UN WOMEN FOR ALL WOMEN AND GIRLS

SAMOA

COUNTRY SNAPSHOT

Photo: UN Women/Myka Stanley

Samoa has a strong tradition of community leadership and collective approaches to resilience, providing an important foundation for advancing gender equality and women's empowerment. Working closely with government, civil society, faith-based organisations, sports bodies and communities, UN Women supports integrated programming on ending violence against women and girls (EVAWG), women's economic empowerment, climate resilience, women's leadership and gender-responsive governance. UN Women's work in Samoa focuses on strengthening national prevention and response systems, shifting social norms and public narratives, and supporting locally grounded approaches to inclusive leadership and resilience.

ENDING VIOLENCE AGAINST WOMEN & GIRLS

- **Support to Samoa's EVAWG prevention and response architecture**, including development and adoption of the Pola Puipui Framework – Samoa's National Prevention Framework for Ending Gender-Based Violence, developed with the Ministry of Women, Community and Social Development (MWCSD) and adopted in 2024; and the Inter-agency Essential Services Guide (IESG) for GBV and Child Protection, strengthening coordinated survivor-centred support across police, health, justice and social services. UN Women provided technical support to consultations, drafting, coordination and rollout.
- **Development of a Talanoa Toolkit** in partnership with the Samoa Office of the Ombudsman (National Human Rights Institution) to support village-based advocates addressing family violence.
- **Get Into Rugby PLUS Samoa,** implemented with Oceania Rugby and Lakapi Samoa, demonstrated significant positive shifts in gender attitudes and inclusion, with 100% of participating girls reporting feeling respected and a 42% increase in boys encouraging girls to play rugby (44% baseline to 86% endline).

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WOMEN'S ECONOMIC EMPOWERMENT

Markets for Change supports three markets across Samoa (ACC Fugalei Market, MLS Salelologa Market and MAF Savalalo Fish Market[1]), strengthening women's leadership, market governance and climate resilience. Women hold leadership roles across all Market Vendor Associations.

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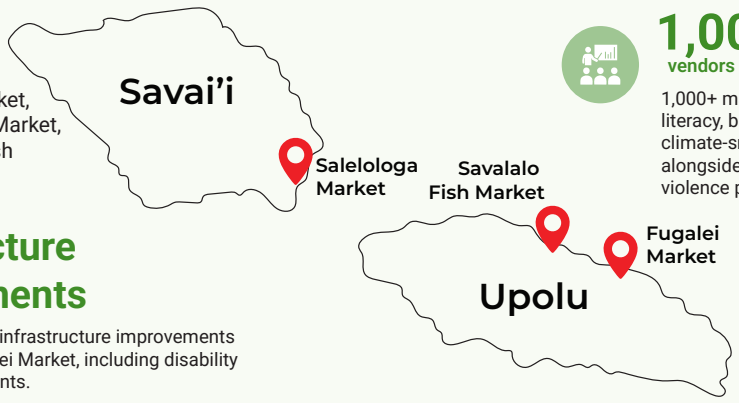
Markets

ACC Fugalei Market, MLS Salelologa Market, MAF Savalalo Fish Market



1,000+
vendors trained

1,000+ market vendors trained in financial literacy, business management, food safety, climate-smart agriculture and value addition, alongside waste management, recycling and violence prevention initiatives.

Infrastructure improvements

Gender-responsive infrastructure improvements completed at Fugalei Market, including disability access enhancements.

1 ACC: Accident Compensation Corporation; MLS: Ministry of Lands and Survey; MAF: Ministry of Agriculture and Fisheries.

CLIMATE, DISASTER RESILIENCE & HUMANITARIAN ACTION

- **Technical support** provided to strengthen gender-responsive climate and disaster governance, including contributions to Samoa's Nationally Determined Contribution (NDC) 3.0 and review of the National Disaster Management Office Gender Policy.

NDC 3.0
Samoa's climate action plan advanced

WOMEN'S LEADERSHIP & DECISION-MAKING

Wave Makers campaign showcasing women political leaders and male allies promoting women's political participation in Samoa.

Women in Leadership in Samoa (WILS) documentary developed as a national advocacy and public engagement tool amplifying the experiences and leadership of Samoan women and supporting positive public narratives around women's participation in leadership and decision-making.

Media Training Manual and Samoan Glossary of Gender Terms developed to strengthen gender-responsive media engagement and public discourse on gender equality.

GENDER DATA & STATISTICS

Gender and Environment Survey conducted in partnership with the Samoa Bureau of Statistics.

KEY PARTNERS

- **Government of Samoa,** including Ministries responsible for Family Affairs and Social Development, Finance, Agriculture, Lands and Survey, Disaster Management and Fire and Emergency Services, alongside the Samoa Bureau of Statistics and national public institutions.
- **Civil society, women's rights and community** partners including Samoa Victim Support Group, Samoa Family Health Association, Women in Business Development Incorporated, Samoa Farmers Association, National Council of Women and Samoa Red Cross Society.
- **Sports, education and advocacy partners** including Lakapi Samoa, Oceania Rugby, Samoa Teachers Association and the Samoa Office of the Ombudsman | National Human Rights Institution.
- **Regional, UN and private sector** partners including The Pacific Community (SPC), UNDP, UNFPA, UNICEF, UNESCO, UNESCAP, Australia Pacific Training Coalition, Samoa Commercial Bank and National Bank of Samoa.