

18 - 30 APRIL 2017

SAMOANA FOLAUGA

SACRED OCEAN VOYAGE

OUR SAMOAN CONSERVATION VOYAGE

SUMMARY OF KEY ACHIEVEMENTS

CONSERVATION
INTERNATIONAL

Samoa





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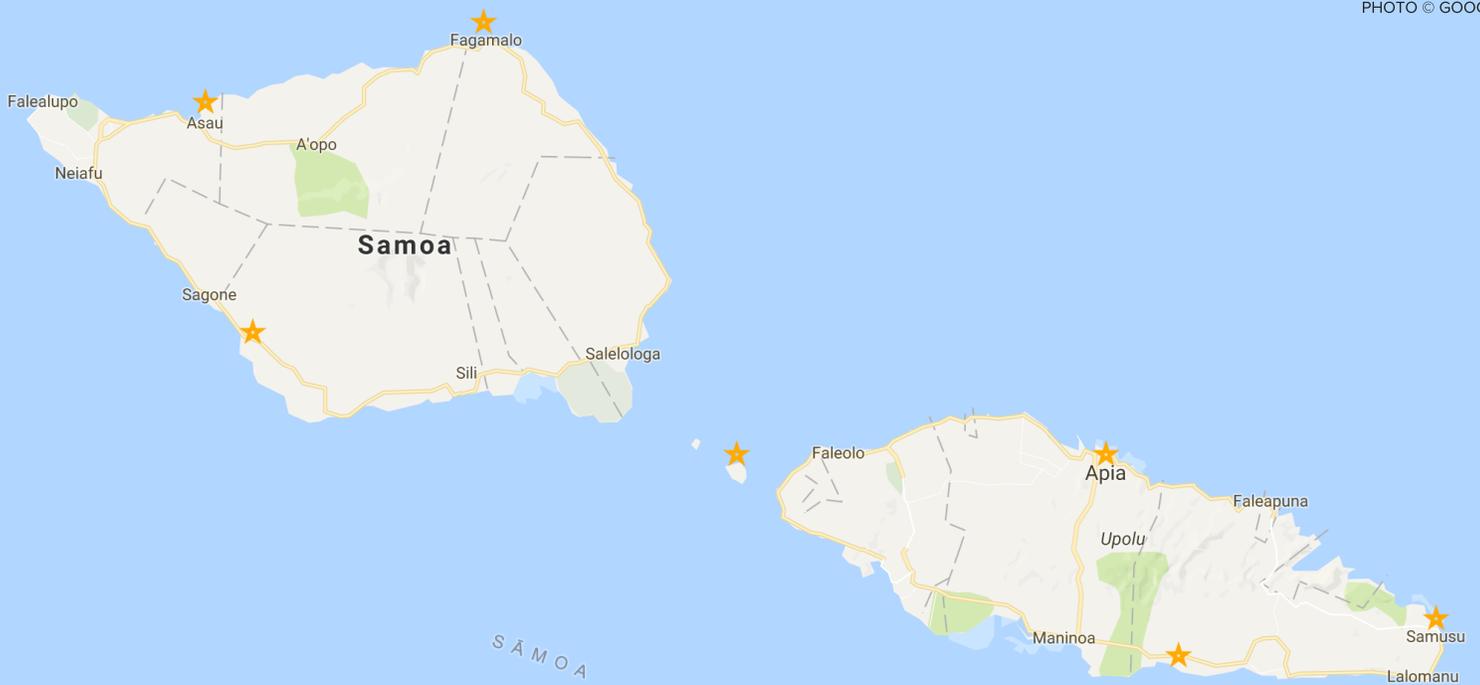
KEY PEOPLE

Critical Actors in this Journey

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LOOKING AHEAD

Expanding Our Reach



Starred locations indicate where 'Moana' was screened

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 Okeanos – 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 Gaulofa. 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.

The Moana film was screened via open air cinema in eight villages, three in Upolu, one in Manono and four in Savaii. The viewers ranged from children, to men and women of all ages and village leaders who came out in mass to see the film, and take part in the conservation

awareness and education activities.

“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 of 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, Satitua, 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, Specific 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.



FAREWELL: Minister of Natural Resources and Environment, Flame Naomi Mata'afa (center) with crew and partners. SINA FILIFILIA SEVAETASI PHOTOS: MISIONA SIMO

The Sa Moana Folauga or Moana Conservation Outreach is officially in motion. Launched yesterday on the shores of Black Sand Beach... "We are doing a unique, never been done workshop and coming and approaching our communities with these values I just mentioned. With our partners, M.N.R.E., Ministry of Fisheries and National University of Samoa, we have a developed an...

Sa Moana Folauga covers Samoa and over a,1,000 people

April 22, 2017... The Sa Moana Folauga Conservation Outreach program goes to Poutasi



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Community / Moana conservation outreach message of conservation around Samoa

Moana conservation outreach message of conservation around Samoa



The Gaulofo traditional sailing canoe that is the center of the Moana conservation outreach message of conservation around Samoa

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.

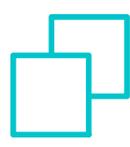
Samoa Observer, the daily newspaper ran weekly stories about Sa Moana Folauga and TV3 ran a special long form programme about the rural significance of the outreach.

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 Gaualofa 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

Samoa Voyaging Society

Fealofani Bruun

Lauaki Lavatai Afifimailagi Faaaliatu

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

Christopher Taeili-Reid

Tafiti Kamua

Senio Maseilo Falevaai

Leata Masefau

Skipper of Gualofa

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 and Environmental Affairs

Manager of SVS

Crew member

Crew member

Crew member

Samoa Voyaging Society

Delia Brekken
Hoturoa Kerr
Kasia Pol
Anna Marbrock
Alexandra Erickson
Andre Walker

Guest from the University of San Francisco
Guest from Haunui - TeToki Voyaging Trust
Guest from Haunui - TeToki Voyaging Trust
Guest from Haunui - TeToki Voyaging Trust
Guest
Guest

Samoa Government

Christine Tuioti
Fatutolo Iene
Samantha Kwan
Justin Aiafi
Esmay Tanielu
Maria Sapatu
Sapeti Tiitii
Tiresa Poe

Samoa Conservation Society - Technical Officer
MNRE-DEC Officer
MNRE-DEC Senior Officer
MAF-Fisheries Senior Officer & Campaign Orator
MAF-Fisheries Officer
MAF-Fisheries Senior Officer
MAF-Fisheries Principal Officer
UNESCO/Sacific Marketing - Communications officer
Specific Marketing - Photographer

Jordan Schuster





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 Gaulofa 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.

