

**SUMMARY POVERTY REDUCTION AND SOCIAL STRATEGY**

Country:	Samoa	Project Title:	Samoa AgriBusiness Support Project
Lending/Financing Modality:	Project/Asian Development Fund Grant	Department / Division:	Pacific Department/ Pacific Liaison and Coordination Office

<p><b>I. POVERTY AND SOCIAL ANALYSIS AND STRATEGY</b></p> <p>Targeting classification: general intervention</p> <p><b>A. Links to the National Poverty Reduction and Inclusive Growth Strategy and Regional Strategy</b></p> <p>The proposed project is in line with the Pacific Approach 2010–2014 of the Asian Development Bank (ADB), which sees private sector development as a key driver of change. The Pacific Approach is aligned with the Strategy for the Development of Samoa, which prioritizes (i) reinvigoration of agriculture, (ii) revitalization of exports, and (iii) private sector-led economic growth and employment creation. The project will contribute to poverty reduction through improved economic conditions in the agriculture sector resulting in: (i) improved efficiency and linkages in the agricultural value chains, (ii) increased agribusiness sales and household incomes, and (iii) increased employment.</p> <p><b>B. Results from the Poverty and Social Analysis during PPTA or Due Diligence</b></p> <p>1. Key poverty and social issues. Poverty in Samoa is more relative than absolute, but unemployment or underemployment is a very common source of hardship. The currently weak agribusiness subsector offers rural people few opportunities for paid employment and for agricultural products sales. Unemployment is most prevalent among young men and is also associated with the drift of population to urban Apia and peri-urban northwest Upolu, where there is limited access to land for agriculture and limited employment opportunities. Underemployment is mainly the effect of limited markets for agricultural produce, which reduces opportunities for most people to earn sufficient cash from agriculture to meet basic needs beyond subsistence. Underemployment is widespread among economically disadvantaged households and among young school leavers without vocational qualifications. Rural hardship increased in many parts of the country due to the December 2012 cyclones.</p> <p>2. Beneficiaries. The beneficiaries will include the shareholders of agribusinesses participating in the project as well as their employees, suppliers, and contractors. Large numbers of Samoan farmers are expected to benefit through participation in structured arrangements for supplying agriculture raw materials.</p> <p>3. Impact channels. Project impacts will be direct for agribusinesses who participate in partnerships to grow their businesses and thereby create market and employment opportunities for other beneficiaries. The impacts will be indirect but significant for poor and vulnerable groups, but with likely cumulative medium-term benefits through (i) increasing market opportunities to grow and sell produce, and (ii) increasing opportunities for formal employment in agro-industries.</p> <p>4. Other social and poverty issues. Samoan custom is recognized in the Constitution of Samoa. Land tenure no longer complies with the traditional customs of the past, but no new laws have been established that define property rights in land classified as “customary.” Therefore, land and questions of authority over it are very common sources of disputes within extended families and of conflicts within villages. The Land and Titles Court (which adjudicates disputes over customary matters but has no power to enforce its decisions) has a substantial backlog of unresolved disputes. Recognition of these issues, and provisions for overcoming any obstacles they present to the private sector, will therefore be essential for success for agribusinesses that depend on village land or smallholders.</p> <p>5. Design features. The design of the services to be provided by the project will require potential partner companies to state specifically in their business plans how they will interact with village authorities and landholders (where relevant) and what employment opportunities (including opportunities for the employment of women) or market opportunities it will provide. Project management will ensure that project implementation is in accordance with ADB social and gender policies.</p>
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<b>II. PARTICIPATION AND EMPOWERING THE POOR</b>
<p>1. Summarize the participatory approaches and the proposed project activities that strengthen inclusiveness and empowerment of the poor and vulnerable in project implementation. Agribusinesses engaged in partnerships with the project will be assisted, where appropriate, to strengthen supply chain linkages with rural households as raw material suppliers, including formal contract growing and outgrower arrangements. Such arrangements will be developed in close consultation with rural communities and farmer organizations, with special emphasis on opportunities for participation of poor and disadvantaged groups. Information about opportunities for rural households to supply agro-industrial raw materials will be disseminated to village mayors and women's representatives through the Ministry of Women, Community and Social Development.</p> <p>2. If civil society has a specific role in the project, summarize the actions taken to ensure their participation. Civil society organizations consulted during project preparation include the Samoa Chamber of Commerce and Industry, the Samoa Association of Manufacturers and Exporters, and the Samoa Farmers' Association. A private sector representative will sit on the project advisory committee.</p> <p>3. Explain how the project ensures adequate participation of civil society organizations in project implementation. Potential partner businesses will mostly be members of the Samoa Chamber of Commerce and Industry, and Samoa Association of Manufacturers and Exporters. The Samoa Farmers' Association will assist in the organization of farmer groups and the development of supply chains.</p> <p>4. What forms of civil society organization participation is envisaged during project implementation?  <input checked="" type="checkbox"/> H. Information gathering and sharing    <input checked="" type="checkbox"/> M. Consultation    <input checked="" type="checkbox"/> M. Collaboration    <input type="checkbox"/> H. Partnership</p> <p>5. Will a project level participation plan be prepared to strengthen participation of civil society as interest holders for affected persons particularly the poor and vulnerable?    <input type="checkbox"/> Yes    <input checked="" type="checkbox"/> No. The project will coordinate with other programs and projects to encourage the participation of vulnerable households.</p>
<b>III. GENDER AND DEVELOPMENT</b>
<p><b>Gender mainstreaming category:</b> effective gender mainstreaming</p>
<p><b>A. Key issues</b></p> <p>Both women and men will benefit from the project activities through (i) opportunities for households to grow and sell agro-industrial raw materials, and (ii) increased opportunities for formal employment in agro-processing. In Samoa's formal economy, women are actively owning or operating small and medium businesses. As of 2012, business owners comprise only 6.2% of the total private sector workforce, of which women business proprietors number 380 (or 47.8%).<sup>1</sup> There are few women agribusinesses. Of the total private sector workforce, 39% are women (the majority of whom work in the hotel and restaurant business). Of the total 400 agribusiness employees, about 27.5% of employees in these businesses were women who were often employed as clerical workers and supervisors.<sup>2</sup> In the informal agricultural economy, men and women have different productive roles. Women and girls seldom provide direct labor inputs for cultivation and harvesting of most major crops, or for deep water fishing and diving. Women are active in marketing, while men are responsible for the production of most subsistence and commercial crops, livestock, and fishing. Men and women usually have control over their own income streams. However, in the agriculture sector most employment is considered to be on a subsistence level.</p>
<p><b>B. Key actions</b></p> <p><input checked="" type="checkbox"/> Gender action plan    <input type="checkbox"/> Other actions or measures    <input type="checkbox"/> No action or measure</p> <ul style="list-style-type: none"> <li>• At least 20% of business proposals considered for financing will be women-owned or managed, if equal commercial viability and suitable business plans.</li> <li>• Training will be provided, with women comprising at least 40% of participants.</li> <li>• At least 20% of agribusinesses selected for business support services will be owned and/or managed by women.</li> <li>• The monitoring and evaluation system will keep sex-disaggregated data of activities, and effective management of the project will include compliance with ADB guidelines on gender and development.</li> <li>• Gender awareness training will be provided to all project-related staff and partner agribusinesses.</li> </ul>

<sup>1</sup> Ministry of Commerce, Industry and Labour. 2010. *Labour Market Survey of Private Sector Employers in Samoa*. Apia.

<sup>2</sup> Agribusiness Survey (accessible from the list of linked documents in Appendix 2).

<b>IV. ADDRESSING SOCIAL SAFEGUARD ISSUES</b>											
<b>A. Involuntary Resettlement</b>	<b>Safeguard Category:</b> <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input checked="" type="checkbox"/> FI										
<p>1. Key impacts. The project is category FI treated as C. It is not expected to involve physical displacement or involuntary acquisition of land. Any purchase or lease of freehold land or leasing of customary land for agricultural production will be undertaken through voluntary agreements between private agribusiness enterprises and landowners on a willing-buyer/willing-seller basis or with full consent of the landowners.</p> <p>2. Strategy to address the impacts. Not applicable.</p> <p>3. Plan or other Actions.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"><input type="checkbox"/> Resettlement plan</td> <td style="width: 50%; border: none;"><input type="checkbox"/> Combined resettlement and indigenous peoples plan</td> </tr> <tr> <td style="border: none;"><input type="checkbox"/> Resettlement framework</td> <td style="border: none;"><input type="checkbox"/> Combined resettlement framework and indigenous peoples planning framework</td> </tr> <tr> <td style="border: none;"><input checked="" type="checkbox"/> Environmental and social management system arrangement</td> <td style="border: none;"><input type="checkbox"/> Social impact matrix <input type="checkbox"/> No action</td> </tr> </table>		<input type="checkbox"/> Resettlement plan	<input type="checkbox"/> Combined resettlement and indigenous peoples plan	<input type="checkbox"/> Resettlement framework	<input type="checkbox"/> Combined resettlement framework and indigenous peoples planning framework	<input checked="" type="checkbox"/> Environmental and social management system arrangement	<input type="checkbox"/> Social impact matrix <input type="checkbox"/> No action				
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<b>B. Indigenous Peoples</b>	<b>Safeguard Category:</b> <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input checked="" type="checkbox"/> FI										
<p>1. Key impacts. The project is category FI treated as C. The project is not expected to impact any distinct and vulnerable group of indigenous peoples as defined under the Safeguard Policy Statement (2009). Community consultations will be undertaken and engagement with rural households will be done through the network of village women's representatives of the Ministry of Women, Community and Social Development. Is broad community support triggered? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>2. Strategy to address the impacts. Not applicable.</p> <p>3. Plan or other actions.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"><input type="checkbox"/> Indigenous peoples plan</td> <td style="width: 50%; border: none;"><input type="checkbox"/> Combined resettlement plan and indigenous peoples plan</td> </tr> <tr> <td style="border: none;"><input type="checkbox"/> Indigenous peoples planning framework</td> <td style="border: none;"><input type="checkbox"/> Combined resettlement framework and indigenous peoples planning framework</td> </tr> <tr> <td style="border: none;"><input checked="" type="checkbox"/> Environmental and social management system arrangement</td> <td style="border: none;"><input type="checkbox"/> Indigenous peoples plan elements integrated in project with a summary</td> </tr> <tr> <td style="border: none;"><input type="checkbox"/> Social impact matrix</td> <td style="border: none;"></td> </tr> <tr> <td style="border: none;"><input type="checkbox"/> No action</td> <td style="border: none;"></td> </tr> </table>		<input type="checkbox"/> Indigenous peoples plan	<input type="checkbox"/> Combined resettlement plan and indigenous peoples plan	<input type="checkbox"/> Indigenous peoples planning framework	<input type="checkbox"/> Combined resettlement framework and indigenous peoples planning framework	<input checked="" type="checkbox"/> Environmental and social management system arrangement	<input type="checkbox"/> Indigenous peoples plan elements integrated in project with a summary	<input type="checkbox"/> Social impact matrix		<input type="checkbox"/> No action	
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<b>V. ADDRESSING OTHER SOCIAL RISKS</b>											
<b>A. Risks in the Labor Market</b>											
<p>1. Relevance of the project for the country's or region's or sector's labor market.</p> <p><input checked="" type="checkbox"/> unemployment <input checked="" type="checkbox"/> underemployment <input type="checkbox"/> retrenchment <input type="checkbox"/> core labor standards</p> <p>2. Labor market impact. The project will have a medium impact on unemployment and underemployment by (i) creating markets for farm produce and (ii) increasing opportunities for formal wage employment. Although only 1,824 men and 896 women identified themselves as unemployed according to the 2009 agriculture census, underemployment is widespread, especially in economically disadvantaged households and among school leavers without employment skills. The 2009 household income and expenditure survey suggests that a large proportion of women who stated their occupation as home duties, or men who stated farming as theirs, would accept paid employment should it become available.<sup>3</sup></p>											
<b>B. Affordability</b>											
Not applicable.											
<b>C. Communicable Diseases and Other Social Risks</b>											
<p>1. Indicate the respective risks, if any, and rate the impact as high (H), medium (M), low (L), or not applicable (NA): <input type="checkbox"/> NA Communicable diseases <input type="checkbox"/> NA Human trafficking <input type="checkbox"/> Others (please specify)</p> <p>2. Describe the related risks of the project on people in project area. None.</p>											
<b>VI. MONITORING AND EVALUATION</b>											
<p>1. Targets and indicators: The project includes several performance targets and indicators related to poverty reduction and inclusive social development. These include a rise in the share of agriculture to gross domestic product, an increase of in the number of farmers participating in agriculture product sales, and a target for women-owned businesses participating in the project.</p> <p>2. Required human resources: Project Monitoring and Evaluation Officer</p> <p>3. Information in PAM: Sex-disaggregated monitoring and evaluation indicators</p> <p>4. Monitoring tools: Monitoring and evaluation system, reports maintained by partner agribusinesses</p>											

Source: Asian Development Bank.

<sup>3</sup> Government of Samoa. 2008. *Household Income and Expenditure Survey*. Apia.