



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

- Vanuatu Chamber of Commerce and Industry, “Starting a new business,” <http://www.vcci.com.vu/resources/starting-a-new-business/>
- Vanuatu Financial Services Commission, “How to register a company,” <https://www.vfsc.vu/how-to-register-a-company/>

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

- Vanuatu Chamber of Commerce and Industry – <http://www.vcci.com.vu/>
- Vanuatu Financial Centre Association – <http://www.fca.vu/fca/>
- Pacific Trade Invest – <https://pacifictradeinvest.com/>

Employer and industry associations

- Vanuatu Chamber of Commerce and Industry – <http://www.vcci.com.vu/>
- Vanuatu Business Resilience Committee of the VCCI – <http://www.vcci.com.vu/business-service/vbrc/>
- Vanuatu Financial Centre Association – <http://www.fca.vu/fca/>
- Tourism-related associations – <https://www.vanuatu.travel/en/corporate/tourism-associations>
- Vanuatu Farm Support Association – <http://www.organicpasifika.com/poetcom/for-farmers-and-growers/members/farm-support-association-vanuatu/>
- 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/>
- Various tourism-related associations – <https://www.vanuatu.travel/en/corporate/tourism-associations>
- Vanuatu’s tourism sector profile by the Vanuatu Investment Promotion Authority – <https://www.investvanuatu.org/wp/industries/tourism/>
- *Destination: Mutual Benefit – A Guide to Inclusive Business in Tourism* <https://www.giz.de/de/downloads/giz2014-en-guide-inclusive-business-tourism.pdf>

Energy

- Department of Energy – <https://doe.gov.vu/>
- Vanuatu’s energy sector profile by the Vanuatu Investment Promotion Authority – <https://www.investvanuatu.org/wp/industries/energy/>
- Pacific Centre for Renewable Energy and Energy Efficiency – <https://www.pcreee.org/>

Agriculture

- Ministry of Agriculture, Livestock, Forestry, Fisheries, and Biosecurity – <https://malffb.gov.vu/>
- Vanuatu Farm Support Association – <http://www.organicpasifika.com/poetcom/for-farmers-and-growers/members/farm-support-association-vanuatu/>
- 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/>
- 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