Dear Members of the UNESCO family and other partners,

First I wish you all a very joyful and successful 2015, the year of the 70th anniversary of UNESCO!

Indeed UNESCO was founded in 1945 to develop the "intellectual and moral solidarity of mankind" as a means of building lasting peace. Its pioneering work has helped change the way people everywhere understand each other and the planet we live on.

But 2014 has been a very active year for UNESCO Secretariat and National Commissions! The International Year for Small Island Developing States has stimulated energies all over the Pacific and across the ocean, with our brothers and sisters from the Caribbean and African Small Islands. The SIDS international Conference held in Apia, Samoa, was the culmination of these efforts with the active participation of thousands of delegates from all over the World. Hundreds of them attended the various events organized by UNESCO, on Ocean, Education for Sustainable Development, Creative industries, Underwater cultural heritage and Young scientist, to name only a few. We were proud to see that a number of recommendations from these meetings were adopted by the SIDS Plenary and are now included in the "Samoa Pathway", the outcome document of the Conference.

Another major event of 2014 was the visit of our Director-General, Mrs. Irina Bokova who attended the SIDS Conference and opened some of its key events. The DG also made her first official visit to Samoa and was received by the Head of State and by the Prime Minister. A highlight for all our staff was her visit to the Office where she addressed the UNESCO Apia team.

The “Samoa Pathway” will definitely inspire future UNESCO programmes in the Pacific. In order to further discuss some of its themes, the National Commissions for UNESCO in the Pacific will meet in Auckland from 26 to 28 January 2015. It will be the first of such meetings for a long time and a unique opportunity to establish priorities for the Pacific to be included in the DG’s Plan of Action for SIDS. This Plan will be presented in 2015 to the UNESCO Governing bodies for adoption and will be relevant for the decade to come.

UNESCO Apia also welcomed several new staff in UNESCO Apia in 2014, including our new regional Advisor for Communication and Information, after having had a vacant post for a number of years. 2015 will see the whole team fully on board with the recruitment of a new regional Advisor for Social and Human Sciences.

In 2015, the year of the 70th anniversary of UNESCO I am personally looking forward to meeting as many of you during our activities in the Pacific and reiterate my best wishes for your families and friends.

Etienne Clement
Director and Representative
UNESCO Office for the Pacific States

Editorial
**Education**

**Kiribati Education Improvement Programme (KEIP)**

UNESCO has two on-going activities in Kiribati in the framework of the Kiribati Education Improvement Program (KEIP). The first activity aims to strengthen the Kiribati Education Management Information System (KEMIS) and an international consultant is working closely with the Ministry of Education. The second activity is the development of Year 3 and 4 teaching and learning materials under an Implementation Partners Agreement. Both activities are expected to be completed in December 2014.

**Japan Funds in Trust (JFIT) Project**

Samoan: The National University of Samoa organized teacher in-service courses for 166 secondary science and mathematics teachers during the holiday break in the middle of 2014 with support from UNESCO. The in-service had a focus on improving teachers subject knowledge and teaching pedagogy and was a follow up from in-service the teachers had received in 2013.

The Ministry of Education, Sports and Culture, UNESCO and a local consultant collaborated on organizing workshops for school principals to create professional standards for school principals suitable for Samoa with the aim of improving the overall leadership in schools and thus impact positively on student achievement. All the proposed work in Samoa has been completed.

**Education for All (EFA) 2015 Review**

Five Pacific Island countries (Cook Islands, Fiji, Marshall Islands, Samoa and Vanuatu) and Australia have completed their EFA reports for UNESCO and Kiribati, Nauru, New Zealand, PNG and Tuvalu have almost finalised their reports. Niue and Solomon Islands need some additional time and support to complete their reports.

**Pacific Sub-Regional EFA 2015 Review:** For the first time information from the EFA reports will be collated to produce a synthesis report of the 11 EFA reviews from the Pacific with the collaboration of UNESCO, UIS, SPC, PIFS and DFAT. This is due for completion in early 2015.

**Teacher Education Modules**

Two of the seven UNESCO teacher education modules have been updated and revised. They are: Module 1 Contexts for Learning: Understanding the Learner and Module 3 Principles of Teaching for Effective Learning. The other five will eventually be revised and rewritten when the funds allow this.

**HIV and AIDS Education**

The attitudinal survey reports for the four countries (Nauru, Niue, Palau and Samoa) and summary are currently being published and should be ready early 2015. A consultant will also be engaged in early 2015 to provide an assessment as to the readiness of each country to commence the process in developing a Comprehensive Sexual Education (CSE) curriculum. UNESCO is currently collaborating with UNFPA and UNICEF in taking on board four more countries in a joint approach.

**Education for Sustainable Development (ESD)**

Work is continuing on education for sustainable development (ESD) programmes in the Pacific region. In Niue, the final draft of Vagahau Niue (Niuean language) Curriculum document has been developed through a series of workshops with various stakeholders in Niue. The document will be submitted to the Cabinet to seek approval to use for year 1 to 13 classes.

In Palau the ESD directory book, listing practitioners of ESD in Palau and related agencies has been printed and distributed. A proposal has been developed to create teaching resources in grades 3 and 4 and/or grades 10 and 11 and a decision has yet to be made as to the level of support that will be given.
Consultative meetings took place between UNESCO and Malaysian Universities in Malaysia early December. The aim of the meetings was to establish the roles and involvement of the Malaysian institutions and experts in the project.

**SPARCK**

UNESCO successfully organized a reception to officially launch the publication of the project report entitled “Community Perceptions about Climate Change in the Pacific: SPARCK (Sharing Perception of Adaptation Resilience and Climate Knowledge)”.

Keynote presentations and remarks for the SPARCK project were given by the Science Programme Specialist, Dr. Denis Chang-Seng, the Director of UNESCO Office for the Pacific States, Mr Etienne Clement and the Chief Executive Officer of Ministry of Education, Sports and Culture in Samoa, Matafeo Falanaipupu Tanielu Aiafi.

UNESCO participated in the technical meeting of the World Network of Island and Coastal Biosphere Reserves (WNICBR); the IUCN World Parks Congress meetings in Sydney, Australia in November 2014 and the Australian biosphere reserve and representatives of the WNICBR meeting in NOOSA in November. A field trip was also organized across the Noosa biosphere reserve. The key outcomes of the meetings were:

- Update regarding the WNICBR climate change impact assessment in five selected biosphere reserves
- Networking and insights regarding latest efforts and initiatives on biodiversity conversation at the IUCN World Parks Congress (WPC)
- Australian network/contacts revitalized
- Australian Biosphere reserves meeting statement
- Commitment for new collaboration and partnership between the Australian, Asia Pacific and PacMAB network
- Learning about Noosa biosphere reserve, management/governance structure and challenges

**Malaysia Funds In Trust**

**Man and Biosphere (MAB)**
Culture

Intangible Cultural Heritage

Workshop on the Revitalizing Indigenous Architecture and Sustainable Building Skills in the Pacific (Apia, Samoa, 3 - 7 November 2014)

A Workshop on the Revitalization of Indigenous Architecture and Sustainable Building Skills in the Pacific held in Apia in November 2014 was a joint effort between Government of Samoa through the Ministry of Education, Sports and Culture and the International Training Center for the Intangible Cultural Heritage in the Asia-Pacific Region under the Auspices of the UNESCO (CRIHAP), to preserve the traditional architecture and revitalize building skills in the Pacific.

The five-day Workshop addressed challenges and opportunities for the revitalization of indigenous architectures, as well as the knowledge and skills that are necessary for construction. In addition, this Workshop demonstrated that Tangible Cultural Heritage (TCH) and Intangible Cultural Heritage (ICH) are in fact inseparable from each other. The Workshop closed with a presentation of the Outcomes Statement in a media conference and the awarding of certificates to participants by UNESCO Director Etienne Clement and Deputy Director General from CHRIAP Zhang Jing.

Held at the Samoa Tradition Resort in Apia, the Workshop enabled the sharing of perspectives from representatives of Fiji, Tonga, Samoa, Cook Islands and New Zealand, as well as from experts from China and Japan, on their respective traditional buildings and skills. They discussed the functions of different indigenous architecture, the role these buildings have in society, and the present state of their safeguarding.

The Pacific island countries came together out of concern that these traditional skills and knowledge were slowly disappearing, despite their great cultural significance, due to globalization, natural hazards including climate change, and a lack of effort to protect these skills and structures.

This Workshop established a common ground for Pacific Islands to share their unique perspectives and collaborate on a vision for the future, as expressed in their Outcomes Statement: ‘Our indigenous architecture is rich with opportunities, both to utilize the resilient, climate-appropriate design of our traditional buildings and to preserve our cultural identity and traditions.’ Bearing in mind the concern over the disappearance of the building skills and knowledge, the Outcomes Statement also recommended an integrated approach to safeguarding that included the raw materials, structures, language, and traditions associated with indigenous architecture. This will be accomplished through informal and formal trainings, policy-making, awareness-raising, research and networking.

Loli Tuisavalalo, a tufuga fau fale or master builder of the Samoan Fale, told the conference that during his school days, one day a week was dedicated to traditional arts and crafts. It was that programme that instilled in him the passion, knowledge and skills that has made him a tufuga today. He believes it is important to continue to provide the same opportunities for young people.

The First Festival of Oceania Tapa (Tahiti, French Polynesia from 13 – 23 November 2014)

Organized by the Association Tapa du Pacifique (ATAPAC) and the Wallis and Futuna Delegation in Tahiti, the Festival brought together Tapa makers, supporters, government officials, NGOs, and academics engaged in the safeguarding of Tapa within and outside of the Pacific. Participating Pacific islands included American Samoa, the Cook Islands, Easter Island, Fiji, French Polynesia (Marquesas Islands), Hawaii, New Caledonia, Pitcairn, Samoa, Tonga, Vanuatu, and Wallis and Futuna. Through the symposium, workshop, conference and exhibitions, the Festival provided an opportunity for information sharing on the diverse Tapa found in the different islands of the Pacific.

Tapa making and related knowledge and skills are an Intangible Cultural Heritage (ICH) shared among the Pacific islands. Despite some variations in terms of the raw materials, techniques, and usages, Tapa has been an integral part of the life of Pacific communities with an important cultural significance and social role in connecting families and communities.

The unifying dimension of Oceania Tapa was demonstrated in a large collage of different Tapa pieces from the participating islands which was produced by participants during the Festival and presented at the closing of the Festival.

The Festival participants agreed to enlarge and strengthen the existing organisation for Tapa by designating focal points at each island. They also created a Steering Committee tasked with carrying out preparatory work for the organization of the next Festival of Tapa from Oceania, raising funds, and identifying cultural events in the future that would serve the safeguarding activities of Tapa and further networking.

Collage of Oceania Tapa made at the Tapa Festival © UNESCO

Group Photo of the Workshop © MESC
Culture (con’t)

World Heritage

The Ninth International Training Course on Disaster Risk Management of Cultural Heritage (Kyoto, 6 – 22 September 2014)

The Ninth International Training Course on Disaster Risk Management of Cultural Heritage was organized by Institute of Disaster Mitigation for Urban Cultural Heritage, Ritsumeikan University, as part of the UNESCO Chair Programme (Kyoto, 6 – 22 September 2014) in cooperation with ICCROM, ICOMOS, and the Agency of Culture of Japan. Participants had been requested to identify one heritage site in his/her country, for which they developed a disaster management strategy through the Course activities including lectures, site visits, interactions with resource persons, and made presentations at the end of the Course. From the Pacific, the heritage experts from Australia, Fiji and NZ took part in the Course.

Culture and Development

Participation of the Women in Business in Samoa in the 3rd World Forum on Culture and Cultural Industries (Florence, 2 – 4 October 2014)

UNESCO’s Third World Forum on Culture and Cultural Industries took place in Florence from 2 to 4 October 2014. Among 300 participants from all over the world was Ms Faumuina Felolini, media specialist at Women in Business Development Inc. Faumuina was on the Thematic Panel: The Power of Culture for Inclusive Societies. She made a presentation on the Samoan fine mat programme in a speech entitled: Weaving social change with culture.

In her talk, Faumuina explained how fine mats, a cultural treasure in Samoa, have been revitalised through the programme initiated by Women in Business, an NGO based in Apia. The programme incorporates a matching system between Samoan weavers in villages and sponsors. Through this system, the traditional skills in weaving quality mats has gradually been revived, while weavers are able to set up micro-finance accounts with a tailored vision of the Grameen Lending model that is more suited to the Samoan culture. Women in Business became a recognized national training body for its weaving and business literacy training in 2014. The Government also demonstrated their support for the organization with the establishment of a Fine Mat Steering Committee, based in the Ministry of Women, Community and Social Development and chaired by Prime Minister Tuilaepa Sailele Malielegaoi. “Can the social agenda be successful without a central role for culture? The answer is no. Culture is what guides your hand and intelligence to develop programmes that are relevant, impactful and long-lasting. It also gives you the patience and confidence to adapt your programmes to what is right in front of you,” Faumuina concluded.

With Samoa’s acceptance of the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage (ICH) last year, the programme is expected to grow further, preserving the Samoan fine mat that represents Samoa, its people and culture.

New E-Document

Underwater Cultural Heritage and Small Island Developing States: 3rd UN International Conference on Small Island Developing States (Apia, Samoa, 1 – 4 September 2014)

Presentation of Women in Business © UNESCO/WIB
UNESCO in collaboration with the ILO, Dart Centre for Journalism and Trauma, Asia-Pacific Centre and with funding assistance from the UNRC conducted a one day workshop for the local media to be trained on how to better report on issues relating to violence against women.

This workshop was held in Apia on the 8th of December 2014 within the framework of the 16 Days of Activism against Gender based Violence. UNESCO is the UN agency with the mandate for journalism education and training to enhance communication and information for development, dialogue and democracy. This particular workshop was evident of engagement and support for his important international campaign to End Violence Against Women and Girls.

The Director of the UNESCO Apia Office, Mr Etienne Clement in his opening speech said that ‘Gender-based violence is unacceptable, but unfortunately it is a reality. We all need to work together to end this.’

A report on Optimal Conditions for Effective Media Self Regulation in the Pacific was launched in Apia on the 8th of December, 2014.

This report contained the findings of a feasibility study commissioned by the United Nations Development Program (UNDP), United Nations Education Scientific and Cultural Organization (UNESCO) and Pacific Freedom Forum (PFF) to enable an informed discussion among media stakeholders about possible self-regulation models at the regional and national levels.

Media industry employees, including those at senior management levels, and media academics from 22 countries including 11 countries from the Pacific, participated in a regional industry-wide survey and showed strong support for a regional media self-regulation model that focuses on the relationship between self and co-regulatory systems.

UNESCO’s support towards this project is an assurance of its commitment to promote freedom of expression, freedom of the press, media independence and pluralism. Media self-regulation allows the media to set codes of behavior appropriate and relevant to promote freedom of expression. UNESCO is fully supportive of the collective initiative to develop a Media Self regulation framework for the media on a regional level.

The feasibility study shared nine key findings, noting that while an independent regional self-regulatory scheme is an important goal for the development of media in the Pacific Islands, it still has to function within a (regulatory) space in which government regulations exist.
UNESCO (United Nations Educational, Scientific and Cultural Organization) is a specialized agency of the UN and works to create the conditions for dialogue among civilizations, cultures and peoples, based upon respect for commonly shared values. UNESCO in the Pacific will contribute to the construction of peace, human development and intercultural dialogue for sustainable Pacific through Education, the Sciences, Culture, Communication and Information.

For more information about the work of UNESCO in Apia, please visit www.unesco.org/apia

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