Annexes
Annex 1: Additional Resources and Contacts

Sustainable businesses
- The Pacific Green Business Centre – http://greenbusiness.solutions/

Developing a business idea
- The Social Lean Canvas – https://socialleancanvas.com/
- The International Labour Organisation has various courses to support new and existing entrepreneurs. Their “Generate your business idea” manual is available at https://www.ilo.org/wcmsp5/groups/public/--ed_emp/---emp_ent/---ifp.seed/documents/instructionalmaterial/wcms_436192.pdf

Setting up a business

Empathy maps

Branding and marketing
- For more by Seth Godin, his website is bursting with resources – https://www.sethgodin.com/. See also his Top 100 articles – https://seths.blog/top-100/
- For more by Marie Forleo, including MarieTV – https://www.marieforleo.com/marietv/
- On do-it-yourself photography see:
- For examples of brand guidelines see:
Business advisory services
- Vanuatu Financial Centre Association – http://www.fca.vu/fca/
- Pacific Trade Invest – https://pacifictradeinvest.com/

Employer and industry associations
- Vanuatu Financial Centre Association – http://www.fca.vu/fca/
- Pacific Island Farmers Organisation Network (PIFON) – http://pacificfarmers.com/
- Pacific Organic and Ethical Trade Community (POETCOM) – http://www.organicpasifika.com/poetcom/

Sector-specific resources

Tourism
- Department of Tourism – https://tourism.gov.vu/
- Vanuatu’s tourism sector profile by the Vanuatu Investment Promotion Authority – https://www.investvanuatu.org/wp/industries/tourism/

Energy
- Vanuatu’s energy sector profile by the Vanuatu Investment Promotion Authority – https://www.investvanuatu.org/wp/industries/energy/

Agriculture
- Vanuatu’s agricultural opportunities by the Vanuatu Investment Promotion Authority – http://www.investvanuatu.org/wp/industries/opportunities-primary/
- Pacific Organic and Ethical Trade Community – http://www.organicpasifika.com/poetcom/