



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

- Business Companies Regulatory Division, Ministry of Commerce, Industry and Cooperatives – <https://mcic.gov.ki/business-and-companies-regulatory-division-bcrd/>
- Ministry of Finance and Economic Development resources:
 - Taxation – <http://www.mfed.gov.ki/our-work/taxation>
 - Employers – <http://www.mfed.gov.ki/our-work/taxation/employer>
 - Businesses – <http://www.mfed.gov.ki/our-work/taxation/business>
 - Acts and Regulations – <http://www.mfed.gov.ki/our-work/taxation/acts-regulations>
- Labour Division, Ministry of Employment and Human Resource – <http://www.employment.gov.ki/index.php/divisions/labour>
- Kiribati Provident Fund – <http://www.kpf.com.ki/>
- The Development Bank of Kiribati - (<https://www.dbk.com.ki/>) has a Rural Support Loan program that provides loans to individuals
- ANZ Bank Kiribati (<https://www.anz.com/kiribati/>) runs a financial literacy program called MoneyMinded.

Empathy maps

- Demian Farnworth, “Empathy Maps: A Complete Guide to Crawling Inside Your Customer’s Head,” *Copyblogger*, <https://www.copyblogger.com/empathy-maps/>
- Fizzle, “Tactics to Understand Your Ideal Client, Reader or Market,” <https://fizzle.co/sparkline/tactics-understand-ideal-client-reader-market-fs050>

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:
 - Shirley Chan, “How to get professional product photography on a small business budget,” *99designs*, <https://99designs.com/blog/tips/product-photography-small-budget-tips/>
 - Mark Macdonald, “How to Capture High Quality Product Photos With Your Smartphone,” *Shopify Blogs*, <https://www.shopify.com/blog/15163633-how-to-capture-high-quality-product-photos-with-your-smartphone>

- Jeff Delacruz, “The Ultimate DIY Guide to Beautiful Product Photography,” *Shopify Blogs*, <https://www.shopify.com/blog/12206313-the-ultimate-diy-guide-to-beautiful-product-photography>
- For examples of brand guidelines see:
 - GlobalGiving, “Brand Guide,” <https://www.globalgiving.org/aboutus/news-media/brand-assets/>
 - Karla Cook, “21 Brand Style Guide Examples for Visual Inspiration,” *Hubspot*, <https://blog.hubspot.com/marketing/examples-brand-style-guides>

Business advisory services

- Kiribati Chamber of Commerce and Industries – <http://www.kcci.org.ki/>
- Ministry of Commerce, Industry and Cooperatives Training Materials – <https://mcic.gov.ki/training-materials/>
- ANZ Business Centre – <https://www.anz.com/kiribati/en/about-us/anz-in-kiribati/>
- Pacific Trade Invest – <https://pacifictradeinvest.com/>

Employer and industry associations

- Kiribati Chamber of Commerce and Industries – <http://www.kcci.org.ki/>
- Kiribati Organic Producers – <http://www.organicpasifika.com/poetcom/for-farmers-and-growers/members/kiribati-organic-producers-kop/>
- 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

- Kiribati National Tourism Office – <http://www.kiribatitourism.gov.ki/>
- *Destination: Mutual Benefit – A Guide to Inclusive Business in Tourism* <https://www.giz.de/de/downloads/giz2014-en-guide-inclusive-business-tourism.pdf>

Energy

- Ministry of Infrastructure and Sustainable Energy – <https://mise.gov.ki/>
- Kiribati Solar Energy Company – <http://solar.com.ki/>
- Pacific Centre for Renewable Energy and Energy Efficiency – <https://www.pcreee.org/>

Agriculture

- Kiribati Organic Producers – <http://www.organicpasifika.com/poetcom/for-farmers-and-growers/members/kiribati-organic-producers-kop/>
- Pacific Organic and Ethical Trade Community – <http://www.organicpasifika.com/poetcom/>
- Pacific Island Farmers Organisation Network – <http://pacificfarmers.com/>
- Pacific Organic Standard – https://lrd.spc.int/organic-pasifika-publications/cat_view/364-pacific-organic/369-pacific-organic-standard