

# “HA'A MATA MO RERE”



**AGML V**

Asociacion Gremial  
De Mujeres Lideres  
V Region, Chile



# “Start To Fly”

**“START TO FLY”** is a project developed by the Non-Profit and Non-Governmental Organization (NGO) **AGML-V**, intended to assist in the empowerment and entrepreneurship of the Rapa Nui Women of Easter Island (Isla de Pascua).

**AGML-V** stands for **A**sociación **G**remial de **M**ujeres **L**íderes de la **V** Región de Chile or Union Association of Leader Women, 5th Region, Chile.

This project has been directed and put in practice by our member, **MARIA LORETO VERA**.



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## **GEOGRAPHIC BACKGROUND**

**Easter Island, Isla de Pascua or **Rapa Nui** (Big Island), is a Chilean island, being the easternmost island of the Polynesia and one of the most isolated places on earth.**

**Located at Latitude 27° 09' South and Longitude 109° 26' West, at approx. 3800 km West of the coast of South America, in line with the port of Caldera, Chile.**



**Easter Island** is a special territory of **Chile** that was annexed in 1888. Administratively, it belongs to the 5th Region, and, more specifically, it is the only **Town** of the **Isla de Pascua** Province.

According to the 2012 Chilean count, the island has about **5,800 residents**, of whom **60%** are descendants of the aboriginal **Rapa Nui**.

**Easter Island** is considered part of Insular **Chile**.



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## BRIEF HISTORY

Polynesian people most likely settled on **Easter Island** sometime between year **700** and **1100 AD**, and created a thriving and industrious culture as evidenced by the island's numerous enormous stone **MOAI** and other artifacts.

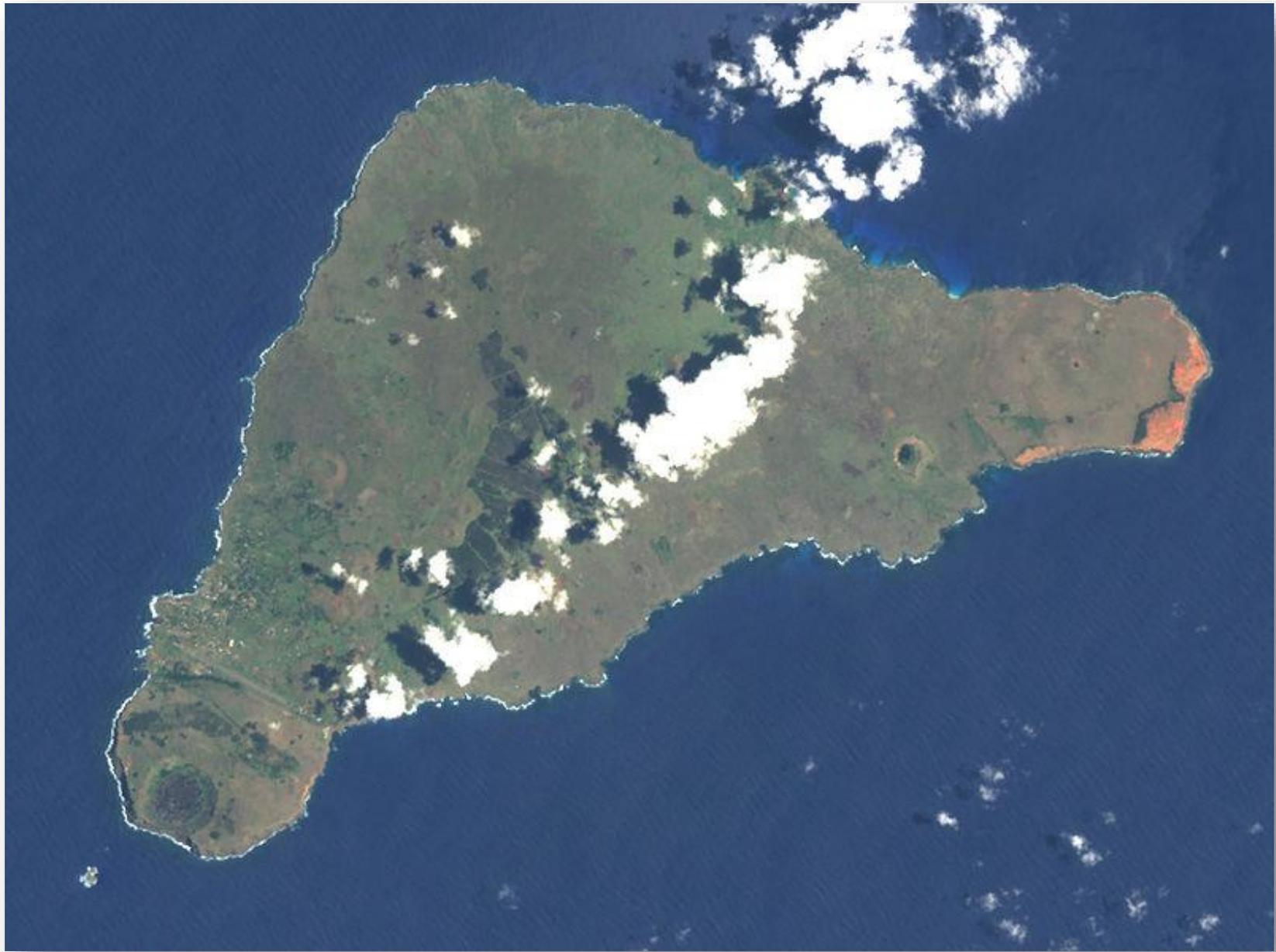
However, human activity, the introduction of the Polynesian rat and overpopulation, led to gradual deforestation and extinction of natural resources, which severely weakened the **Rapa Nui** civilization.

By the time of European arrival in 1722, the island's population had dropped to around 2,000 from an estimated high of approximately 15,000 just a century earlier. European diseases and slave raiding in the 1860s further reduced the **Rapa Nui** population, to a low of **only 111 inhabitants in 1877**.



***TE PITO O TE HENUA***, was the original denomination given to this beautiful island by the ancestors. Its meaning is based in the concept of being the spiritual center of the Polynesia, literally means **“The World’s Belly Button”**, referred to their own world, the Polynesian world.

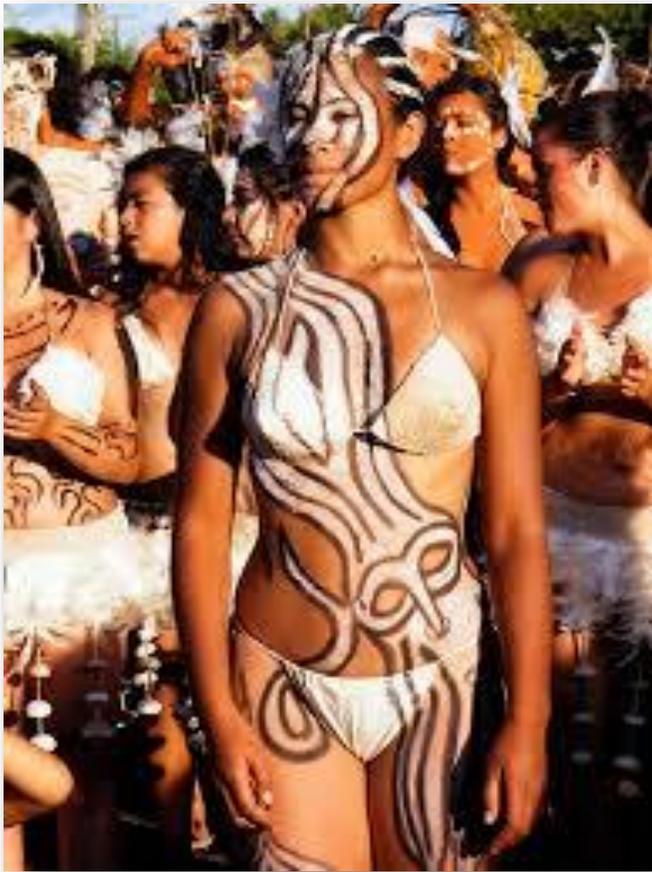
Physically, the island emerged as the union of three volcanoes, the **Rano Poike**, being the eldest with 3 million years; **Rano Kau** with 2.5 million years and the youngest the **Rano Maunga Terevaka** with 12,000 years. Through the multiple eruptions of these three volcanoes and the lava emission, the island main body became structured.



It is estimated that the first inhabitants arrived to **Rapa Nui**, on board two Catamarans, lead by the **ARIKI HOTU MATU'A** and his sister **ARIKI VI'EAVA REI PUA**.

For the Western World the Island was discovered by the Dutch **Jacob Roggenberg** in 1722, whose narrative on his first impression, from the ship, was that the Island was populated by “Giants”, when he confused the **MOAIS** with people.





Later, when he reached ashore and met the people, he wrote: “... is a subtle place with beautiful women and kind men.”

# GENERAL INFORMATION

|                           |   |
|---------------------------|---|
| <b>Language:</b>          | <b>Rapa Nui and Spanish.</b><br>The tourism operators speak French, English and German. |
| <b>Climate:</b>           | <b>Oceanic Subtropical</b>  |
| <b>Temperature:</b>       | <b>20°C in average</b>  |
| <b>Coldest Month:</b>     | <b>August (14°C to 17°C)</b>  |
| <b>Hottest Month:</b>     | <b>February (23°C to 27°C)</b>  |
| <b>Rainiest Month:</b>    | <b>May</b>  |
| <b>Economic Activity:</b> | <b>Turism, Agriculture, Fishing and Cattle Raising</b>                                  |
| <b>Currency:</b>          | <b>Chilean Peso (CLP), Euro (EUR) and American Dollar (USD)</b>                         |



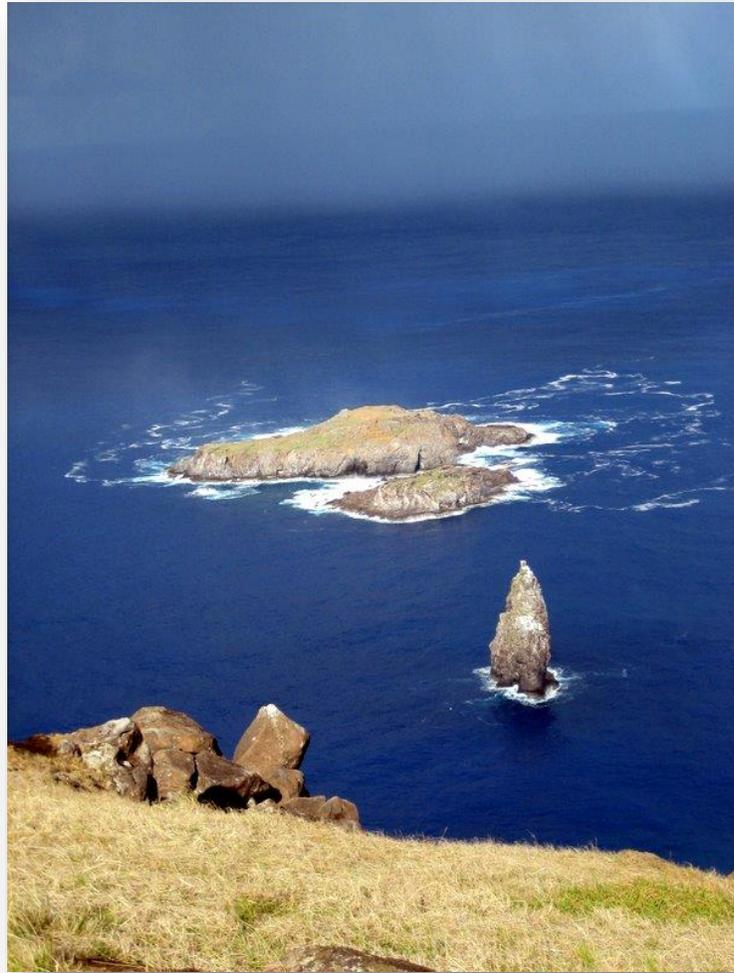
## GENERAL INFORMATION

Flights to **Easter Island**: The only commercial airline flying to Easter Island is **LATAM**, with three itineraries:

1. **Santiago – Easter Island – Santiago**
2. **Santiago – Easter Island - Papeete - Easter Island - Santiago**
3. **Lima - Easter Island - Lima**

### Telecommunications:

- **Several Internet Centers are available, but with a very slow transmission/reception speed and low quality connection. Those centers also offer telephone long distance calls service.**
- **The communications company **ENTEL** offers mobile phone coverage.**



Two views of the **“MOTUS”**, located at the South-West side of the island.  
The **“MOTU KAO KAO”** is the sharp tall rock to the right. As a reference, the ship crossing the passage is a 103 m length vessel.

**The whole Island has been declared Historic National Monument, it is protected by law and it conforms a National Park, with areas of restricted use and where its coasts are protected by the Chilean Navy.**

**This is a complex administrative superposition which impacts the way the Island is managed and its development planning put in place, creating sometimes conflicts and contradictions.**





# **PROBLEM IDENTIFICATION**

**The Rapa-Nui society has a complex history, that has been subjected to dramatic social and cultural transformations, not only with respect to their far away past, but also in their contemporary history.**



**Being an island society made them an extremely isolated community, with an economic regime, martial and ecclesiastic (1900-1960), which banned them to leave the island.**

**Then in the mid-sixties it was transformed suddenly into a radically open society.**

**The population of Easter Island has increased 36.3% compared to the 15.1% of the country of Chile as a whole. This increment is attributed to a network of circulating people, mainly driven by tourism, but also by the return of those Rapa Nui that lived outside the Island and the incoming Chileans seduced by the high income possibilities from the tourism industry.**

**The people flow is always accompanied with flows of things and merchandises. As such, step by step, in the Island started the formal and informal markets, a global circuit of exchange within specific markets and also of relational character, from Rapa Nui to Chile and the French Polynesia.**

**A high percentage of the merchandises that are sold in the Island as souvenirs are brought from outside, for example the Pareos and shells are bought in Santiago de Chile, from cheap markets (Patronato). The fabrics and textiles that the Rapa Nui buys, are made in China and Thailand, while the shells are recollected from Vietnam and Taiwan.**



**There is also merchandise brought from Tahiti that puts in evidence the sense of entailment and belonging to a broader Polynesian World. Everything that comes from Tahiti is considered of high esthetic value and makes Easter Island “a more Polynesian place”, not only to the eyes of the tourist but also to the eyes of the islanders.**

**Among the aperture to the world, the Rapa Nui Woman has no recognized leadership, but is only associated to the raising of the family, does not deliver thoughts, does not participate in the decision making process and has no cultural role within the Rapa Nui context.**

**For the Rapa Nui woman, to be a leader is a complicated business and usually criticized by the own women. Women are the primary responsible of not being valued as persons and to value the feminine gender.**

**The Rapa Nui society is men-driven, where women do not know how important is their role within the family and within the society.**



There are regional and national programs sponsored by **PRODEMU** (**P**romotion and **D**evelopment of **W**omen) and **SERNAM** (**W**omen **N**ational **S**ervice), aimed to work with the **Rapa Nui woman**; but we believe that more can and must be done, by implementing and reinforcing projects, such as, **Leadership Orientation**, access to **Information Technology**, access to **Smart Technology**, promotion and development of **Craftsmanship**, **Tourism Activities**, promotion and preservation the **History and Culture of Rapa Nui**.



With respect to connectivity, on December 2015, the Telecommunications Sub-Secretary (**SUBTEL**), assigned 38 new WiFi zones, free of charge, at different locations within Chile. This meant the installation of several free of charge hot-points in **Rapa Nui**, such as the **Civic Center** and **Hanga Roa Beach**, providing new connectivity options for the Island inhabitants, notwithstanding that the signal is still slow and limited.

In **Easter Island** there are three (3) TV signals, two coming from the continent and one local. From time to time newspapers are brought by the tourist, from the airplane and there are two radio frequencies received, one local and one continental.



## TARGETS

The Union Association of Leader Women, 5th Region, Chile (**AGML-V**) is helping to promote the empowerment and entrepreneurship of the **Rapa Nui women** of **Easter Island**, after realizing that there are women in the Island with particular and specific qualities that are related to the development of artistic and cultural entrepreneurship. Furthermore, these women are highly valued for being part of a place with their own characteristics and where they love their culture.



These women have a high potential for being business/enterprise drivers, but they are not associated to any specific group and they lack of the essential tools to achieve it. They require learning and actualization in Information Technology, Smart Technology and to develop personal abilities to perform their jobs, offer their products and sell them. At the same time be able to access to projects for obtaining capital for start-ups.

Nevertheless that PRODEMU is strongly supporting **Rapa Nui women**, through some specific lines, we have realized a lack of autonomy and independence on several women groups, where they are totally dependent on the institutionalism, while **AGML-V** is looking for strengthening their organizations as independent entities, providing the necessary tools, such that they may develop and join our network to increase the synergies of non-profit organizations supporting other women and specifically this time, on entrepreneurship.



The targeted women group are those above 20 years old, that in their teenage years did not have the opportunity to develop, due to gender discrimination (men-driven society), lack of money, lack of access to scholarships, the isolation proper of the Island life style, the geography that makes it difficult to access technology, services, information and education.

The entrepreneurship has to be sustainable, related to the particulars of the place, work under the lines of association to generate business, but subject to their customs and culture

We have defined three axis for targeting: **Information Technology**, **Self-Esteem** and **Projects Development**, all under a central conducting thread which is **Goal Achievement**.

During the first phase, the selected women will prepare a project proposal. Our idea is focused on delivering soft abilities and leveling knowledge, such that they may learn to make a start-up.

The project is to be within a long term proposal, having to develop a working plan, based on personal abilities and goal definition (**What do they want? How to do it?**).



**Delivering tools such as Personal Computers, Smart Phones and teach them how to use, will provide them self assurance by escaping the exclusion from information.**

**Training in Project Formulation, which now with the use of personal computers and smart technology they may reach the proper institutions for obtaining resources and financing.**

**Our plan also considers the inclusion of institutions such as PRODEMU, SERNAM and POLICE DEPARTMENT, to communicate, cooperate, establish the necessary networks and have a common view, as these institutions are the ones that will continue in the future supporting and helping women and their families as it is their permanent mission.**



## SUMMARY

### **“START FLYING” PROJECT GENERAL PURPOSE**

To provide training and to strengthen the personal abilities of **Rapa Nui Women** willing to start-up a new business, helping them to improve their self-esteem, provide them with knowledge and tools such as Information Technology (IT) and Smart Technology (ST); and provide them orientation for developing projects and access to financing.

### DESCRIPTION

To select a group of 12 Rapa Nui women of similar characteristics, willing to make a business start-up. They will be trained in IT and ST and work on development of self-esteem with the aim that they develop a working plan for the purpose of accessing financing for their project which ultimately will help them to achieve their autonomy, with due respect to their identity and history, as a particular ethnic group.

### PRESENT STATUS

Planning and Budget preparation.

# THANK YOU



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