



# **Initiative on Empowerment of Civil Society in Democratic Samoa (IOE SAMOA)**

**1 April 2024 – 31 March 2026**



**Funded by  
the European Union**



## Initiative on Empowerment of Civil Society in Democratic Samoa

The Action takes a human rights-based approach, as articulated in EU Strategic Framework on Human Rights and Democracy and other EU instruments. It is simultaneously targeting both "rights holders" who have entitlements and claims regarding their human rights and "duty bearers" who have an obligation or responsibility to respect, promote and realize human rights and to abstain from human rights violations. Non-discrimination, participation and empowerment, and accountability and transparency will be at the centre of the project because its main objective is to enhance inclusive, transparent and accountable policy making, policy implementation, and policy monitoring.

The Action brings together a top-down and bottom-up perspective on rights by working to enhance Samoan citizens' understanding and use of their rights through the partner and cooperating CSOs and to encourage government agencies and elected representatives to respect and promote those rights. The Action is also guided by the strategic pathways laid down in the Pacific Islands Forum 2050 Strategy for the Blue Pacific Continent for tackling the common issues facing Pacific countries: governance; inclusion and equity; and partnerships and cooperation. In particular, the Action aims to respond to the Pacific Leaders Vision for 2050, which stresses the need for urgent, immediate and appropriate action to combat the threat and impacts of climate change.

**Impact:** To support Samoan civil society in advancing human right issues, influencing policy and decision-making processes.

### Target Groups

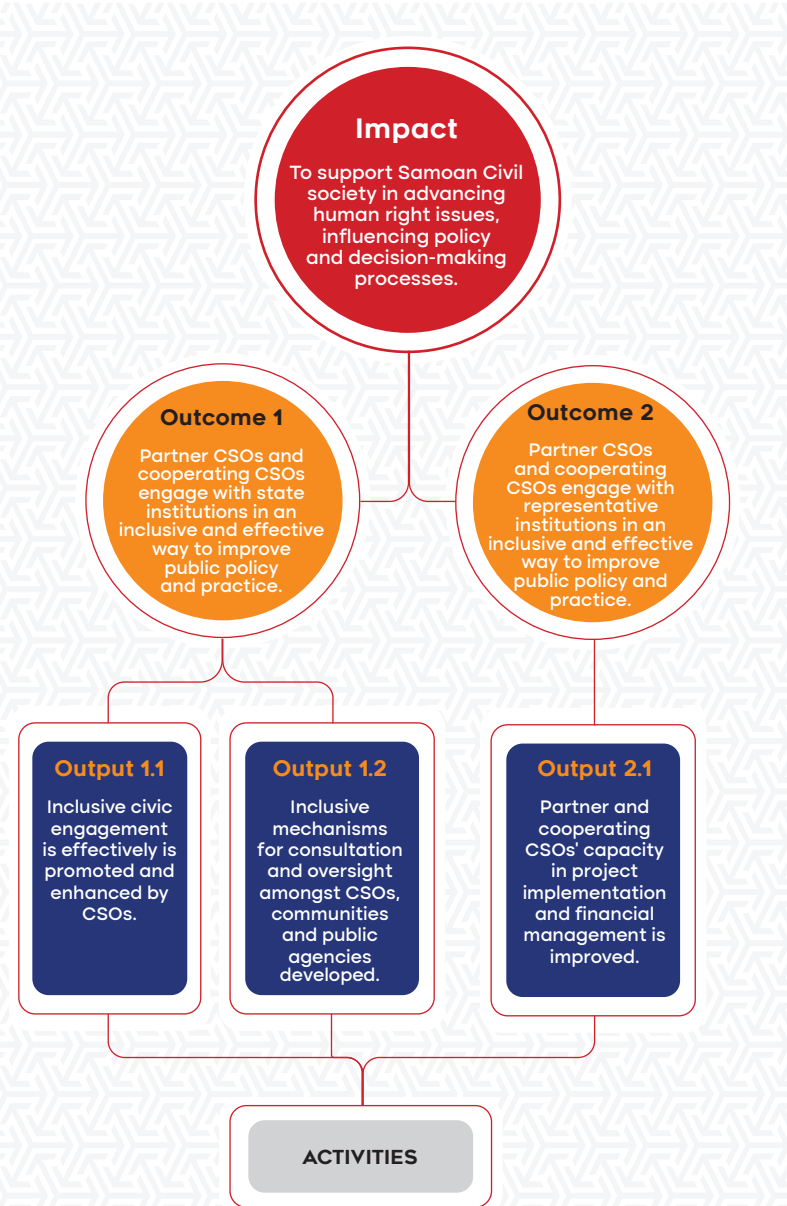
The co-applicant partner CSOs, Samoa Umbrella for Non-government Organisations (SUNGO) and Women in Business Development Incorporated (WIBDI), in coalition with several third-party CSOs who will participate in individual activities (hereafter "cooperating CSOs").

### Final Beneficiaries

1. Samoan citizens and communities as they strive to participate in decision-making about development and governance.
2. Samoan civil society, especially elements involved in facilitating democratic participation and protection of human rights.

**Intervention Logic**

The results framework for the Action is shown in the following table:



**IOE Samoa**

## The Implementing Partners



**International Institute for Democracy and Electoral Assistance (IDEA)**

The International Institute for Democracy and Electoral Assistance (International IDEA) is an intergovernmental organization founded in 1995 and supported by 35 Member States. Its mandate is to promote sustainable democracy globally.

International IDEA has a global reputation as a leading organisation in the field of democratic participation and accountability and is thus well-placed to be the co-ordinator of the project and provider of technical support.

The organisation develops policy-friendly research related to elections, parliaments, constitutions, digitalization, climate change, inclusion and political representation, all under the umbrella of the UN Sustainable Development Goals.



[www.idea.int](http://www.idea.int)

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**Samoa Umbrella for Non-governmental Organisations (SUNGO)**

SUNGO has been in operation since 1997 and holds a pivotal position in Samoan civil society because it is both an umbrella for approximately 250 member organisations, while also implementing projects in its own right. In its umbrella role, SUNGO has a particularly strong understanding of the challenges facing CSOs in Samoa and provides training, information, advocacy and research to support community organisations. The organisation has built a reputation as a voice for voiceless in relation to issues affecting vulnerable groups such as women, children, people with disabilities and victims of violence. The organisation has worked hard to develop constructive relations with government agencies and is represented on several ministerial Steering Committees



[www.sungo.ws](http://www.sungo.ws)

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**Women in Business Development Incorporated (WIBDI)**

WIBDI was established in 1991 as the first non-governmental organisation of its kind in Samoa, with a commitment to finding income generating opportunities, especially in rural areas, emphasising women's leadership, families, youth and people with disability. WIBDI's approach to development stresses Samoan values, tradition and culture, sustainability, economic self-reliance and independence for the most vulnerable, and the importance of networks with communities, organisations, governments and international partners. The organisation brings a deep knowledge of the relationship between issues of gender and the nature of development and democracy within the Samoan cultural context, including the positive and negative sides of the evolving role of women since colonial times.



[www.womeninbusiness.ws](http://www.womeninbusiness.ws)

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