

Press Release

SVSG to Launch UN Trust Fund Project to End Violence Against Women in Samoa

Apia 31 July 2025, Samoa: Samoa Victim Support Group (SVSG) is proud to announce the official launch of its new project funded by the UN Trust Fund to End Violence Against Women. The launch will be held at **Taumeasina Island Resort on Friday, 1st August at 8.30 am.**

Government leaders, non-government organisations, development partners, and members of the community will come together to mark this important occasion. The official launch will be followed by an introductory seminar for the thirteen selected constituencies, which aims at introducing the project concept to the community representatives. All media partners are invited to attend and cover this special event.

The project reflects SVSG's newly developed **L.A.C.I.E Model**, which stands for **Law, Access, Culture, Inclusion, and Empowerment**. This model is a locally designed response by SVSG to combat gender-based violence in Samoa. It focuses on engaging communities, raising awareness, improving access to services, and empowering women and survivors of violence.

With the generous support of the **UN Trust Fund through UN Women**, this four-year initiative will strengthen Samoa's efforts to create safer, more supportive communities, where women and girls are protected from violence. SVSG will lead the delivery of the project, working in close partnership with village communities across the country.

According to President Siliniu Chang: "This project is for our people. It is about saving lives and bringing real change to how we support survivors and prevent violence from happening in the first place. We thank the UN Trust Fund and UN Women for trusting SVSG with this important work."

The launch will also provide an opportunity to share more about the project's goals, the L.A.C.I.E model, and how different partners can support the implementation of community programmes in the years ahead.

SVSG is calling on all members of the media to join the event and help raise awareness across Samoa about the importance of ending violence against women and girls.

END

Ensuring that victims of crime and those in need are well supported to be safe and in control to restore their lives

*2016: With and for Girls Award – Star Foundation of London
2017: Innovation & Excellence Team Award – Samoa Public Service
2018: Finalist, International Children's Peace Prize 2018 – Kids Right Foundation of Amsterdam, Netherlands*

2018: Human Rights Champion in Samoa – UNESCO
2019: Innovation for Sustainable Development Award – Commonwealth Secretary-General
2020: Nominated Person(s) of the Year – Samoa Observer
2021: Outstanding Contributions to Human Rights Promotion & Protection – Samoa Office of the Ombudsman/NHRI
2023: Healthy Islands Best Proposal Award – World Health Organization