SA MOANA FOLAUnga
Sacred Ocean Voyage

Our Samoan Conservation Voyage
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Our Partners in this Journey

SUMMARY
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PARTNERS
A TRULY JOINT INITIATIVE AMONG PARTNERS

- Conservation International (CI)
- Disney’s Moana
- Samoa Voyaging Society - Aiga Folau o Samoa (SVS)
- Okeanos – Foundation for the Sea
- Ministry of Natural Resources and Environment (MNRE)
- Ministry of Agriculture and Fisheries (MAF)
- US Embassy Samoa
- Moccasin Lake Foundation
- Radio Polynesia
- Samoa Conservation Society (SCS)
- Eveni Pacific
- Specific Marketing
- Youth Climate Action Network
- Samoa Hotel Association
- Orator Hotel
- Amoa Resort
- Elaine’s Quality Furnishing
- Manulele Uga Sarai and Family in Moata’a
- Dive Savai’i
- Carlos Export Fishing
- Le Lagoto Resort
- Lee Transport
- Silva Transport
- Pure Ocean
- Savai’i Samoa Tourism Association
- Vaimoana Seaside Lodge
SUMMARY
SA MOANA FOLauga REACHES OVER 2,500 PEOPLE ACROSS SAMOA

Asap, Savaii (April 29, 2017): Following the launch of a new partnership led by Conservation International, Disney’s Moana, the Samoa Voyaging Society (SVS), and the Government of Samoa with further support from Oceaneo – Foundation for the Sea, Moccasin Lake Foundation and United States Embassy, over 2500 people from across Samoa have viewed Disney’s Moana movie via a travelling outdoor cinema, taken to communities by Samoa’s very own double hulled traditional voyaging canoe - The Gaualofa. Before each screening, and building on the values of the film, villagers took part in conservation awareness and educational workshop activities provided by the project team consisting of SVS crew, cultural, environment and social experts.

“We were very impressed by the participation across Samoa, and proud that we could deliver the message of sustainable environmental management in a way that more people can connect with,” said Schannel van Dijken, President of the Samoa Voyaging Society and Marine Program Director, for Conservation International Samoa. Officers from MNRE, MAF, the SCS and SVS presented on a variety of issues including waste management, marine conservation and terrestrial issues as well as traditional navigation at all locations.

“This collaboration was certainly one of a kind and has been an amazing journey for everyone involved. The highlight was when engaging youth and young kids. They were very receptive and open and very much aware on some if the environmental issues our islands face. The Sa Moana Folauga awareness campaign strengthened the ideas our young people have about the environment taking them to the next step of environmental stewardship,” said Samantha Kwan, Senior Officer at MNRE.

The villages of Apia, Satitoa, Poutasi, Salua Manono tai, Siufaga, Lelepa, and Asau were instrumental in the success of the project.

During the project sail, van Dijken acknowledged the important contribution of our local partners whom supported us - Radio Polynesia, Pacific Marketing, Amoa Resort, Pure Ocean, Dive Savai’i, Le Lagoto Resort, Lee Transport, Savai’i Samoa Tourism Association, and Vaimoana Seaside Lodge to ensuring the participation of wider communities.

“We are extremely humbled and proud of how this project has turned out. When we originally put together the concept to Disney to support us in taking the movie around Samoa, we knew it would be well received, however, the actual response we have received from the communities has been overwhelming, and more communities are asking for us to visit now”, van Dijken said.
MEDIA REACH

OVER 10,000 IMPRESSIONS ON SOCIAL MEDIA

The Sa Moana Folauga Conservation Outreach received significant media coverage across Samoa and the region. Newspaper, Television, Online Media and Social Media provided excellent outreach for the journey and enabled partners and supporters to keep track of the journey across Samoa.

Samoa Observer, the daily newspaper ran weekly stories about Sa Moana Folauga and TV3 ran a special long form programme about the rural significance of the outreach.

Conservation International produced videos and photo essays about the Folauga and has resulted in thousands of impressions on social media and online.

SOCIAL MEDIA
Over 10,000 Facebook impressions

NEWSPAPERS
Samoa Observer
Newsline Samoa
Talamua

TELEVISION
TV1
TV3
EFKS TV

RADIO
Daily 10 minute updates during the voyage broadcast on:
Malo FM
Talofa FM
PHOTO GALLERY
PHOTOS CONTRIBUTED BY SAMOAN VOYAGERS SOCIETY,
SAMOAN CONSERVATION SOCIETY AND CONSERVATION INTERNATIONAL SAMOA

SAILING ON

Captain Fealofani Bruun, her crew, along with a team of local environmental and cultural educators visited communities on the Gauali'ofa to host free outdoor screenings of Disney’s Moana accompanied with interactive workshop trainings on basic coastal and marine management principles, Samoan traditional voyaging, and cultural heritage site appreciation and preservation.

“This is a very exciting project for all partners involved and for our local conservation efforts. We are collaborating in the true spirit of conservation and utilizing an iconic traditional platform, our very own voyaging Va’a, in which to communicate these stewardship messages with our communities,” said SVS President and Marine Program Director of CI’s Pacific Oceanscape program, Mr. Schannel van Djiken.
BEHIND THE SCENES
A closer look at the beautiful moments in our journey
KEY PEOPLE

Conservation International
Schannel van Dijken
Danita Strickland
Lagipoiva Cherelle Jackson
Pualele Pene

Director of CI's Pacific Islands Program,
President of SVS and crew member
CI-Programme Associate
CI-Ocean Health Index Manager
CI-Operations Officer

Samoan Voyaging Society
Fealofani Bruun
Lauaki Lavatai Afifimailagi Faalaiatu
Xavier Lui
Jamal Letoa Dillon Tamasese
Anna Bertram
Tujumosairo Faataga
Fanene Tuisamoa Simanualii
Alfred Junior Bartley
Calvin Julius Uiva'a
Michael Roman Waterhouse
Abner Hycinthe Benjamin Waterhouse
Karl Steffani

Skipper of Gausalofa
Crew member and Vice-President of SVS
Crew member and Membership
& Outreach Manager of SVS
Crew member
Crew Member and Secretary of SVS
Crew member
Crew member
Crew member
Crew member
Crew member
Crew member
Crew member
Samoa Voyaging Society
<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
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<tbody>
<tr>
<td>Delia Brekken</td>
<td>Guest from the University of San Francisco</td>
</tr>
<tr>
<td>Hoturoa Kerr</td>
<td>Guest from Haunui - TeToki Voyaging Trust</td>
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<tr>
<td>Kasia Pol</td>
<td>Guest from Haunui - TeToki Voyaging Trust</td>
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<tr>
<td>Anna Marbrook</td>
<td>Guest from Haunui - TeToki Voyaging Trust</td>
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<tr>
<td>Alexandra Erickson</td>
<td>Guest</td>
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<tr>
<td>Andre Walker</td>
<td>Guest</td>
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<td><strong>Samoa Government</strong></td>
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<tr>
<td>Christine Tuioti</td>
<td>Samoa Conservation Society - Technical Officer</td>
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<tr>
<td>Fatutolo Iene</td>
<td>MNRE-DEC Officer</td>
</tr>
<tr>
<td>Samantha Kwan</td>
<td>MNRE-DEC Senior Officer</td>
</tr>
<tr>
<td>Justin Aiafi</td>
<td>MAF-Fisheries Senior Officer &amp; Campaign Orator</td>
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<tr>
<td>Esmay Tanielu</td>
<td>MAF-Fisheries Officer</td>
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<tr>
<td>Maria Sapatu</td>
<td>MAF-Fisheries Senior Officer</td>
</tr>
<tr>
<td>Sapeti Titiin</td>
<td>MAF-Fisheries Principal Officer</td>
</tr>
<tr>
<td>Tiresa Poe</td>
<td>UNESCO/Specific Marketing - Communications officer</td>
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<tr>
<td>Jordan Schuster</td>
<td>Spacific Marketing - Photographer</td>
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LOOKING FORWARD

NEXT STEPS: EXPANDING OUR REACH

Leveraging on this partnership with Disney, the team is excited to further spread the message and knowledge of wise environmental stewardship to even more remote communities in Samoa.

Now proving the possibilities and success of this innovative initiative, CI Samoa has secured further support through CI Japan to build on this "pilot project" and will work closely with the Samoan government, SCS and SVS to further refine and develop engaging coastal and marine resource management workshops and activities to deliver to our communities, followed by outdoor cinema screenings of inspiring environmental movies. Workshop and curriculum development will include a knowledge exchange with environment outreach experts from CI Indonesia’s Kalabia boat based marine education program operating in the Birds Head Seascape. Kalabia educators will share lessons and models of interactive and engaging marine education, which will then be moulded to the local context of Samoa.

CI Samoa will facilitate and implement a strategy to expand and amplify the program to many more communities around Samoa, utilising the power and mana of the Gualofa voyaging canoe to deliver our messages and positively influence our communities. We have set in motion an innovative conservation effort targeted at influencing behaviours at the grassroots level, and will aim to amplify this in the broader Pacific and continue the legacy that Sa Moana Folauga has established.