

Programme Title:	Engaging Youth in Samoa in Organic Farming and Menus: A Farm to Table Value Chain Approach
Country:	Samoa

I. Joint Programme Information

Joint Programme Information

Programme title:

Engaging Youth in Samoa in Organic Farming and Menus: A Farm to Table Value Chain Approach

Sectorial area of intervention and policy objectives

Inclusive economic growth for poverty eradication

Create opportunities for decent jobs and secure livelihoods.

Create better government policies and fair and accountable public institutions.

Promote inclusive and sustainable business practices.

UN Lead Agency:

United Nations Development Programme (UNDP)

Local Partners:

Ministry of Women, Community and Social Development (MWCSD);

Ministry of Agriculture and Fisheries (MAF);

Women in Business Development, Incorporated (WIBDI);

Pacific Organic and Ethical Trade Community (POET Com);

Small Business Enterprise Centre (SBEC);

Samoa Farmers Association (SFA);

Samoa National Youth Council (SNYC)

Report submitted by

Name:

Georgina Bonin

Title:

Assistant Resident Representative

Organization:

UNDP Multi-Country Office - Samoa

Contact information:

Email: georgina.bonin@undp.org Phone: +685 - 23670 Ext 24

Reporting Period Ending:

Monday, May 1, 2017

II. Contact Information

Resident Coordinator

Name:

Ms. Lizbeth Cullity

E-mail:

lizbeth.cullity@one.un.org

UNCT contact person for implementation

Name:

Ms. Sala Georgina Bonin

Agency:

UNDP Samoa Multi-Country Office (MCO)

Assistant Res. Representative (Governance and Poverty Reduction Unit)

E-mail:

georgina.bonin@undp.org

Phone:

+685 23670 Ext 16

Address:

UN Building, Four Corners Matautu uta, Apia, SAMOA

implementation

Alternative UNCT contact person for

Name:

Mr. Kanjeng Notonegoro

Agency:

UNDP Samoa MCO

Deputy Resident Representative

E-mail:

notonegoro@undp.org

Phone:

+685 23670 Ext 19

Address:

UN Building, Four Corners Matautu uta, Apia, SAMOA.

Technical team contacts

Joint programme coordinator

Name:

Maria Tiatia, Ms

Agency:

Ministry of Women, Community & Social Development

Title:

Youth Employment Programme (YEP) Project Manager

Email:

mtiatia@mwcsd.gov.ws

Phone:

+685-27753

Address:

Ministry of Women, Community & Social Development, Private Mail Bag, Apia, Samoa.

JP knowledge management focal point

JP monitoring and evaluation focal point

Name:

Georgina Bonin, Ms

Agency:

UNDP

JP communications and advocacy focal point

Title:

Assistant Resident Representative – Governance & Poverty Reduction Unit

Email:

georgina.bonin@undp.org

Phone:

+685 23670 Ext:24

Address:

UN Building, Four Corners Matautu uta, Apia, SAMOA

JP private sector focal point

Name:

Alatina Ioelu, Mr

Agency:

Small Business enterprise Centre (SBEC)

Title:

Chief Executive Officer

Email:

alatina@sbecsamoa.ws

Phone:

+685-22770/71/72

Address:

P.O. Box 870, Apia, Samoa

Agency contact points

Contact 1

Name:

Adi Maimalaga Tafunai

Agency:

Women In Business Development Inc.

Executive Director

Email:

adi@womeninbusiness.ws

Phone:

+685 21959

Address:

PO Box 6591, Apia, Samoa

Contact 3

Contact 5

Contact 2

Name:

Alberta Vitale

Agency:

Women In Business Development

Associate Director

Email:

albertam@womeninbusiness.ws

Phone:

+685 21959

Address:

PO Box 6591, Apia, Samoa

Contact 4

III. Financial information

Detailed Financial Report:



Detailed financial report.docx

SDG-F Funds

UN Agency	Total approved funds	Total funds Transferred to date	Total funds committed to date	Total funds disbursed to date
United Nations Development Programme (UNDP)	500,000.00	500,000.00	298,412.00	298,412.00

Total	500,000.00	500,000.00	298,412.00	298,412.00	
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Matching Funds

Name of source	Total approved funds	Total funds Transferred to date	Total funds committed to date	Total funds disbursed to date
Government of Samoa	426,000.00	426,000.00	426,000.00	426,000.00
UNDP TRAC	74,000.00	74,000.00	74,000.00	74,000.00

Total	500,000.00	500,000.00	500,000.00	500,000.00

IV. Beneficiaries

Total number of direct beneficiaries to date:

777

Direct Beneficiaries - Breakdown

Beneficiary type - individual	Total	Female	Male	Comments
Farmers	667	381	286	These farmers are registered and certified in the WIBDI Organic Programme and are sole suppliers of organic produce and value added products to WIBDI and its niche export and local markets.
Entrepreneurs	3	2	1	The three companies are registered through WIBDI's Organic license with NASAA. They are processors of Noni juice, noni fruit and vanilla. They also support local growers by purchasing the organic fruits grown on their certified farms.
Civil servants/government	1			Through the Organic Steering Committee chair by the Prime Minister of Samoa, WIBDI is able to provide updates on Samoa's Organic movement and export of high value added products to International Markets as WIBDI is currently the most successful Organisation in driving the Organic movement in Samoa.
Indigenous				
Children	1			This young member of the Organic Warriors Academy was acknowledged for her full participation and interests in the training programme.
Youth	89	52	37	Quarter 1 of 2017 youth training has helped in closing the gender gap in terms of participant numbers from two village trainings.

Total	761	435	324	

Beneficiary type - institutional	Total	Comments
SMEs		
Cooperatives		
Government/municipal organizations		
Private sector	14.00	These are the direct local markets that uses WIBDI's farm to table supply.
Community-based organizations		
NGOs	1	WIBDI, which is the IA for this project, is currently transitioning from NGO to social enterprise
POETCom	1	POETCom (Pacific Organic and Ethical Trade Community) is IA for IFAD component
Total	16	

Indirect Beneficiaries - Breakdown

Beneficiary type - individual	Total	Female	Male	Comments
Farmers	1,398	587.00	811.00	This number represents the community network of farmers that WIBDI works with in its programme. Although farmers are registered individually in our database, those who are living in the same household as those certified and registered, are also receiving benefits off of WIBDI projects that are included in this number.
Entrepreneurs				
Civil servants/government				
Indigenous				
Children				
Youth				
Total	1,398	587.00	811.00	

Beneficiary type - institutional	Total	Comments
SMEs		
Cooperatives		
Government/municipal organizations		
Private sector		
Community-based organizations		
NGOs		

Total		
1 0 1011		

Any other information regarding JP beneficiaries*:

e.g. # training workshops / # people trained (disaggregated by sex)

There were two workshops and trainings in the village communities of Manono and Salelologa for Quarter 1 of 2017. In Manono Island, the training attracted 72 participants with a strong support from the village elders, the councils and parents of the youth members. 30 females and 42 males graduated from the OWA having completed 10 units of theory and practical trainings in their farms. Salelologa attracted 36 graduates made up of 25 females and 11 males who successfully completed the training units outlined in the project workshop.

e.g. # people received financial assistance to set up a business (disaggregated by sex)

Follow-up site visits are now carried out in the villages to identify youth members who have established their small garden batches following the training. These youth members will be fully supported through capacity building and supply of seedlings so they are able to supply the existing farm to table project and other produce and products required by International and domestic markets.

V. Joint Programme Progress

Expected Results (Outcomes & outputs)	Progress	Difficulties	Expected deliverables
			The curriculum for the course has remained the same as follow, except the "farm assessment unit which has been shifted to be part of the mentoring and follow up role of the WIBDI field staff.
			Unit 1 - Induction to the Program Introduction and methodology Youth Unemployment as a national issue Climate Change
			1. Manono Island The first of the community based trainings was conducted at Manono Island which took place from the 16th - 20th January 2017. Manono Island was deliberately selected to trial the training because of the ease to organise participants, as well as one of WIBDI's strategic aim of turning all its four villages into an organically certified Island in the near future. Participants were recruited through the church ministers of the four villages, and while there were no participants from Salua village, there were 52 participants from Faleu, Lepuiai and Apai villages that attended and graduated.
		The course evaluation for the first two groups of graduates both pointed to the course being too long and too far from their homes. Hence the Management and Board of WIBDI endorsed a revised timeframe and approach from the training team to significantly reduce the timeframe without compromising the number of units taught, as well as taking the training out into the community. Hence the two training workshops conducted during the reported period were the first and second community based trainings of the program delivered in its revised timeframe of one week. The idea was just to introduce the youth to the basic skills of organic farming then after graduation, they will remain on the follow-up list to be visited by the field staff of WIBDI where they will be continuously mentored and	The training was opened by a short sermon by Rev Ieremia Vasa Saufoi of the Congregational Christian Church of Faleu who urged the participants to make the most of the opportunity that Manono youth have been given for this training. He challenged the youth that if they are now unemployed because they did not make the most of the previous opportunity accorded to them by their parents to get a good education and a good job, then this training will give them a second chance to make something useful in their lives. The opening prayer was followed by the official opening by the President of WIBDI who gave an overview of the project on Youth Employment and the partners involved and their respective roles. The president also re-emphasised the importance of using the opportunity given through this training to learn about the importance of organic farming not only as a source of income for the family, but a contribution by the farmers to conserving and protecting Samoa's fragile and vulnerable natural environment. Representative of the village council were present during the opening and they also gave their traditional blessing for the training as well as assuring WIBDI that the youth of the island will give full cooperation during the course of the training.
			Like in the previous group, 2 graduates from Group 2 were selected to be the Trainer Trainees (assistant trainers) for Group 3, and these two youth, Semisi Leiataua and Lauga Faaiuga were bot from Manono Island. Their roles as assistant trainers were done with so much pride in sharing theil knowledge with their own village people, and they became role models throughout the week.
			The training was delivered by Karl, Fuimaono Rosa and Peseta Afoa with help from Semisi and Failauga as Trainer Trainees. Tyla was recording evidence of learning which has now being shared through social media via youtube and facebook sites of WiBDI. Another important part of the evidence for learning are the presentations made by each group on a different unit at the end of the training, before they were presented with their certificates.
P Output 1.1: Skills training in organic production, certification and processing creates employment for youth within the organic	basic skills of organic farming then after graduation, they will remain on the follow-up list to be visited by the field staff of WIBDI where they will be continuously mentored and supported with technical advice and other basic assistance that they need to prepare their		There were 27 female and 26 male graduating in Group 3, and this is the biggest class and the highest number of graduates in the academy so far. The youngest member of the group was a 10 year old girl who attended all the sessions and was given a certificate to acknowledge her full participation. After the Manono training, the total number of graduates for the program has reach 72 with 30 female and 42 male, and we hope to close this gender gap in future trainings. The Highest Number of Graduates, Group Photo OWA Manino-tal Training Program
value chain.			The proven success of the Manono training has encouraged the OWA training Team to continue with community based training, especially given the huge number of youths that can attend full time for the whole week. Training delivered by Karl, Fulmaono Rosa and Peseta Afoa
		assistance that they need to prepare their farms for organic certification. Graduates of the first two groups are already being visited by the WIBDI field staff, and it is very encouraging to know that a lot of them are already practicing	Another highlight of the training was the undertaking from the chiefs of Faleu and Lepuiai that the village councils will consider banning all farming chemicals so that the villages will support the youth effort in practicing and promoting organic farming.
		organic farming.	2. Salelologa, Savai'i
			The second community based training for the reported period which took place at Salelologa villag on the island of Savaii from the 13th to 17th March had a total of 36 graduates. The teaching methodology was exactly the same as Manono with more attention to simplifying technical terms as brought up during evaluation of that training. The participants for this group were also recruited through the churches in the village with the support of the representative of the Ministry for Women, Community and Social Development as a partner of this project. Amongst some of the many 36 Graduates. March 17th
			The Ministry representative was also present during some of the sessions for the training and had assisted the trainers with facilitating group work for the participants. The YEP project coordinator also attended the last two days of the training, and she was very impressed with the group presentations of what they have learned during the week. It is very good to see the partners working together in delivering this component of the project.
			Todales Gueles WED Durlant
			Training Session - YEP Project The Salelologa group was the first one with more women than men and has helped in closing the gender gap in terms of participant numbers. With 25 female and 11 male, this group has brought the total number of graduates after four trainings to 107 with 54 female and 53 male.
			Salelologa OWA, group photo These are the direct beneficiaries of this component of the project. Unfortunately, the registration form for the trainings did not capture the number of other direct and indirect beneficiaries such as family members and other farmers with which they will share their new learnt knowledge. The training team has reviewed the registration form to capture this information so that it would be reported in the future.
			The same training team conducted the training, but co-trainers were staff of WIBDI in Savaii. This was to save costs on accommodation, overnight allowances and co-trainer allowances if people were to be selected from the previous training group.
			The lead trainer Kalolo stayed at the office, while the other two trainers shared a room at a cheap motel in an effort to stretch the small training funding to cover as many villages as possible. These cost saving measures plus absorbing the mentoring of graduates post training are all part of WIBDI's commitment to this project. However, as more and more graduates join the follow up and mentoring list, WIBDI in future would definitely need to source funding to hire at least 2 to 4 employees to focus specifically on youth mentoring to ensure sustainability of efforts and resource initially put into the training of youth through this project.
			Again, like in the Manono training, the participants during the evaluation expressed appreciation f the training and the new knowledge and skills they have learnt. They have also expressed a keen interest to be included in the mentoring and follow up work of WIBDI, because they really want to be part of the farm-to-table program.

Expected Results (Outcomes & outputs)	Progress	Difficulties	Expected deliverables
JP Output 2.1: Strengthened capacity of local organization to meet and sustain market demand for organic produce and products on a commercially viable basis.	that all youth members are encouraged to take part in WIBDI programmes and participate in Organic markets. Organic Night markets are conducted every fortnight and it is a great opportunity for farmers and youth members to showcase their fresh organic produce and cooked foods to earn incomes from. Savail farmers are also encouraged to participate by	This project should seriously consider continuity of the socio-economic impacts it generates through this training by ensuring that there will be mentoring and follow up of the graduates instead of just training the youth, then leave them hanging without appropriate support. The absence of this vital support will discourage the participants from practicing what they have learnt, and instead of farming, they will remain unemployed and defeats the goodwill and hard work intended by this project.	Diversification WIBDI remains confident in achieving the target number of 450 youths trained in the Organic WIBDI remains confident in achieving the target number of 450 youths trained in the Organic Warriors Academy (OWA) Programme, that provides youth with knowledge and capacity to become organic farmers and be able to supply local and export markets with produce and value added products grown on their farms. The training in the villages opens greater opportunities for youth to participate and be part of WIBDI's value chain supply. The village training also shows positive engagement from youth members (male and female) and strong support from parents and the village mayors. The monthly work plan for village trainings will produce greater results as we engage more villages into a shared project on beekeeping between the World Bank's SACEP (Samoa agricultural competitiveness and entrepreneurship programme) and UNDP SDGF youth employment. The beekeeping project is another income stream for farmers and youth in the villages and WIBDI has organized the project together with the Beekeeper's Association to introduce the new project as an addition to OWA's unit Course.
			Vouth Members are currently being followed-up after the training and these two villages have already shown dedication by evidence of youth members building their own demonstration blocks of vegetable gardens and awaiting the harvest of vegetables which can be sold through WIBDI farm to table and Organic night markets. As of March 2017, six youth members who are graduates of the last quarter trainings are now earning a sustainable income from supplying fresh produce to the farm to table and Organic night markets. One of the six youth graduates in particular, has developed a business from participating in the first Organic Night Market event by WIBDI in December 2016 where he saw the potential of cooking smoked fish and pork aside from the fresh produce on sale at the organic markets. The Organic Showcase of produce and locally cooked food has given this graduate his entrance to Agritourism and branding of his small business known as Island Farm. It is estimated that Island Farm earns approximately just over \$1000Tala from revenues of selling smoked fish and barbeque pork dishes at every Organic Night Market. The other graduates supply Organic Baskets and Farm to Table every fortnight and they earn an average of \$95Tala a person from supplying fresh produce for that one-day. The weaknesses seen in the production of fresh produce from youth graduates is not having the experience to grow a variety of vegetables which WIBDI is currently working on improving. Youth are also limited with resources to undertake further studies towards plant sustainability and when plants should be harvested in the right time.
			Recommendations: The continuity of the project relies heavily on the follow-up visits and WIBDI currently absorbs all these visit costs to ensure that appropriate support is provided to keep encouraging youth, especially when they finally see positive returns on income generated from their work. The more youth graduating from the programme every month will add on more cost to WIBDI, which will need to be factored into the budget for further assistance required. What this means, WIBDI needs to have a dedicated senior employee that will only focus on youth follow-ups and ensuring that youth database and direct beneficiaries are accounted for, and average incomes from farming are recorded on the database to see the actual outcomes of the project. The senior personnel will also be responsible in ensuring that support is provided to those who need it and any youth members requiring extra training can access capacity building through regular visits. The number of Indirect Beneficiaries of farm to table will be captured in the following quarter report, as this has not been carried out by this report. Other information on youth members'
			achievements and education background will be recorded to further assist youth members with potential to get scholarships to further their education and learning. IFAD / POETCom / WIBDI: WIBDI Executive Director will be travelling to POETCom's Board meeting in Suva, May 9 to discuss further how the funding can be fully utilised to engage South-South learning for Samoa, Vanuatu and Fiji as well as engaging the POETCom coordinator on board with Samoa's preparation for the Pacific Island Forum Meeting. WIBDI has been directed at its monthly Organic Advisory Steering Committee by the Samoan Prime Minister also chair of the upcoming Pacific Leaders Forum meeting in September, to prepare an Organic Iuncheon for the Pacific Leaders during the week of the meeting, WIBDI together with POETCom will provide awareness and exposure of the farm to table programme during the Leaders Forum meeting. A whole week of Organic Showcase will highlight products made in Samoa by youth and farmers as well as products from Pacific partners in POETCom and WIBDI networks to showcase unique value-added products from Pacific partners in POETCom and WIBDI onetworks to showcase unique value-added products from their own countries. It is also hoped that Robert Oliver will be present at the Organic Showcase to prepare the Leaders Iuncheon and also help train youth members on how to cook and present local cuisine in acceptable standards.
			Leading up to the forum meeting this year, there is a great need for an increase in budget for advocacy, awareness campaign and social media to build up the number of followers to witness the positive impact of farm to table project in promoting youth in agriculture. The campaign will feature successful graduates who are now earning a sustainable income from supplying fresh produce to WIBDI markets. It will also feature successful Samoans who are holding top positions in Government and Private Sector through their dedication in Agriculture, which have helped them exceed with the highest qualification (PhD). An awareness programme or a training guide can be developed through a Communications business sector that can identify all the opportunities that any youth member can have access to through commitment in Agriculture. WIBDI will be reviewing the existing AWP to with UNDP to ensure adequate budget allocations for these activities.

Cross-cutting issues

How has the JP addressed during the reporting period (please provide concrete actions):

1) The **sustainability** of the JP work. (200 words)

The sustainability of the project is uppermost in the minds of the implementing partner as demonstrated in their investment of organizational resources in monitoring and visiting youth who had participated in the training. As they commented in their concluding remarks in the progress report they are linking the youth to their ongoing organic food basket and night market activities and linking the youth the various other programmes e.g. the Ministry of Agriculture's SACEP (Samoa Agricultural Competitive Entrepreneurship Programme), funded by the World Bank; and training links e.g. Rotary sponsorship of a female agricultural student and F2T project; as well as their regional networks via POETCom, In this way, WIBDI endeavours to join different funding streams to support these synergies e.g. beehive activities under SACEP), to ensure

sustainability over the long term.

2) The promotion of women's empowerment and gender equality. (200 words)

The project had brought more young women in the training than male. 58% of the total graduates from the two workshops were women and 42% were men.

Result: 89 trainees = 52 F, 37 M

3) The engagement in **public-private partnerships**. (200 words)

This is a strong public-private partnership between the SDGsF Farm-to-Table project with WIBDI, the Ministry of Women, Community and Social Development via the One UN Youth Employment Project and UN.

Communication and Advocacy

Has the JP articulated an advocacy & communication actions that helps advance its policy objectives and development outcomes?:

Yes

Please describe communication activities developed as part of the JP. :

The JP continues to produce video clips of the various training undertaken which are shared on facebook, twitter and youtube.#wibdisamoa; #farmtotable; #undp; #sdgf; twitter@undpasiapacific

Please provide concrete gains on how the the JP communication and advocacy efforts have increased awareness on SDGs.:

WIBDI has successfully moved the training venues from their HQs in Upolu island to the outer islands of Manono and Savaii. The response has been extremely positive from the youth and their families and will be expanded on by WIBDI.

JP website URL:

www.womeninbusiness.ws

JP website URL:

www.womeninbusiness.ws

JP twitter handle:

@undpasiapacific and @WIBDIsamoa

JP Facebook page:

 $https://www.facebook.com/WIBDI/photos/a.778449952182968.1073741842.394259180602049/157620759\\9073862/?type=3\&theater$

https://www.facebook.com/WIBDI/photos/a.778449952182968.1073741842.394259180602049/157408423

JP Facebook page:

 $https://www.facebook.com/WIBDI/photos/a.778449952182968.1073741842.394259180602049/157620759\\9073862/?type=3\&theater$

https://www.facebook.com/WIBDI/photos/a.778449952182968.1073741842.394259180602049/157408423 2619532/?type=3&theater https://www.facebook

Other social media channels managed by joint programme (Instagram, Google+, You Tube...):

Channel 1:

Youtube: WIBDI samoa

One UN Coordination and Delivering as One

The SDG-F is based on the principles of effective development cooperation, inclusion and participation and One UN coordination.

Actions	Description	
Managerial practices (financial, procurement, etc.) implemented jointly by the UN implementing agencies for SDG-F JPs	Monthly YEP progress meetings are coordinated by the UNRC Office and YEP Project Manager for all Participating UN Agencies and stakeholders. These are semi-formal events to foster understanding and joint-ness in decision-making and sharing of expertise and resources e.g. the FAP TCP of US\$200,000 where participating youth have been selected from the YEP database or unemployed youth.	
Joint analytical work (studies, publications, etc.) undertaken jointly by UN implementing agencies for SDG-F JPs	None to date.	
Joint activities undertaken jointly by UN implementing agencies for SDG-F JPs	None to date.	
Other, please specify:	N/A	

What types of coordination mechanisms and decisions have been taken to ensure joint delivery? :

See above response to managerial practices section.

National Ownership: Paris, Accra and Busan Commitments

The SDG-F strengthens the UN system's ability to deliver results in an integrated and multi-dimensional manner by supporting the Joint Programme modality and by bringing together United Nations Agencies and national counterparts in a collective effort to ensure ownership and sustainability of results of JPs and advance towards the SDGs.

Partners	Involvement *	Type of involvement	Examples
Government (specify national/local)	Fully involved	Policy-decision making Budget Procurement Service Provision	The organic farming training course is certified by SQA (Samoa Qualifications Authority). The government provided matching funds for the SDGs F project. Under the SBAA the government covered duty of imported machinery for the warehouse component and vehicle of the SDGs F project.
Private Sector	Fully involved	Policy-decision making Budget Procurement Service Provision	The WIBDI Board of Directors has approved the role of WIBDI in the SDGs F project and, in this role, WIBDI has been involved in all steps highlighted e.g. they conduct the training of the young farmers.
Civil Society	Slightly involved		WIBDI is a member of SUNGO (Samoa Umbellar of NGOs) and Chamber of Commerce.
Academia	Not involved		N/A

^{*} Implementation of activities and the delivery of outputs

Please briefly describe the current situation of the government, private sector and civil society on regards of ownership, align:

The Government of Samoa has asked the United Nations to focus its assistance on the economic empowerment of youth and vulnerable groups under a focused delivering as one (DaO) modality. Thus, the Joint UN Youth Employment Programme (YEP) was formulated and started implementation in late 2015 with 6 Agencies participating. The YEP has 3 main components focusing on (a) the establishment of a employment network for unemployed youth which is now linked to the government's main employment website; (b) support to youth in the agricultural/farming sector; and (c) the establishment of a Small Business Incubator for the training of young entrepreneurs. The government has identified the private sector as the engine of growth in its economy and the YEP is already partnering up and engaging with private sector in the delivery of training to young farmers, through the Farm to Table project with WIBDI, as well as the Samoa Culinary Association in the training of young chefs for its very important tourism sector. Engagement with key private sector organizations such as the Chamber of Commerce and the Small Business Enterprise Centre (SBEC), as well as civil society, is a very important strategy in the YEP in order to maximize the opportunities for unemployed youth, women and people with disabilities to jobs and start up of small businesses that are well connected to the business community in Samoa, markets and finance. The government had launched its proposed multi-million dollar Apia Waterfront Development Project: Waterfront Plan, 2017-2026 in January 2017. The ambitious and very attractive plan already includes a site for the YEP Small Business Incubator- see attached, which shows its expectations of the SBI as a contributor to economic growth in Samoa.

Please briefly provide an overall assessment of the governance and managerial structures :

The Project is being implemented by the Ministry of Women, Community & Social Development (MWCSD), under the oversight of a Project Board which is chaired by the Government. The PB consists of members and stakeholders in the YEP, including the WIBDI for the F2T component. On a parallel basis, the RC chairs a monthly agency coordination meeting where the YEP project management team reports on progress and

discuss any issues. Importantly, the meeting provides the opportunity for the agencies to remain engaged in the different aspects of the project. Thus far, the governance arrangements appear to be working well however ongoing vigilance is needed in order to make sure momentum is maintained. The Ministry of Finance handles all the financial aspects of the project.

VI. Joint Programme contribution to the SDGs

SDG #	JP Contribution
Goal 1	No Poverty According to the Samoa Hardship and Poverty Report , the poorest in Samoa are the unemployed, especially unskilled youth, those with few employable skills. Following the successful workshops and practical work carried out in the field, 66 out of 85 young farmers graduated from the Organic Warriors Academy in 2016. They benefited from skills training to get job and increase access to basic services.
Goal 8	Decent work and economic growth The youth are encouraged to grow and manage their farm and utilise all the knowledge they have learnt from the training and practical workshops, to enable them to grow produce to generate their own income. In addition of contributing to the decrease of the unemployment rate, it improves labour productivity and spurs economic growth.
Goal 12	Responsible consumption and production The farmers are trained in organic agriculture production and processing techniques which minimizes the natural resources and toxic materials used, and the waste and pollutants generated, throughout the entire production and consumption process, contributing to a sustainable economic growth.
	The program is contributing to at least 10 of the SDGs i.e. 1,2,3,4,5,8,10,12,13,15

VII. Additional Information

Attachments

Publications and reports generated by the JP *:

