

MEDIA RELEASE

SVSG Nofotane Lockable Market Launched in Lauli'i, Upolu

Apia, Samoa – 31 July 2025 --- A significant milestone in community development was marked with the official opening of the Nofotane Lockable Market in the village of Lauli'i, Upolu. The launch brought together community leaders, families, and women to celebrate a project that reflects both economic progress and social empowerment.

Fully funded by the European Union in partnership with Samoa Family Health and Samoa Spinal Network, the market is a key outcome under the Nofotane Samoa Social Enterprise (NSSE) Project, an ongoing initiative of the Samoa Victim Support Group. The NSSE Project builds on SVSG's successful Nofotane Program and is designed to advance gender equality through economic empowerment, especially for marginalized women across Samoa.

The NSSE Project promotes a social and solidarity economy model, which encourages women to work collectively and sustainably—developing small businesses, supporting one another, and contributing to the local economy. The project focuses on training women in livelihood skills, building self-reliance, and providing access to safe, lockable market spaces where they can sell their handmade goods.

The Lauli'i market is the latest in a growing network of lockable market spaces established under the NSSE Project across both Upolu and Savai'i. These structures are not only secure and weather-proof but symbolize hope, confidence, and a future led by empowered women.

SVSG President Siliniu Lina Chang expressed gratitude for the partnership with the European Union and praised the resilience of the Lauli'i community:

"Through the NSSE Project, we are redefining community development through inclusion and empowerment for women in Samoa"

Today's launch in Lauli'i stands as a reminder of what is possible when communities work together to uplift women and prioritize long-term solutions to violence and poverty.

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