and females aged 21 years and over that it is compulsory for them to register and vote. The participants also understood that there were equal opportunities for men and women matais to run as candidates in the general elections. This information is crucial to correct the misleading propaganda that the electoral law was discriminating against women. 100% of the population was reached through MY FM radio. The 30 seconds informercials at Magic Cinema, advertisements on Malaga Magazine and Indoor Led Screen covering five (5) locations, four in Upolu and 1 in Savaii and mobile messaging have led to improved public awareness, understanding and knowledge on electoral processes and procedures, and improved networking with stakeholders to share information.

As of December 2021, the implementation of civic awareness multi-media programmes contributed to increased awareness on election related matters. This included:

- 25,000 viewers on OEC's Facebook page for the Election Process outlining the polling process when voters arrive at the polling booth
- 24,000 viewers on OEC's Facebook page on the Palota ma le Poto (Smart voting) advertisements, promoting the importance of voting without influence from parents, candidates, candidates' committees, friends etc
- 26,000 viewers on OEC's Facebook page on Inclusive participation on pre-polling for voters with disabilities and senior citizens
- 29,000 viewers on OEC's Facebook page on advertisements to inform communities to refrain from using transportation provided by the candidates and their committees.

The number of registered voters recorded for the 2021 general election is 123,575 which is a 2% increase from 2016.

The Project also supported the OEC staff and polling officials to undertake a capacity building on the election process and leadership. This led to improvements by the polling officials in carrying out their roles and responsibilities which included:

- Polling process completed at most polling booths before 3pm.
- People did not have to stand in long lines at polling booths as in previous elections.
- Most of the results were quickly relayed to the Election Operation Center at the completing of the preliminary count.
- Reduced number of complaints from scrutineers on capacity of polling officials compared to 2016.
- Smooth handover process of resources before and after the polling day.



- ***Output 4. Sharing knowledge of Samoa's experience in promoting women's leadership.***
- ***A.R.4.1: Increased understanding of Samoa's experience in promoting women's leadership and lessons in the region.***
- ***Output 4.1 Activities: Work with the SUSTINEO Company to design and implement the research on women's leadership at all levels, longitudinal study and a documentary analysis from the research and longitudinal study.***

During this reporting period, the WILS research which reviewed access to and types of capacity development required to display leadership qualities and made important recommendations which informed the development of the WILS Phase 2 project document on key initiatives to expand and continue and also new initiatives to invest on with documented evidence of where different manifestations of leadership for women take place, and where exercise of leadership by women is making an effective contribution to development.

### **Media outreach**

The WILS project increased awareness and advocacy for the project results as a result of seventy-seven (77) project media releases issued for publication to local newspapers, television, radio stations and social media, with an additional three (3) television advertisements promoting women in politics and six (6) panel television discussions featuring women leaders. In addition, 4 postcards and 9 factsheet/inforgraphics expanded the publicity of results of project activities. Media coverage during the reporting period increased awareness, recognition, acknowledgement and understanding of the general public, stakeholders and donor partners on the project's work and the results/impacts of project activities.

### **Social Media:**

During the reporting period, the project had contributed to improved awareness and advocacy for the social network sites of UNDP, UN Women Pacific, Australian High Commission – Samoa and the Government of Samoa. The project work was promoted through 92 posts highlighting WILS events on the Facebook pages of UNDP in Samoa, Cook Islands, Tokelau & Niue and UN Women Pacific. The WILS Project posts are also being shared by partners of WILS as well as its training participants adding to the number of those already being reached through the UNDP and UN Women Facebook page. To date, these posts, on the UNDP in Samoa, Cook Islands, Tokelau & Niue and UN Women Pacific Facebook pages have received 938 Shares, 9598 Likes, with 118,487 people reached and engagements totalling 18,600. This resulted in people understanding the work of the project and also requesting to be involved in project activities in the future.

- ***Evidence-based information around progress towards program objectives:***

- a) **Evidence of strengthening support for WILS from local authorities**

- The last quarter of 2018 saw the increased level of engagement from the MWCSO in WILS activities by actively being involved in selection of key community leaders to be part of the TLDP training in December 2018.
- The MWCSO has again maintained its support to work with the PMU in identifying capable community leaders who can participate in the SIOD programmes for directors in 2019.
- The MWCSO has also agreed for the WILS to use the District Development Planning framework to implement leadership programmes for all districts in Samoa.
- The community representatives from the TLDP training have been actively involved in engaging men and boys, women and girls to support women's leadership activities and ending violence programmes in their own villages.



- 2019 saw increased engagement of the MWCS D in selection of community people for the VLDI trainings.
- The MWCS D maintained its support to work with the PMU in identifying capable community leaders who can participate in the SIOD programmes for directors as well as potential women candidates for the training and support programme for 2021 elections.
- The MWCS D has also agreed for the WILS to assist the PMU in mapping out the BTIs identified during the VLDI trainings against the priorities of districts in their District Development Plans.
- The community representatives from the WILS supported programmes have been very active in mobilizing resources for community development projects.
- In 2020 the project partnered with a cultural expert to deliver VLDI trainings targeting men and boys in the communities. These programmes were highly supported by the village councils which is the decision-making body in villages.
- The MWCS D maintained its support to work with the PMU in identifying capable community leaders who can participate in the SIOD programmes for directors as well as VLDI trainings for both men/boys and women/girls.
- The community representatives from the WILS supported programmes have been very active in mobilizing resources for community development projects. This has been confirmed from the BTI follow up reports received.
- The MTR Report gave a Satisfactory rating for the WILS project in terms of its progress towards the project objective and outcomes. The MTR contains quotes from project beneficiaries documenting the relevance, efficiency and support for the usefulness of the project.
- In 2021 the project partnered with three cultural experts to deliver VLDI trainings targeting men, boys, women and girls in the communities as well as young leaders (male and female) in the public and private sectors. Having high profile, titled leaders who are well respected and regarded by the local people enabled the project to effectively deliver quality trainings at the village level. These programmes were highly supported by the village councils which is the decision-making body in villages as well as the Aualuma which is the women's decision-making body known as Daughters of the Village.
- The ongoing support by the MWCS D to liaise with the community networks and villages saw the selection of villages that had conflicts between the village subgroups, existing conflicts amongst village councils and women's committee where the training would most likely have an impact.
- The community representatives from the WILS supported programmes have been very active in mobilizing resources for community development projects. They were also very active in mobilizing the village participants and encouraging networking with them after the trainings. This has been confirmed from the BTI follow up reports received.
- In 2022, the WILS Phase 2 Concept Note was fully developed to a full fledged 5 year programme in its Project Design. The ProDoc is now being shared with potential donors for funds for a Phase 2.
- The ongoing support by the MWCS D to work with the project saw the MWCS D taking the lead in trying to get the recognition by the Samoa Qualifications Authority on the VLDI programme which was granted in 2022.

**b) Evidence of strengthening support for WILS and recognition of WILS from external stakeholders**

The WILS Project has received support and recognition from our donor partner, the Australian Government. Other important stakeholders include the increasing recognition of WILS by government stakeholders. Some examples below not already mentioned include:

- Invitations to attend the MP's seminar in August 2018, the SIOD 2 programmes in October and November 2018, the NUS consultation, the GLOW programme, and the TLDP training.
- H.E.Sara Moriarty, the Australian High Commissioner to Samoa and Simona Marinescu, the UN Resident Coordinator were invited to deliver remarks during the opening ceremony of the MP's seminar.
- The Honourable Minister for Women, Community and Social Development, Afioga Faimalotoa Kika Stowers was invited to deliver the keynote address together with Miss Nisha, the Acting Resident Coordinator in the absence of Simona, Marinescu at the TLDP training. On the final day, Mr Charles Chauvel, the UNDP Assistant Resident Representative a.i. delivered the Remarks on behalf of the UNDP at the closing ceremony of the TLDP. He was also invited to present the certificates to all the participants.
- Invitations to the High Commissioner and Deputy High Commissioner, DFAT and Ambassador of Japan to attend the MP's seminar in April 2019, the VLDI training, the GLOW programme, and the OEC National Voters Day.
- H.E.Sara Moriarty, the Australian High Commissioner to Samoa and Simona Marinescu, the UN Resident Coordinator were invited to deliver remarks during the opening ceremony of the MP's seminar and the National Voters Day Programme.
- Miss Nisha, the Acting Resident Coordinator delivered opening remarks at the GLOW Conference.
- Improved engagement with partners such as the OEC, WINLA, MESC, MWCSO, church leaders.
- Invitations to the Australian High Commissioner to Samoa and the Deputy High Commissioner, and UNDP Resident Representative and Deputy Resident Representative to the Candidates Programme.
- H.E. Sara Moriarty, the Australian High Commissioner to Samoa and Barry Patterson, Deputy High Commissioner delivered closing remarks at the Language of Communication and Campaign Strategy courses.
- The UNDP Resident Representative and Deputy Resident Representative delivered closing remarks at the Language of Communication and Campaign Strategy courses.
- The Australian High Commissioner to Samoa hosted a gathering for all the women candidates for 2021 elections. This was coordinated with the WILS project.
- The Australian Deputy High Commissioner to Samoa delivered opening remarks at the SIOD programme.
- The UNDP Resident Representative delivered closing remarks at the SIOD programme.
- The transformational leadership training for nurses and midwives led by the Society of Private Nurses and Midwives (SPNM) and supported by the WILS project extended an invitation to members of the diplomatic core including the Government of Australia, Government of New Zealand, high-level representatives of the Government of Samoa and others for their training opening and closing.
- The UNDP Resident Representative was invited by the SPNM to open and close their trainings in Upolu and Savaii.
- Improved engagement with partners such as the OEC, WINLA, MESC, MWCSO, church leaders, village councils
- Barry Patterson, Deputy High Commissioner delivered closing remarks at the Language of Communication course.
- Barry Patterson, Deputy High Commissioner delivered closing remarks at the Language of Communication course.
- Barry Patterson, Deputy High Commission delivered closing remarks at the Director's programme.

- Julia Wheeler delivered opening remarks at VLDI training for youth, Siufaga Falelatai.
- The UNDP Resident Representative and Deputy Resident Representative delivered closing remarks at the Language of Communication course.
- The UNDP Resident Representative delivered closing remarks at the SIOD programme.
- The UNDP Deputy Resident Representative delivered opening remarks at the SIOD programme.
- The UN Women County Programme Coordinator delivered opening remarks to public and private sector trainings for women.
- The UN Women Country Programme Coordinator delivered closing remarks for VLDI training for youth, Poutasi.
- Improved engagement with partners such as the OEC, WINLA, MWCSO, MOF, MFAT, MPE.
- Improved engagement with church leaders, village councils, women's groups, youth groups.
- Improved engagement with political candidates, potential women leaders.
- Ongoing collaboration with the Samoa Institute of Directors.
- Barry Patterson, Deputy High Commissioner delivered opening remarks at the media training.
- The Project Manager delivering opening and closing remarks at the VLDI TOT.
- The UN Women Country Programme Coordinator delivered opening and closing remarks for second media training.
- Improved engagement with partners such as the OEC, MWCSO, MOF, MFAT.
- Improved engagement with church leaders, village councils, women's groups, youth groups, government ministries.
- Improved engagement with political candidates, potential women leaders.

**c) Evidence of raised awareness and recognition of the value of the WILS Project**

**Overall:** As highlighted in the communications section, there is growing recognition of the value of the WILS Project in supporting women's leadership at all levels.

- Improved support from the members of the Steering Committee, key government ministries crucial to the successful implementation of the project activities such as the Ministry of Women, Community and Social Development, Ministry of Finance, Ministry of Foreign Affairs and Trade, OCLA, OEC, NUS and active NGOs such as Samoa Teachers Association, Samoa Umbrella for Non-Governmental Organisations (SUNGO), WINLA, Adventist Disaster Relief Association (ADRA), Samoa Netball Association, Samoa Rugby Union. Also the increased collaboration with the District Development Committees under the MWCSO and the network of Village Representatives and Village Women Representatives.
- The PMU has received requests from members of the public on how they can work with the WILS project in implementing and sustaining the project activities.
- More MPs advocating for gender equality and supporting women's leadership is very important and must be noted in this report.
- The implementing partners, DFAT Samoa and the PMU have established close working relationships and continue to hold regular discussions of project activities and project progress from time to time.
- Improved support from the members of the Steering Committee, key government ministries crucial to the successful implementation of the project activities such as the Ministry of Women, Community

and Social Development, Ministry of Finance, Ministry of Foreign Affairs and Trade, OCLA, OEC, NUS and active NGOs such as Samoa Teachers Association, Samoa Umbrella for Non-Governmental Organisations (SUNGO), WINLA, Adventist Disaster Relief Association (ADRA), Samoa Netball Association, Samoa Rugby Union. Also, the increased collaboration with the District Development Committees under the MWCS D and the network of Village Representatives and Village Women Representatives.

- The PMU has received requests from members of the public on how they can work with the WILS project and requesting participation in WILS activities.
- More MPs advocating for gender equality and supporting women’s leadership is very important and must be noted in this report. This is evident in the Samoa Observer local issue on 6th January 2019 “Women Member of Parliament empowered to inspire encourage...” and again on TV news item on 26th July 2019 where a Woman Member of Parliament encouraged other MPs to support women in leadership in their constituencies and inspired community women to get out of their comfort zones and acknowledge that women have the potential to lead.
- The implementing partners, DFAT Samoa and the PMU have established close working relationships and continue to hold regular updates of project.
- Improved support from the members of the Steering Committee, key government ministries crucial to the successful implementation of the project activities such as the MWCS D, MOF, MFAT, OCLA, OEC, NUS and active NGOs such as Samoa Teachers Association, SUNGO, WINLA, Adventist Disaster Relief Association (ADRA), Samoa Netball Association and Samoa Rugby Union. Also, the increased collaboration with the District Development Committees under the MWCS D and the network of Village Representatives and Village Women Representatives.
- The PMU has received requests from members of the public on how they can work with the WILS project and requesting participation in WILS activities.
- Women MPs who attended the Language of Communication courses are more confident and are now advocating for gender equality and supporting women’s leadership in parliament.
- The active engagement and support from the men (men of title and without title) for the VLDI trainings provides a stepping-stone for the active engagement of decision-makers towards women empowerment in Samoa.
- The implementing partners, the Australian High Commission to Samoa and the PMU have established close working relationships and continue to hold regular updates on the project.
- The MTR report documents a high degree of relevance and usefulness of the WILS project for its beneficiaries and has recommended for an extension of the project to the next general elections.
- Improved support from the members of the Steering Committee, key government ministries crucial to the successful implementation of the project activities such as the MWCS D, MOF, MFAT, OCLA, OEC, and active NGOs such as Samoa Teachers Association, SUNGO, WINLA, and media outlets. This is evident in the partners implementing the delivery for the project and stakeholders granting their approval during Steering Committee for project activities.
- Also, there is great potential in the collaboration between the BTI groups in the villages and the district councils responsible for the district development for their SAT2000,000.00 grants each year. Participants of WILS supported programmes are members of the District Council who will be responsible for the prioritization of initiatives for the government grant. This was validated from the interviews and focus group discussions for the Phase 2 Concept Note.
- The WILS Project Management Unit has received requests from members of the public especially on how they can register for WILS programmes such as the directorship programme, the VLDI

programme, the Language of Communication programme to name a few. This resulted in the project implementing a language course for potential women leaders in the public and private sectors in October – November 2021.

- The women candidates who were supported by the WILS project acknowledged the project's support towards them in the general elections in April 2021. Please refer to the link <https://undpsamoa.medium.com/empowering-women-locally-in-their-leadership-journey-through-targeted-trainings-to-mirror-462748e768ea> for article.
- The feedback from all the interviews for the WILS project Phase 2 states the usefulness and relevance of the project and recommends that the project be extended. For example, the participants recommended the inclusion of all groups of people in the village (village council, women's committee, youth) in the VLDI programmes, inclusion of the District Councils in WILS training programmes, more programmes to encourage women's participation in leadership and politics. They further agreed that the BTIs can be linked to the government's annual grant of SAT2000,000.00 hence why they need to align their priorities to the district development plan.
- The WILS Project Management Unit has received requests from members of the public especially on how they can register for WILS programmes such as the directorship programme, the VLDI programme, the Language of Communication programme to name a few. This resulted in the project implementing a language course for potential women leaders in the public and private sectors in October – November 2021.
- The implementing partners, the Australian High Commission to Samoa and the PMU have established close working relationships and continue to hold regular updates on the project.
- The feedback from all the interviews for the WILS project Phase 2 Project Document and WILS Phase 1 End of Project Evaluation state the usefulness and relevance of the project and recommends that the project be extended. For example, the participants recommended the inclusion of all groups of people in the village (village council, women's committee, youth) in the VLDI programmes, inclusion of the District Councils in WILS training programmes, more programmes to encourage women's participation in leadership and politics.

***Lessons learned: Based upon the original assumptions, together with evidence to date from program achievements and information, and information about each of the contexts where the program is implemented, answer the following questions:***

**a) What is your organization learning about supporting change towards gender equality in the Pacific?**

- The WILS has learnt that in order to achieve gender equality in Samoa and in the Pacific, it is very important to get the buy-in or support at the national level starting from the Parliamentarians so they can become increasingly engaged in their role as MPs in the implementation of the SDGs including SDG 5 on Gender Equality. Getting the MPs to lead by example in advocating for gender equality will also motivate the general public to follow suit.
- It is equally important to involve the people from communities in all consultations and programmes for gender equality by adopting an inclusive process. This enables ownership of plans and programmes by the people and they will be happy to implement and contribute to the achievement of intended outcomes. It is crucial to include men, women, young boys, young girls, persons with disabilities, elderly, and children of all ages in the process so they can support each other and help in

creating an enabling environment for men and boys to support women and girls in leadership and vice versa.

- In order for an initiative to be successful and sustainable, it must be noted that while it is important to learn from international best practices, all materials and tools must be contextualized to be relevant and applicable to the Samoan context.
- The WILS project has learnt that in order to achieve gender equality in Samoa and in the Pacific, it is very important to get the support of our Parliamentarians to be our role models. As a result of the seminars for MPs, they took better ownership of the SDGs which was reflected during discussions in the seminar. 23 MPs led the District Development Planning processes for their districts which was the 23 key to resource mobilization for their districts' priority needs. The Parliamentarians role in leading the implementation of SDG projects is critical in ensuring the needs of people are addressed, inclusiveness of people reached, with benefits to be shared with everyone.
- While the project aims towards strengthening and building leadership pathways for women, this cannot be achieved by involving women only. The social norm is that leadership is seen as a man's role hence the reason why some women are not confident to exercise leadership. Due to this social norm, it is equally important to mobilize men and boys and enroll them in the advocacy work for gender equality so that women see that men are creating an enabling environment for women to be part of decision making and leadership at their communities.
- In order for an initiative to be successful and sustainable, it must be noted that while it is important to learn from international best practices, all materials and tools must be contextualized to be relevant and applicable to the Samoan context.
- While the project aims towards strengthening and building leadership pathways for women, this cannot be achieved by involving women only. The social norm is that leadership is seen as a man's role which is why some women are not confident to exercise leadership especially in the village council. Hence, it is equally important to mobilize men and boys and engage them in advocacy for gender equality so that men are responsible for creating those opportunities and that women see that men are creating an enabling environment for women to be part of decision making and leadership in their communities.
- In order for an initiative to be successful and sustainable, it must be noted that while it is important to learn from international best practices, all materials and tools must be contextualized to be relevant and applicable to the Samoan context. These were continuously refined to fit each target audience. More importantly, experienced local trainers/experts must be used for relevance and appreciation of context.
- While the project aims towards strengthening and building leadership pathways for women, this cannot be achieved by involving women only. The social norm is that leadership is seen as a man's role which is why some women are not confident to exercise leadership especially in the village council. Hence, it is equally important to mobilize men and boys and engage them in advocacy for gender equality and to work with men who can then create spaces and opportunities for women to participate in decision making and leadership in an empowering manner.
- Also important is the need to enroll youth as advocates for gender equality and as future leaders into programmes so they can sustain the learning through action and advocacy. They are instrumental in using technology to promote their activities and engage more villagers to work with them. Consequently, the whole village will support their initiatives for the common good of the village. It is particularly important to engage youths to address gender issues such as domestic violence,

unemployment and build allies for the promotion and advancement of women's participation in decision-making.

- In order for an initiative to be successful and sustainable, it must be noted that while it is important to learn from international best practices, all materials and tools must be contextualized to be relevant and applicable to the Samoan context, including translation to Samoan language particularly when related to gender. These were continuously refined to fit each target audience. More importantly, experienced local trainers/experts must be used for relevance and appreciation of context.

**b) What other lessons are being learned (positive or negative) from implementing activities that might serve to improve the effectiveness of any future similar activities?**

- It is important to do the capacity assessments of all implementing partners NGOs, government ministries partners during the design phase so that the assessment does not delay the implementation of activities and also will lead to early assessment of the suitability and capacity of partners
- While it is important to use the cultural experts to deliver the VLDI and language of communication courses, it will be beneficial and sustainable for the WILS Project if a course on the same is offered at the National University of Samoa. Hence, continuity beyond project life is guaranteed. This is reflected in Project Document for WILS Phase 2.
- It is of note that the approach and priorities may change according to the circumstances of the country which may impact the project delivery. Policies and priorities must be flexible to accommodate these environmental and unforeseen circumstances.

***Follow-on activities: How will the next set of activities be different as a result of achievements and learning to date? Provide a summary of agreed changes following discussions with stakeholders.***

The lessons learned from the activity implementation inform the next set of activities to be more relevant and specific methodologies will be applied to make the programmes interesting for participants to fully participate. For example, the evaluation from the MPs seminar resulted in recommendations to use panel discussion format rather than power point presentations, more information be provided on the "Localising the SDGs through the SDS 2016- 2020" and the "Role of parliament in the oversight of the SDGs". Also, the need to consider the use of "local facilitators" in future seminars.

The MWCSO as focal point for communities and gender in Samoa will be more proactive in the selection of key community representatives for WILS funded programmes. This is to ensure that the most appropriate people who can make change in the communities are selected to participate in the WILS funded programmes. Hence, they will also be the same people who will incorporate leadership initiatives and implement those in their District Development Plans.

The VLDI trainers' reports and the WILS Mid-Term Review Final Report recommendations resulted in a change of the implementation of the VLDI trainings. Some of these included changing the training from Training of

Trainers to delivery of trainings in two phases. Phase 1 to be a VLDI training with the understanding that selected trainees from the VLDI Phase 1 training will be trained again in the Training of Trainers to be used as future resource personnel. Also, the district model for delivery will be changed to village-based to ensure sustainability and easier coordination. The MWCSO will use the VLDI trainers used by the WILS project to capitalise on their expertise for similar training.

The Concept Note for the WILS Project Phase 2 made reference to the inclusion of a gender session so that we encourage women to apply and be selected as board members but more importantly they have the capacity to mainstream gender into board meeting discussions, they are able to analyze budgets, policies from a gender lens. Also, Phase 2 will look into recommending institutionalizing approaches to yield better results and sustainability. For example, the Language of Communication course can be a course at the National University of Samoa. Also, the VLDI can be part of the government's orientation programme for new recruits and all public servants with the directors' training recommended as part of the Institutional Strengthening Programme for middle level and senior level management. This will remove the adhoc implementation and concerns on the unavailability of trainers. Furthermore, cast the net wider to include women in agriculture, women in science, sports and how to empower them and capitalize on the use of media to increase civic awareness.

**Brief Information about program outputs and achievements from these activities:**

**NOTE:**

The WILS Project Performance Management Framework was revised in May 2021 as per recommendation by the MTR and has been updated in 2022 for the End of Project Evaluation.

**Other information/comments: Please provide here any other information or comments you consider relevant in assessing the benefits of the activities or the likely benefits of similar activities in the future.**

NA.



## Financial Report (please refer to Annex A) June 2018 - October 2022

Note: The expenditures included in this report are locally reported amounts, the official amounts will be on the MPTF Gateway.

### Annex A: Financial Report

Table 2: Summary of Project Finances as of December 2022				
Outcomes	Budget	Expenditure	Variance	Delivery (%)
UNDP	1,116,950.00	1,115,708.00	\$1,242.00	99.88%
UN Women	1,413,707.92	1,277,216.42	\$136,491.50	90.35%
<b>TOTAL</b>				

The Table 2 above portrays the financial delivery since the project began to date. The actual for UNDP is 99.88% and UN Women is at 90.35% which is understandable noting pending operational costs for both agencies which should be processed and cleared before the project can be operationally closed.

## Annex B – Summary of Media on WILS

2018

#	Media	Date	Title	Link
1	Samoa Observer	5 April 2018	Project aims to advance gender equality progress (Elizabeth Ah-Hi)	<a href="http://www.samoobserver.ws/en/05_04_2018/local/31864/Project-aims-to-advance-gender-equality-progress.htm">http://www.samoobserver.ws/en/05_04_2018/local/31864/Project-aims-to-advance-gender-equality-progress.htm</a>
2	UNDP Facebook Post	5 April 2018	WILS Project Official Launched	<a href="https://www.facebook.com/undpsamoa/posts/the-women-in-leadership-in-samoa-wils-project-was-officially-launched-on-wednesd/1895648990505550/">https://www.facebook.com/undpsamoa/posts/the-women-in-leadership-in-samoa-wils-project-was-officially-launched-on-wednesd/1895648990505550/</a>
3	SBC TV1	5 April 2018	Women in Leadership Project is officially launched today	Footage not available
4	Samoa Observer	19 August 2018	Important role of Members of Parliament highlighted.	<a href="http://www.sobserver.ws/en/19_08_2018/local/36052/Important-role-of-Members--of-Parliament-highlighted.htm">http://www.sobserver.ws/en/19_08_2018/local/36052/Important-role-of-Members--of-Parliament-highlighted.htm</a>
5	UNDP website	22 August 2018	The Role of Parliament in promoting the Strategy for Development of Samoa and Sustainable Development Goals.	<a href="http://www.pacific.undp.org/content/pacific/en/home/presscenter/pressreleases/2018/the-role-of-parliament-in-promoting-the-strategy-and-sdgs.html">http://www.pacific.undp.org/content/pacific/en/home/presscenter/pressreleases/2018/the-role-of-parliament-in-promoting-the-strategy-and-sdgs.html</a>
6	Samoa Observer	3 October 2018	Excitement builds for girls conference	<a href="http://www.sobserver.ws/en/29_08_2018/local/36329/Excitement-builds-for-girls-conference.htm">http://www.sobserver.ws/en/29_08_2018/local/36329/Excitement-builds-for-girls-conference.htm</a>
7	Press Secretariat Office - Samoa	4 October 2018	GLOW Samoa Conference kicks off to empower girls and women	<a href="https://www.facebook.com/samoagovt/posts/press-release-glow-samoa-conference-kicks-off-to-empower-girls-and-women-2nd-oct/2058567904174221/">https://www.facebook.com/samoagovt/posts/press-release-glow-samoa-conference-kicks-off-to-empower-girls-and-women-2nd-oct/2058567904174221/</a>
8	UNDP website	2 December 2018	Promotional Seminar for aspiring women directors	<a href="http://www.ws.undp.org/content/samoa/en/home/presscenter/pressreleases/2018/promotional-seminar-for-aspiring-women-directors.html">http://www.ws.undp.org/content/samoa/en/home/presscenter/pressreleases/2018/promotional-seminar-for-aspiring-women-directors.html</a>
9	UN Facebook page	11 October 2018	Professional Development Programme for 25 Aspiring and Current Female Directors	<a href="https://www.facebook.com/undpsamoa/">https://www.facebook.com/undpsamoa/</a>
10	Samoa Observer	12 December 2018	Trainers trained in Transformational Leadership Development Programme	<a href="http://www.samoobserver.ws/en/12_12_2018/local/39317/Trainers-trained-in-Transformational-Leadership-Development-Programme.htm">http://www.samoobserver.ws/en/12_12_2018/local/39317/Trainers-trained-in-Transformational-Leadership-Development-Programme.htm</a>

#	Media	Date	Title	Link
11	UNDP Facebook page	11 December 2018	Transformational Leadership development program kick starts	<a href="https://www.facebook.com/undpsamoa/posts/the-transformational-leadership-development-programme-kick-starts-its-training-o/2326828834054228/">https://www.facebook.com/undpsamoa/posts/the-transformational-leadership-development-programme-kick-starts-its-training-o/2326828834054228/</a>
12	Samoa Observer	6 January 2019	Inspirational Articles for WILS	<a href="http://www.samoaoobserver.ws/en/06_01_2019/local/39916/Woman-Member-of-Parliament-empowered-to-inspire-encourage.htm">http://www.samoaoobserver.ws/en/06_01_2019/local/39916/Woman-Member-of-Parliament-empowered-to-inspire-encourage.htm</a>
13	Samoa Observer	9 February 2019	Unasa's Break Through Initiative	<a href="http://www.samoaoobserver.ws/en/09_02_2019/local/41008/Unasa%E2%80%99s-breakthrough-initiative.htm">http://www.samoaoobserver.ws/en/09_02_2019/local/41008/Unasa%E2%80%99s-breakthrough-initiative.htm</a>

## 2019

#	Media	Date	Title	Link
1	Samoa Observer	6th January 2019	Woman Member of Parliament empowered to inspire, encourage	Local issue
2	Samoa Observer	2 March 2019	Government takes National voters Day to Savaii	<a href="https://www.samoaoobserver.ws/category/samoa/37926">https://www.samoaoobserver.ws/category/samoa/37926</a>
3	Samoa Observer	8 April 2019	Full House of would-be women directors in training workshop	<a href="https://www.samoaoobserver.ws/category/samoa/40018">https://www.samoaoobserver.ws/category/samoa/40018</a>
4	Newslines	24 April 2019	New Constituencies added for General Elections 2021	Local Issue
5	Samoa Observer	25 April 2019	New Electoral law gets Sagaga's approval	Local issue
6	Savali newspaper & Facebook Page	5 May 2019	Nao le 24% tamaitai ua avea ma sui o Komiti Faatonu i Samoa	<a href="https://www.facebook.com/savalinews/">https://www.facebook.com/savalinews/</a>
7	Samoa Global News	7 May 2019	Women in Leadership Samoa Program Empowers Women to become Directors	<a href="https://samoaglobalnews.com/more-women-anticipated-to-join-pool-of-applicants-for-directorship/">https://samoaglobalnews.com/more-women-anticipated-to-join-pool-of-applicants-for-directorship/</a>
8	Savali newspaper & Facebook Page	10 May 2019	Training Inspires Women to Become Board Directors	<a href="https://www.facebook.com/savalinews/">https://www.facebook.com/savalinews/</a>
9	Samoa Observer	10 May 2019	Aspiring women directors received certificates	<a href="https://www.samoaoobserver.ws/category/samoa/41716">https://www.samoaoobserver.ws/category/samoa/41716</a>
10	UNDP Facebook page	15 May 2019		<a href="https://www.facebook.com/pg/undpsamoa/photos/?tab=album&amp;album_id=2641293659274409">https://www.facebook.com/pg/undpsamoa/photos/?tab=album&amp;album_id=2641293659274409</a>
11	Samoa Global News	27 May 2019	Gagaifomauga Districts 1,2 & 3 participates in VLDI ToT	<a href="https://samoaglobalnews.com/gagaifo-mauga-districts-1-2-3-participates-in-village-leadership-development-initiative-training-for-trainers/">https://samoaglobalnews.com/gagaifo-mauga-districts-1-2-3-participates-in-village-leadership-development-initiative-training-for-trainers/</a>

#	Media	Date	Title	Link
12	Savali Facebook Page	27 May 2019		<a href="https://www.facebook.com/savalinews/">https://www.facebook.com/savalinews/</a>
13	Samoa Observer	28 May 2019	Women in Training of Trainers workshop	Local issue
14	UNDP Facebook page	31 May 2019	VLDI training wraps up at Gagaifomauga 1,2 & 3 in Savaii	<a href="https://www.facebook.com/pg/undpsamoa/photos/?tab=album&amp;album_id=2689036127833495">https://www.facebook.com/pg/undpsamoa/photos/?tab=album&amp;album_id=2689036127833495</a>
15	Samoa Observer	23 July 2019	VLDI to target Alataua i Sisifo district	Local issue
16	UNDP Facebook page	25 July 2019	Training of Trainers at Alataua I Sisifo - VLDI	<a href="https://www.facebook.com/pg/undpsamoa/photos/?tab=album&amp;album_id=2835019279901845">https://www.facebook.com/pg/undpsamoa/photos/?tab=album&amp;album_id=2835019279901845</a>
17	SBCL TV/EFKS TV/Kingdom TV	26 July 2019	Women inspired to lead at Alataua I Sisifo District after training	Note: TV stations were present to provide news coverage, footages are available
18	Samoa Observer	1 August 2019	Everyday position of women at odds with the Faa Samoa: Fuimapao	<a href="https://www.samoaoobserver.ws/category/samoa/46533">https://www.samoaoobserver.ws/category/samoa/46533</a>
19	EFKS TV	7 August 2019	VLDI NGO TOT	
20	TV3	7 August 2019	VLDI NGO TOT	
21	TV4	7 August 2019	VLDI NGO TOT	
22	Samoa Global News	8 August 2019	Empowering Women to Address Gender Equality	<a href="https://samoaglobalnews.com/empowering-women-to-address-gender-equality/?fbclid=IwAR0Qvt8dt2WL6HVtpB04p-2LXQ09d01ISO5tjZ5U34mh5ae3clQBvF11zVM">https://samoaglobalnews.com/empowering-women-to-address-gender-equality/?fbclid=IwAR0Qvt8dt2WL6HVtpB04p-2LXQ09d01ISO5tjZ5U34mh5ae3clQBvF11zVM</a>
23	EFKS TV/TV3/TV4	8 August 2019	VLDI Training of Trainers for NGO	Note: TV stations were present to provide news coverage, footages are available
24	Samoa Observer	10 August 2019	Harsher penalties for untruthful candidates recommended	<a href="https://www.samoaoobserver.ws/category/samoa/51208?fbclid=IwAR1cJaQ1KxGvo6ieLh-jgOVfgnw0LCTI3YC2S2ImZU_w0XwfpAEY7724h94">https://www.samoaoobserver.ws/category/samoa/51208?fbclid=IwAR1cJaQ1KxGvo6ieLh-jgOVfgnw0LCTI3YC2S2ImZU_w0XwfpAEY7724h94</a>
25	Samoa Observer2	9 September 2019	Literacy Week	<a href="https://www.samoaoobserver.ws/category/samoa/49027">https://www.samoaoobserver.ws/category/samoa/49027</a>
26	Samoa Observer	25 September 2019	Electoral office raises awareness about voting in villages	<a href="https://www.samoaoobserver.ws/category/samoa/50924?fbclid=IwAR2PIgJN_2KhN8sQoT-iaLdS3S_n5V3qh9Gpj650HIBKfWn3-WOnImPXBGA">https://www.samoaoobserver.ws/category/samoa/50924?fbclid=IwAR2PIgJN_2KhN8sQoT-iaLdS3S_n5V3qh9Gpj650HIBKfWn3-WOnImPXBGA</a>
27	Samoa Observer	3 October 2019	Enhancing leadership pathways for men and women in villages	<a href="https://www.samoaoobserver.ws/category/samoa/50684?fbclid=IwAR1S4B6_KudqnV22Uu7k0stWstCncsmBkUXEzvqgwDDhwh1Dv8vVYIZU4g">https://www.samoaoobserver.ws/category/samoa/50684?fbclid=IwAR1S4B6_KudqnV22Uu7k0stWstCncsmBkUXEzvqgwDDhwh1Dv8vVYIZU4g</a>
28	Samoa Global News	7 October 2019	Office of the Electoral Commissioner begins	<a href="https://samoaglobalnews.com/office-of-commissioner-begins-electoral-constituency-outreach-">https://samoaglobalnews.com/office-of-commissioner-begins-electoral-constituency-outreach-</a>

#	Media	Date	Title	Link
			Constituency Outreach Program	<a href="https://www.facebook.com/undpsamoa/posts/3508019519268481">program/?fbclid=IwAR0u2HHJFtCwLihX0BE4pmMaHTtDxcbFZPQICb_4taCwaLUKOSixboRRbsE</a>
29	UNDP Website/Facebook Page	30 October 2019	Continuing the Journey as a Transformed Leader	<a href="https://www.ws.undp.org/content/samoa/en/home/presscenter/pressreleases/2019/Journey_Transformed_Leader.html">https://www.ws.undp.org/content/samoa/en/home/presscenter/pressreleases/2019/Journey_Transformed_Leader.html</a>
30	UN Women Facebook page	3 October 2019	VLDI Training of Trainers targeting Youths	<a href="https://www.facebook.com/unwome npacific/">https://www.facebook.com/unwome npacific/</a>
31	UN Women Facebook Page	7 October 2019	GLOW Conference	<a href="https://www.facebook.com/unwome npacific/">https://www.facebook.com/unwome npacific/</a>
32	Samoa Observer	7 October 2019	GLOW Conference	<a href="https://www.samoaoobserver.ws/category/samoa/50764">https://www.samoaoobserver.ws/category/samoa/50764</a>

## 2020

#	Media	Date	Title	Link
1	UNDP Facebook Page	08/03/2020	Women from Safata wishes all the women on Samoa a Happy International Women's Day 2020	<a href="https://www.facebook.com/undpsamoa/posts/3508019519268481">https://www.facebook.com/undpsamoa/posts/3508019519268481</a>
2	UNDP Facebook Page	04/06/2020	Breakthrough Initiative Initial meeting	<a href="https://www.facebook.com/undpsamoa/posts/3816228271780936">https://www.facebook.com/undpsamoa/posts/3816228271780936</a>
3	UNDP Facebook Page	08/06/2020	TOT - Faleata District for Women Leaders in the community	<a href="https://www.facebook.com/undpsamoa/posts/3831151503621946">https://www.facebook.com/undpsamoa/posts/3831151503621946</a>
4	UNDP Facebook Page	15/06/2020	TOT - Vaa o Fonoti District for Women Leaders in the Community	<a href="https://www.facebook.com/undpsamoa/posts/3861267167277046">https://www.facebook.com/undpsamoa/posts/3861267167277046</a>
5	UNDP Facebook Page	01/07/2020	TOT - Aleipata Itupa i Lalo for Men Leaders in the Community	<a href="https://www.facebook.com/undpsamoa/posts/3928311740572588">https://www.facebook.com/undpsamoa/posts/3928311740572588</a>
6	Samoa Global News	06/07/2020	Men as Partners to Advance Gender Equality in Samoa	<a href="https://samoaglobalnews.com/men-changing-onself-inorder-to-change-others-insamoa/">https://samoaglobalnews.com/men-changing-onself-inorder-to-change-others-insamoa/</a>
7	UN Women Facebook Page	07/07/2020	TOT - Youth of Lefaga and Faleaseela District	<a href="https://www.facebook.com/unwome npacific/posts/3024156711025488">https://www.facebook.com/unwome npacific/posts/3024156711025488</a>
8	UNDP Facebook Page	09/07/2020	TOT - Lefaga and Faleaseela for Men leaders in the community	<a href="https://www.facebook.com/undpsamoa/posts/3961692567234505">https://www.facebook.com/undpsamoa/posts/3961692567234505</a>
9	UN Women Facebook Page	14/07/2020	TOT - Youth of the Siumu District	<a href="https://www.facebook.com/unwome npacific/posts/3042813942493098">https://www.facebook.com/unwome npacific/posts/3042813942493098</a>
10	UNDP Facebook Page	14/07/2020	Nurses and Midwives undergo transformational leadership	<a href="https://www.facebook.com/undpsamoa/posts/3983478828389212">https://www.facebook.com/undpsamoa/posts/3983478828389212</a>

#	Media	Date	Title	Link
11	Pacific Women Shaping Pacific Development	17/07/2020	Born Leaders: supporting women matai in Samoa	<a href="https://pacificwomen.org/stories-of-change/born-leaders-supporting-women-matai-in-samoa/">https://pacificwomen.org/stories-of-change/born-leaders-supporting-women-matai-in-samoa/</a>
12	UNDP Facebook Page	20/07/2020	Book launch pays tribute to nurses and midwives	<a href="https://www.facebook.com/undpsamoa/posts/4010649115672183">https://www.facebook.com/undpsamoa/posts/4010649115672183</a>
13	UNDP Facebook Page	22/07/2020	Women Board Directors in Samoa increase	<a href="https://www.facebook.com/undpsamoa/posts/4019554101448351">https://www.facebook.com/undpsamoa/posts/4019554101448351</a>
14	UN Women Facebook Page	28/07/2020	TOT - Youth of Aana Alofi District	<a href="https://www.facebook.com/unwomempacific/posts/3082570551850770">https://www.facebook.com/unwomempacific/posts/3082570551850770</a>
15	UNDP Facebook Page	01/08/2020	SIOD Training for Women Directors	<a href="https://www.facebook.com/undpsamoa/posts/4067661496637611">https://www.facebook.com/undpsamoa/posts/4067661496637611</a>
16	UNDP Facebook Page	02/08/2020	Nurses Training for Savaii Nurses and Midwives	<a href="https://www.facebook.com/undpsamoa/posts/4072215569515537">https://www.facebook.com/undpsamoa/posts/4072215569515537</a>
17	UNDP Facebook Page	07/08/2020	TOT - Alataua i Sisifo and Falealupo District for Men leaders in the community	<a href="https://www.facebook.com/undpsamoa/posts/4093611850709242">https://www.facebook.com/undpsamoa/posts/4093611850709242</a>
18	UNDP Facebook Page	16/08/2020	Nurses leadership training covers Upolu, Savaii	<a href="https://www.facebook.com/undpsamoa/posts/4135775939826166">https://www.facebook.com/undpsamoa/posts/4135775939826166</a>
19	UNDP Facebook Page	18/08/2020	Samoa Institute of Directors Training	<a href="https://www.facebook.com/undpsamoa/posts/4146212468782513">https://www.facebook.com/undpsamoa/posts/4146212468782513</a>
20	UNDP Facebook Page	27/08/2020	TOT - Palauli District for Men Leaders in the Community	<a href="https://www.facebook.com/undpsamoa/posts/4189182567818836">https://www.facebook.com/undpsamoa/posts/4189182567818836</a>
21	UNDP Facebook Page	14/09/2020	TOT - Apia, Aiga i le Tai Distict for Men Leaders in the community	<a href="https://www.facebook.com/undpsamoa/posts/4279532758783816">https://www.facebook.com/undpsamoa/posts/4279532758783816</a>
22	UN Women Facebook Page	15/09/2020	TOT - Youth of Vaisigano District	<a href="https://www.facebook.com/page/543397385768112/search/?q=WILS">https://www.facebook.com/page/543397385768112/search/?q=WILS</a>
23	UN Women Facebook Page	17/09/2020	TOT - Safata District Youth	<a href="https://www.facebook.com/unwomempacific/posts/3233252520115905">https://www.facebook.com/unwomempacific/posts/3233252520115905</a>
24	UN Women Facebook Page	18/09/2020	TOT - Youth of Siumu District BTI implementation	<a href="https://www.facebook.com/unwomempacific/posts/3236050349836122">https://www.facebook.com/unwomempacific/posts/3236050349836122</a>
25	UNDP Facebook Page	22/10/2020	Council of Women trading "committee" for "sitting"	<a href="https://www.facebook.com/undpsamoa/posts/4465457353524688">https://www.facebook.com/undpsamoa/posts/4465457353524688</a>
26	Sama Observer	24/11/2020	UN Officials urges women candidates to be strong	<a href="https://www.facebook.com/samoaoobserver/posts/4048795878482528">https://www.facebook.com/samoaoobserver/posts/4048795878482528</a>

#	Media	Date	Title	Link
27	Samoa Observer	26/11/2020	Women leadership critical during pandemic, diplomat says	<a href="https://www.facebook.com/samoaobserver/posts/4050990554929727">https://www.facebook.com/samoaobserver/posts/4050990554929727</a>

## 2021

#	Media	Date	Title	Link
1	Samoa Observer	09-Feb-21	Apia Village attends leadership training	<a href="https://www.samoobserver.ws/category/samoa/78816?utm_content=bufferedd6c&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer&amp;fbclid=IwAR1sYxbtgILNHtVr7CkgZNluCq7iuI0m368xIJhSi7OhA-UwmvH8xnsIXEs">https://www.samoobserver.ws/category/samoa/78816?utm_content=bufferedd6c&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer&amp;fbclid=IwAR1sYxbtgILNHtVr7CkgZNluCq7iuI0m368xIJhSi7OhA-UwmvH8xnsIXEs</a>
2	UN Women Facebook Page	15-Mar-21	IWD celebration	<a href="https://www.facebook.com/unwomempacific/posts/3715741325200353">https://www.facebook.com/unwomempacific/posts/3715741325200353</a>
3	Samoa Observer	11-Apr-21	Women exceed Parliamentary quota	<a href="https://bit.ly/3J8vcah">https://bit.ly/3J8vcah</a>
4	The Diplomat	14-Apr-21	General Election	<a href="https://thedi diplomat.com/2021/04/the-women-that-upended-samoas-politics/">https://thedi diplomat.com/2021/04/the-women-that-upended-samoas-politics/</a>
5	Samoa Observer	18-Apr-21	General Election	<a href="https://www.samoobserver.ws/category/samoa/82657">https://www.samoobserver.ws/category/samoa/82657</a>
6	UNDP Facebook Page	24-May-21	SIOD Professional Programme for Aspiring Board Members	<a href="https://www.facebook.com/undpsamoa/posts/5437243613012719">https://www.facebook.com/undpsamoa/posts/5437243613012719</a>
7	Samoa Observer	25-May-21	Savai'i mother aspires to directorship	<a href="https://www.samoobserver.ws/category/samoa/84521">https://www.samoobserver.ws/category/samoa/84521</a>
8	UNDP Facebook Page	26-May-21	Professional Programme for Women Directors target women in both Upolu and Savaii	<a href="https://www.facebook.com/undpsamoa/posts/5449685081768572">https://www.facebook.com/undpsamoa/posts/5449685081768572</a>
9	Samoa Global News	29-May-21	SIOD Professional Programme for Aspiring Board Members a Success	<a href="https://samoaglobalnews.com/siod-aspiring-women-to-be-board-directors1/">https://samoaglobalnews.com/siod-aspiring-women-to-be-board-directors1/</a>
10	Samoa Observer	30-May-21	The Quest continues for aspiring Women Directors	no link
11	UNDP Facebook Page	31-May-21	SIOD Professional Programme for Aspiring Board Members a Success	<a href="https://www.facebook.com/undpsamoa/posts/5474273989309681">https://www.facebook.com/undpsamoa/posts/5474273989309681</a>
12	UN Women Asia and Pacific website	08-Jun-21	Transformational Change for a young woman from Poutasi Falealili - Samoa	<a href="https://asiapacific.unwomen.org/en/news-and-events/stories/2021/06/transformational-change-for-a-young-woman-from-poutasi-falealili---samoa">https://asiapacific.unwomen.org/en/news-and-events/stories/2021/06/transformational-change-for-a-young-woman-from-poutasi-falealili---samoa</a>



#	Media	Date	Title	Link
13	UNDP Facebook Page	09-Jun-21	Village Leadership Training for Iva Vaiafai	<a href="https://www.facebook.com/undpsamoa/posts/5516708615066218">https://www.facebook.com/undpsamoa/posts/5516708615066218</a>
14	UNDP Facebook Page	14-Jun-21	Village Leadership Training for Vaiafai-Iva Savaii	<a href="https://www.facebook.com/undpsamoa/posts/5538848676185545">https://www.facebook.com/undpsamoa/posts/5538848676185545</a>
15	UN Women Facebook Page	14-Jun-21	Village Leadership Training for Young people of Poutasi Falealili	<a href="https://www.facebook.com/unwome npacific/posts/3985165024924647">https://www.facebook.com/unwome npacific/posts/3985165024924647</a>
16	UNDP Facebook Page	15-Jun-21	Village Leadership Training for Siumu Sasae	<a href="https://www.facebook.com/undpsamoa/posts/5542955359108210">https://www.facebook.com/undpsamoa/posts/5542955359108210</a>
17	UNDP Facebook Page	21-Jun-21	Village Leadership Training for Siumu Sasae	<a href="https://www.facebook.com/undpsamoa/posts/5569704656433280">https://www.facebook.com/undpsamoa/posts/5569704656433280</a>
18	UNDP Facebook Page	23-Jun-21	Village Leadership Training for Solosolo	<a href="https://www.facebook.com/undpsamoa/posts/5578205695583176">https://www.facebook.com/undpsamoa/posts/5578205695583176</a>
19	UNDP Facebook Page	30-Jun-21	Village Leadership Training for Sagone	<a href="https://www.facebook.com/undpsamoa/posts/5610419859028426">https://www.facebook.com/undpsamoa/posts/5610419859028426</a>
20	Quarter 2 UNDP Samoa MCO	30-Jun-21	Breaking down barriers to Gender Equality for the Nofotane in the village of Foailalo	<a href="https://undpsamoa.medium.com/breaking-down-barriers-to-gender-equality-for-the-nofotane-in-the-village-of-foailalo-8417e028d1f9">https://undpsamoa.medium.com/breaking-down-barriers-to-gender-equality-for-the-nofotane-in-the-village-of-foailalo-8417e028d1f9</a>
21	UN Women Facebook Page	15-Jul-21	Village Leadership Training for Young people of Siufaga Falelatai	<a href="https://www.facebook.com/unwome npacific/posts/4070186716422477">https://www.facebook.com/unwome npacific/posts/4070186716422477</a>
22	UNDP Facebook Page	15-Jul-21	Leadership Training at Siufaga Falelatai	<a href="https://www.facebook.com/page/">https://www.facebook.com/page/</a>
23	UN Women Facebook Page	20-Jul-21	Mentoring Programme for Public and Private Sector in Savaii	<a href="https://www.facebook.com/unwome npacific/posts/4084668861640929">https://www.facebook.com/unwome npacific/posts/4084668861640929</a>
24	UNDP Facebook Page	25-Jul-21	Village Leadership Training for Saoluafata	<a href="https://www.facebook.com/undpsamoa/posts/5729788437091567">https://www.facebook.com/undpsamoa/posts/5729788437091567</a>
25	Samoa Observer	26-Jul-21	Validaton Workshop for SAMPOD and WILS	<a href="https://www.samoobserver.ws/category/samoa/88008">https://www.samoobserver.ws/category/samoa/88008</a>
26	Samoa Observer	26-Jul-21	Coverage of Women's Issues addressed in workshop	<a href="https://www.samoobserver.ws/category/samoa/88007?utm_content=bufferdd62f&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer&amp;fbclid=IwAR1jNqz2KK-W_WZA3s-cyukz_BO0g3sfgpm7g39d8HugP7iy_2JniO7vI">https://www.samoobserver.ws/category/samoa/88007?utm_content=bufferdd62f&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer&amp;fbclid=IwAR1jNqz2KK-W_WZA3s-cyukz_BO0g3sfgpm7g39d8HugP7iy_2JniO7vI</a>
27	UNDP Facebook Page	28-Jul-21	Village Leadership Training for Leulumoega	<a href="https://www.facebook.com/undpsamoa/posts/5743422589061485">https://www.facebook.com/undpsamoa/posts/5743422589061485</a>



#	Media	Date	Title	Link
28	UN Women Facebook Page	07-Aug-21	Women's leading from the front in workplace	<a href="https://bit.ly/3rxKnEa">https://bit.ly/3rxKnEa</a>
29	UN Women Facebook Page	09-Aug-21	Village Leadership Training Siutu	<a href="https://www.facebook.com/unwome npacific/posts/4143951142379367">https://www.facebook.com/unwome npacific/posts/4143951142379367</a>
30	UNDP Facebook Page	11-Aug-21	Breaking down barriers to Gender Equality for the Nofotane in the village of Foailalo	<a href="https://www.facebook.com/undppage/">https://www.facebook.com/undppage /</a>
31	UNDP Facebook Page	12-Nov-21	Private and Public Sector women participating in the Vaogagana O Fesootaiga course	<a href="https://www.facebook.com/page/878007992269660/search/?q=WILS">https://www.facebook.com/page/878007992269660/search/?q=WILS</a>
32	Quarter 4 UNDP Samoa MCO Newsletter	29-Dec-21	Empowering women locally in their leadership journey through targeted trainings to mirror international success	<a href="https://undpsamoa.medium.com/empowering-women-locally-in-their-leadership-journey-through-targeted-trainings-to-mirror-462748e768ea">https://undpsamoa.medium.com/empowering-women-locally-in-their-leadership-journey-through-targeted-trainings-to-mirror-462748e768ea</a>

## 2022

#	Media	Date	Title	Link
1	Samoa Observer facebook page	14 <sup>th</sup> January 2022	Samoa among three nations for women C.E.O.s	<a href="https://www.samoobserver.ws/category/samoa/96712?utm_content=bufferae996&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer&amp;fbclid=IwAR1U9lLacl5nqwyCLJOllG4Jiiy0sAPy_PU2vpjavjSEMux7Fbdk9h_neqY">https://www.samoobserver.ws/category/samoa/96712?utm_content=bufferae996&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer&amp;fbclid=IwAR1U9lLacl5nqwyCLJOllG4Jiiy0sAPy_PU2vpjavjSEMux7Fbdk9h_neqY</a>
2	Samoa Observer	8 <sup>th</sup> March 2022	Samoa joins International Women's Day celebration	<a href="https://www.samoobserver.ws/category/samoa/97468">https://www.samoobserver.ws/category/samoa/97468</a>
3	UN Women Pacific Facebook Page	9 <sup>th</sup> March 2022	IWD celebration	<a href="https://www.facebook.com/page/543397385768112/search/?q=WILS">https://www.facebook.com/page/543397385768112/search/?q=WILS</a>
4	UNDP facebook page	4 <sup>th</sup> April 2022	End of Project Review	<a href="https://www.facebook.com/undpsamoa/photos/a.910885192315273/7123282947742102">https://www.facebook.com/undpsamoa/photos/a.910885192315273/7123282947742102</a>
5	Government of Samoa facebook	25 <sup>th</sup> April 2022	IWD celebration	<a href="https://m.facebook.com/samoagovt/videos/celebrating-international-womens-day-2022/287533093348757/">https://m.facebook.com/samoagovt/videos/celebrating-international-womens-day-2022/287533093348757/</a>
6	Radio Polynesia Samoa	12 <sup>th</sup> May 2022	Misa Vicky Lepou to lead the Women in Leadership in Samoa training for media.	<a href="https://www.radiopolynesiasamoa.com/local/misa-vicky-lepou-to-lead-the-women-in-leadership-in-samoa-training-for-media">https://www.radiopolynesiasamoa.com/local/misa-vicky-lepou-to-lead-the-women-in-leadership-in-samoa-training-for-media</a>

#	Media	Date	Title	Link
7	Global Citizen	17 <sup>th</sup> May 2022	Most Women Ever Elected to Samoan Parliament After Supreme Court Ruling	<a href="https://www.globalcitizen.org/en/content/samoa-supreme-court-women-politics/">https://www.globalcitizen.org/en/content/samoa-supreme-court-women-politics/</a>
8	RNZ	18 <sup>th</sup> May 2022	Three new Samoa woman MPs sworn into parliament	<a href="https://www.rnz.co.nz/international/programmes/datelinepacific/audio/2018842333/three-new-samoa-woman-mps-sworn-into-parliament">https://www.rnz.co.nz/international/programmes/datelinepacific/audio/2018842333/three-new-samoa-woman-mps-sworn-into-parliament</a>
9	Leadership Pathways of Women in Samoa	11 <sup>th</sup> November 2022	I know politics	<a href="https://www.iknowpolitics.org/en/learn/knowledge-resources/leadership-pathways-women-samoa">https://www.iknowpolitics.org/en/learn/knowledge-resources/leadership-pathways-women-samoa</a>
10	Survey Finds Leadership Average Higher for Women in Samoa	24 <sup>th</sup> July 2022	Sunline Samoa	<a href="https://newlinesamoa.com/survey-finds-leadership-average-higher-for-women-in-samoa/">https://newlinesamoa.com/survey-finds-leadership-average-higher-for-women-in-samoa/</a>

