Aniwa Gendered Market Chain Analysis

CARE International in Vanuatu

28 February -7 March 2017

Cover Photo: Group of women prepare lunch for community
Aniwa Island
© Millie Greaves/CARE

Content

Acronyms 3

Introduction 4

Summary of opportunities and recommendations 5

Methodology 6

Aniwa Context 8

Institutional level 9

Community and household level 18

Opportunities and recommendations 22

Annexes

Annex 1: CARE's Gender Equality Framework 26

Annex 2: Questionnaire for Aniwa community members 27

Annex 3: Focus Group Discussion Session Plan 29

Annex 4: List of Stakeholders interviewed 33

Acronyms

ACTIV	Alternative Communities Trade in Vanuatu
CDCCC	Community Disaster and Climate Change Committee
DARD	Department of Agriculture and Rural Development
FSA	Farm Support Association
GBV	Gender Based Violence
GEF	Gender Equality Framework
MTTCI	Ministry of Trade, Tourism, Commerce and Industry
NBV	National Bank of Vanuatu
NDMO	National Disaster Management Office
PACAM	Pacific-American Climate Fund
PLWD	People Living with Disabilities
SPC	Secretariat of the Pacific Community
TC	Tropical Cyclone
TVET	Technical and Vocational Education and Training
VWC	Vanuatu Women's Centre
VANWODS	Vanuatu Women's Development Scheme
WEE	Women's Economic Empowerment
WEF	Women's Empowerment Framework
WEL	Women's Economic Livelihood

1. Introduction

The Aniwa Gendered Market Chain Analysis is a coordinated research project co-funded by *Leftemap Sista* program, supported by Australian Aid and the *Yumi Redi long Klaemt Jenis* Program, funded by PACAM, USAID.

CARE International in Vanuatu's Leftemap Sista Project tackles underlying causes of gender inequality within Vanuatu society. CARE in Vanuatu works closely with governments and civil society partners to promote women's and girls' leadership, skills development and economic empowerment. This assessment was commissioned under the project's outcome 2: Increased capacity of Women's Economic and Livelihood (WEL) groups to advocate for their own economic and livelihood needs. The project component on economic empowerment links women with economic opportunities and markets and providing and brokering support to women's livelihood groups. This gendered assessment of the Aniwa market, its industries, opportunities and challenges, aims to identify the current key markets and livelihood opportunities which are, or could be available to women. The report also aims to inform CARE programming in Aniwa and to support market players in the development of products and services to meet market needs.

In economies such as Vanuatu where high number of the population engage in farming as a livelihood activity the link between food security and livelihood is strong. In Tafea, 85% of the population are subsistence farmers.[1] In CARE's USAID/PACAM funded *'Yu Mi Redi long Klaemet Jenis'* project there is a strong focus on resilience through agricultural practices. The potential for generating livelihood opportunities by selling excess produce highlighted the need to have a better understanding of the local market and opportunities that exist within the market.

This assessment analyses the Aniwa market as a whole with a gendered lens that allows roles and responsibilities of men and women in livelihood activities to be taken into consideration.

[1] **Tafea Provincial Fact-sheet**, Vanuatu National Statistics Office, 2009

Summary of opportunities and recommendations

Opportunities

Handicrafts, food preservation and small livestock projects all offer potential for economic projects which are gender sensitive. Local women are already skilled in weaving and produce high quality **handicrafts.** They produce mats, fans, baskets and traditional *kastom* costumes. There is also a small number of women on the island who are producing handicrafts by up-cycling items that would have otherwise been thrown away or burned as rubbish, including chip packets. The environmental conditions in Aniwa as well as the excess of key seasonal crops make for a good opportunity to **preserve food.** The island has a solar drier and stocks of seasonally available oranges and mangoes as well as manioc (cassava) and fish which are available all year round. A local market exists for diversification of protein source available which use limited space, either in meat or eggs, which makes **small livestock**, especially poultry projects viable. All three villages in Aniwa have had group run poultry projects in the past and two of the three villages have expressed strong a desire to re-start these projects.

Recommendations

Program Level:

1. Share opportunities and findings from the report with the communities, specifically opportunities around handicrafts, food preservation and livestock projects.
2. Prioritise the involvement of the community at all stages of the project, especially in planning. Give communities ownership over the project and allow them to actively participate in planning and decision making.
3. Deliver technical training in project area to community members through technical partners.
4. All livelihood project members should participate in Family Business Management Training to address gender equality at the household level.
5. Establish a clear mechanism for support to and increasing of community access to markets, which remains a key challenge inhibiting livelihood opportunities.
6. Work at all three levels of CARE's Gender Equality Framework (GEF) as discussed below:

Domain	Suggested actions
Individual Level: A women's own skills, knowledge, confidence and hopes.	• Support women to access training, tools and resources to increase skills and confidence • Support women's groups as collective action and organising can be a major source of encouragement and strength to individuals.
Relations Levels:	• Encourage ownership and collaboration in community

Women's ties with husbands, children, siblings, parents, neighbours, communities and authorities. These individuals influence a women's life directly and profoundly.	collectives to foster the sustainability of groups • Engage with men and boys to change attitudes to foster mutually supportive relationships and prevent backlash against women's economic empowerment • Take a family approach to get buy-in from men – provide household planning and budgeting training for couples • Build on the good work already been done by supporting local groups and structures to share messages about women's empowerment and gender equality in their areas • Encourage local women's groups to join larger alliances and coalitions to seek collective gains.
Structural Level: The environment that influences or dictates women's choices. This includes the government, economic markets, religion, education systems and kinship.	• Involve traditional and church leaders in key training as well as other key communities groups such as CDCCCs • Explore key markets in Tanna, Port Vila and Aneityum and link women's groups to these stakeholders • Partner with training institutions, such as TVET to address the barriers to women's participation in training and integrate women's empowerment and gender equality into their curricula • Engage with government departments such as Tourism and DLA on relevant policies • Engage the private sector to influence the environment and market.

Partner level

Establish stronger partnerships, guided under MOUs and partnership agreements with players at the institutional level; including government departments, training organisations and private sector businesses.

2. Methodology

Building on previous market assessments by CARE in Tanna[2] and Futuna,[3] this report takes the same methodology, but relates to the Aniwa context. The research undertaken in the institutional level has been adapted and updated to fit the current context. CARE's Gender Empowerment Framework (GEF) was used to guide methodology in collecting data.

[2] **Market Situation Analysis.** Anna Cowley, CARE International in Vanuatu, July 2015.
[3] **Futuna Gendered Market Assessment.** Amelia Greaves, CARE International in Vanuatu, January 2017.

The Gender Equality Framework (GEF) details different levels or domains where change is required to achieve gender equality. The individual, relational and structural levels were considered when learning about the following:

- Communities' focus on food crops versus cash crops and other income generating activities
    - Crops on which women and men tend to focus
    - Challenges faced, how they overcome these and further support needed
- Division of labour and roles of men and women
    - Care of children, sick, elderly, the household
    - Production of crops and care of livestock and which ones, including fishing
    - Social norms which discriminate by gender
- Resources
    - Access to and ownership of land and other resources
    - Access to information, e.g. extension training
    - Knowledge, skills and capacities
- Power
    - Participation in decision-making including over income
    - Cultural practices
    - Social networks
    - Group membership.

Tools/Methods

1. **One-on-one questionnaire with community members in Aniwa**

   A questionnaire (annex 2) was developed with input from key staff and based on a tool used in previous assessments. The questionnaire was translated into Bislama and uploaded onto tablets using the Kobo platform. The ten interviews were conducted with primarily female community members from three villages in Aniwa and interviews were scheduled to suit the availability of participants.

2. **Focus Group Discussions (FGD) on Aniwa**

   The team conducted a FGD in Aniwa which included females from all communities. Fourteen women participated and they ranged in age from 20 to 57 years of age. The group

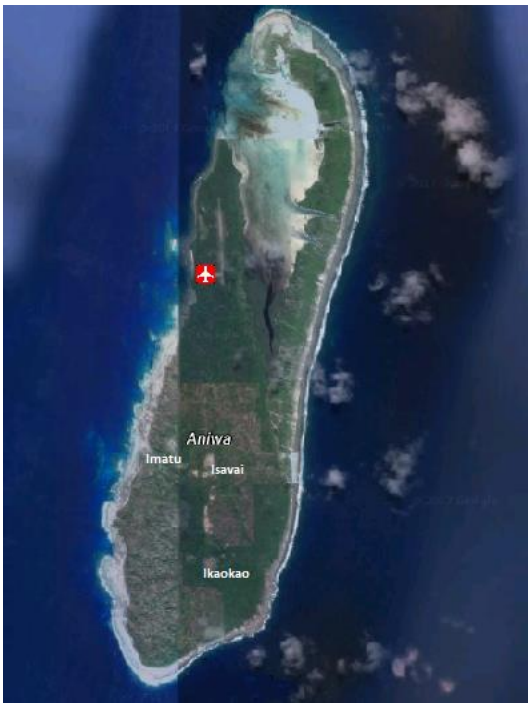
was representative of women headed-households (four participants) and people with disabilities (two participants).

3. **Stake holder interviews in Aniwa**

   Interviews were conducted with stakeholders and key community members (see annex 4 for list of stakeholders) and explored the challenges and opportunities for livelihood activities in the community.

The data collection occurred over three days on Aniwa Island followed by interviews with key stakeholder groups and desk based research in Tanna.

3. Aniwa Context



Aniwa is a coral island 24 kilometres off the north east coast of Tanna, rising just 42 meters above sea level at its peak. Aniwa's population of 341 people is spread across three main villages Imatu, Isavai and Ikaokao. The Island has an air-strip in the north with flights to Tanna (and connecting flights to Port Vila) twice a week on Tuesdays and Thursdays. Inter-island ships arrive monthly to deliver goods, but the majority of sea transport is undertaken by locals using small outboard motor boats (banana boats). A road links all three villages with the airstrip, and there is one truck on the island, however in wet weather the consistency of the soft mud means the truck cannot run.

The island has a health centre, but the centre has not been staffed by a community health care worker or nurse since September 2016 and has been locked since this time.

Aniwa suffered significantly less damage during Tropical Cyclone Pam in March 2015 than its neighbours Tanna and Erromango, as the eye of the storm was further away from the island. In Aniwa, the proportion of houses damaged or destroyed was between 2% and 36%.[4] Most garden crops were destroyed. The prolonged El Nino period after the cyclone further exacerbated the

[4] **Does gender responsive disaster risk reduction make a difference? A comparative study of Category Five Tropical Cyclone Pam in Vanuatu.** CARE international in Vanuatu, January 2017, p.2 https://www.care.org.au/wp-content/uploads/2017/04/CARE_Vanuatu_DRR_Impact_Study_3_FINAL_web_amend.pdf

drought conditions on the island and impacted crop yields. As an island that already has food security issues due to their unique environmental conditions, the cyclone exacerbated these issues.

4. Institutional level

This section details the different players in the market at the institutional level and how they interact with or impact on the Aniwa market, specifically women in their livelihood activities. Aniwa has very limited infrastructure and direct access to resources and due to this many institutions mentioned below are Tanna based, and may not currently work on Aniwa, but are thematically relevant and have potential to be a resource in the future.

Government

Department of Agriculture & Rural Development (DARD)

Part of the Ministry of Agriculture, Livestock, Forestry, Fisheries and Biosecurity (MALFFB), DARD aims to build an agriculture sector that is "...robust and competitive, one that contributes to improved economic growth and trading opportunities, food security, reduction of poverty, and improved livelihoods ensuring also that the benefits derived are equally distributed between the rural and urban populations."[5] In Tafea, DARD has 10 extension officers, six on Tanna and one each of the other islands of Futuna, Aniwa, Erromango and Aneityum. The officers' aim to build community capacity for improved farming techniques to prepare for disasters and population growth; both factors limit the amount of land for families to farm. This contributes to a high likelihood of food insecurity and provides the rationale for DARD to work with the Ministry for Climate Change and the National Disaster Management Office (NDMO). DARD is also encouraging farmers to inter-crop short, medium and long-term cash and food crops. This sustainable farming practice is known to reduce the occurrence of pest infestations and has the added benefit of allowing farmers access to income while waiting of more valuable long term crops to grow.

With the exception of one clerical officer, all DARD staff in Tafea are male. The male staff may not be as effective in reaching women farmers and they are further limited by lack of financial resources and skilled staff. This inhibits officers' capacity to visit farmer and provide information. DARD staff are further challenged by lack of infrastructure (DARD office in Tanna was destroyed by Tropical Cyclone Pam) as well as access to transport to travel around the islands.

[5] http://www.malffb.gov.vu/index.php?id=1

Department of Tourism

The Department falls under the Ministry of Trade, Tourism, Commerce and Industry which aims to develop tourism, commerce and industry through promoting and facilitating increased investment and trade. The Ministry's mandate[6] includes the promotion and facilitation of inter-island trade and marketing of goods and services, and the promotion of tourism development.

Tourism presents a large and growing market for TAFEA with over 100 ships per year visiting the province, mainly Mystery Island, Aneityum. Supplying the tourist trade with vegetables (broccoli, cauliflower, potatoes and carrots) and fruit (preserved and packaged) and other products is viewed as having great potential. The production of handicrafts also holds promise as around 90-95 per cent of souvenirs are imported and flown from Port Vila to TAFEA to sell to tourists. Mount Yasur Volcano on Tanna receives an estimated 20-25,000 visitors per year, and five Mama market houses have be built at the volcano entrance to provide opportunity for women, across TAFEA, to sell handicrafts and snacks. The means to add value to tourist experiences is being explored through cruise market research with the International Finance Institution (IFC).

Short-term thinking is considered a challenge with a need identified by the Department for training on planning and budgeting for daily, monthly and longer-term needs. Infrastructure such as cold storage and inter-island trade were also identified as needs, for local populations as well as for tourists. For example, while Futuna, Aniwa and Erromango have very small populations, they have large amounts of available fish and big fishing industries, Tanna and its population of over 20,000 people has limited fish but considerable amounts of kava that gets sent to Futuna, Aniwa and Erromango as well as to Port Vila. Ability to store produce for longer would be beneficial for inter-island trade. Ferries travel between islands once or twice a month, depending on cargo, while there are multiple daily flights from Port Vila to Tanna and twice weekly (Tuesdays and Thursdays) to the outer islands, with an extra service to Aneityum on Sunday. Adequate storage of food items would allow increased quality of higher quality produce to be delivered to local (inter-island) markets and tourism businesses such as restaurants and resorts.

The Tourism Department is promoting the concept of agri-tourism to better connect tourists with communities and to encourage tourists' interest in learning about the impacts of TC Pam and in contributing to rebuilding. The importance of buying and selling local products is also being encouraged by the Department with whole of government backing, as is innovation as many people copy the businesses of others rather than adding value. The Department's training program for market vendors and producers attempts to stimulate diversity of handicrafts including art, music,

[6] http://governmentofvanuatu.gov.vu/tradecommercetourism.html

pottery, carvings and clothing such as sarongs. Challenges identified include low levels of finance and business management skills of weavers, particularly for women, who also often lack confidence, basic literacy skills, appropriate mentors, and support from their husbands and families to create a viable business.

Department of Cooperatives

Falling under the Ministry of Cooperatives and Ni-Vanuatu Business Development, the Department of Cooperatives began working on Tanna in 2008 promoting two types of cooperatives: savings and loans coops and consumer or retail coops. Savings and loan coops are microfinance groups in which members make regular deposits, against which they can take loans (up to 80 per cent of their own funds) and pay low amounts of interest. Consumer or retail coops are groups whose members contribute to start and operate small shops. Retail coops were generally run by men, with families' shares contributed in the man's name, while savings and loan coops were run by women. Women tended to use their loans for small markets or handicrafts businesses or other income-generating activities. However, due to a lack of understanding of the need to repay loans, many women used the funds for necessities such as food or school fees, leading to the failure of the coops. Retail coops have faced the added issue of competition with private shops and both types of coops have largely stopped operating apart from a few women's groups in rural communities. The Cooperatives Department is attempting to revive the cooperative movement, including through plans to re-introduce Producer Cooperatives to market fresh agricultural produce. In the past the producer cooperatives marketed fresh yams, kumala, melons, and garden produce that could last the long trip, on their own inter-island ships to be sold in their mini fresh produce market at the "Federesen."[7]

The Cooperatives Department have partnered with TVET to provide training upon request. The Department of Cooperatives has a presence in Futuna though extension work and there are high levels of trust in the Department of Cooperatives staff who have established relationships with community members.

Financial institutions

Vanuatu Women's Development Scheme (VANWODS)

VANWODS began in 1996 as a pilot program supported by the Vanuatu Government and the United Nations Development Program (UNDP). It became registered as an NGO in 2001 and is now the largest microfinance organisation in Vanuatu. While VANWODS' objective is the economic

[7] http://www.dailypost.vu/news/article_edb3b0b9-1c65-58bd-b12e-0d48ef2295c0.html

empowerment of women, men are also able to join and members are able to open Pikinini Kea accounts to save for their children's education.

VANWODS Loans are generally used for small businesses, education, home improvement and household assets. The first loan available to members is for business and this is encouraged as the earning of income will enable repayment of the five-month loan. Women's business is seen as a growing sector, with the most popular small business being sale of donuts and others including small retail shops, road markets, sewing, and weaving. Free training is provided by VANWODS in financial literacy (mandatory for members), planning and budgeting, and the roles of office bearers. These are provided for any community that requests them but the availability of the training may not be well-known and few requests are received. Women are encouraged to bring their husbands to training, particularly family budgeting training.

VANWOD's programs have not reached the outer islands of TAFEA, including Aniwa, and their Tanna office is currently at capacity in terms of work to staff ratio. Therefore as a financial services agency they will be unable to meet the needs of the island. However VANWODS has the potential with support to deliver financial literacy training in remote communities and therefore a training partnership could be established.

<u>Vanuatu People's Investment and Equity Fund</u>

Forty-two finance centres have been established around the country to date, with five on Tanna and an additional centre for Tafea's outer islands. Members' investments enable the start-up of a business, often a shop whose customers are the members. This grows the Fund while keeping money within it. A lack of investment capital was said to be a challenge for Ni-Vanuatu businesses; the Fund in which members pool their money addresses this issue. All centres develop a master plan for business activities which largely involve poultry, shops, fishing, farming, and transport. Products are sold to the centres so that members are not required to find markets. Once the businesses have developed to a stage that they are earning income, dividends will be paid to members; however, this is yet to happen. Centres are guided by steering committees selected by members, the majority of whom are said to be women. Women are often selected to be on the steering committees as they tend to be trusted more than men. Most Finance Officers are also women.

Plans for the Fund which are in various stages of development include:

- *Transport section*: two trucks have been bought in Tanna to enable members to transport their produce to market for lower prices than that charged by hire vehicles. The Fund plans to purchase ships for inter-island trading.

- *Agriculture section:* while TC Pam destroyed coffee, cocoa is being produced, and fish from Malekula will be sent to Port Vila for sale. The Fund is seeking markets for sandalwood, cocoa, coffee, kava, taro, fish, cattle, chickens, and vegetables.
- *Import/ Export section:* Rice was imported from Thailand (bought by the NDMO for distribution) and the first export of cocoa to Thailand has recently been trialled.
- *Financial section:* Cooperative banks will be set up in each Centre.
- *Commercial section:* Shops are being established for the sale of local products.

The Fund conducts awareness for its members on the financial system, history and development of Vanuatu. It also plans to provide training for its members, including on running shops and on analysing their land to determine the best crops to grow.

National Bank of Vanuatu (NBV)[8]

NBV's mission is to: "provide commercially-viable banking services that contribute to the economic growth of Vanuatu; and lead the country in development of accessible rural banking services whilst capitalising on opportunities within the business market." Banking operations in rural areas remains a major challenge, although NBV continues to build its rural presence. There are no branches on Aniwa, however NBV reaches Aniwa Island, as well as other outer islands in Tafea though an extension worker makes field trips to assist community members in accessing financial services by distance. However it is unclear how accessible and useful these accounts by distance are, and how much it increases access to financial services. There is also a large amount of distrust in the extension worker process as it is unclear to community members if their past deposits have made it into accounts during previous visits. This is an unresolved and ongoing issue.

NBV's Financial Literacy Education program provides community workshops and seminars on basic skills related to earning, spending, budgeting and saving and access to micro-loan products. According to the Banks's 2014 Annual Report, since 2012 over 20,000 people have been reached through this program resulting in a record level of 26,999 new bank accounts and mobilising over VUV 800 million up to the end of 2014. Results of this program added further benefits to the micro lending portfolio, increasing it by 11% over the year with micro loans valued at VUV 488 million. The NBV microfinance loan is a special loan designed to support small and micro-enterprises in rural areas. The kastom chief who knows the applicants and their businesses acts as the 'sponsor' by

[8] http://www.nbv.vu/rural-banking-and-microfiance.html

recommending the applicant to NBV's microfinance officer. This loan targets existing ni-Vanuatu businesses and the funds can be used to buy equipment, agriculture machinery or stock.

Farm Support Association (FSA)

FSA grew out of the Plantation Support Association (PSA) which was established in 1983 to assist Ni-Vanuatu landowners to run plantations returned to them at Independence. In 1992, PSA became FSA when its emphasis shifted to providing for the needs of small-scale farmers. With a motto of "farmers helping farmers", FSA works mainly with youth and women farmers and is the training arm of the agricultural retail cooperative, *Syndicat Agricole et Pastoral de Vanuatu* (SAPV). FSA is funded by donors but also generates income through the provision of agricultural services, offering a range of technical support in the areas of:

- Land rehabilitation – particularly the use of vetiver grass for erosion control
- Sustainable farming systems – Integrated Pest Management (IPM), composting, cover crops, alley cropping, sloping agriculture
- Root crop production
- Agroforestry
- Spices – particularly vanilla and pepper
- Organics (including design and management of internal control systems)
- Vegetable production
- Poultry
- Pigs and other small animals
- Cattle
- Rural enterprise development.

FSA produces booklets aimed at helping farmers who are raising chickens, pig farming, or growing vegetables or vanilla. Apart from work on spices with producer/exporter Venui Vanilla, FSA focuses on production and not on processing or marketing. Appropriate technology and other initiatives being explored include nursery houses to extend the growing season, organic spray for pests on cabbages, tropical varieties of seeds from Fiji and a kumala program that is exploring the multiple variates of kumala.

FSA are focused on ensuring sustainability of farming and products. They conduct and analysis on different products to ensure the market is not saturated causing prices to drop. This means they will limit their support for a product to the number of farms they know to be a sustainable amount. FSA have worked on Aniwa in the past with vetiver erosion control but currently do not have a presence

on Aniwa. Their involvement their involvement in key products and technical training in agro-forestry however, coupled with Aniwa's potential to enter in the sandalwood trade, means a link could be established with support from CARE.

Alternative Communities Trade In Vanuatu (ACTIV)

The ACTIV Association was founded in 2008 "to socially, economically and environmentally empower disadvantaged communities in Vanuatu through fair trade."[9] The Association helps local communities to sell products including handicrafts, carvings, spices and oils. A member of the Fair Trade Association of Australia and New Zealand, ACTIV is a national union of associations, cooperatives, small producers and other individuals from numerous islands all over Vanuatu. The ACTIV Association is comprised of three branches: ACTIV Forum, ACTIV Community and ACTIV Earth. ACTIV Forum promotes and retails products sourced from around Vanuatu. ACTIV Community collaborates with communities to identify income-earning opportunities and assist in product development. ACTIV Earth engages in environmental and social projects, such as solar power, to improve the living conditions of rural communities.

ACTIV currently has around 125 member associations or groups that represent approximately 4000 people. Of these, most are involved in cocoa and around 1000 women working on handicrafts. Most women's groups are informal but ACTIV helps them to get registered. The ACTIV Handicraft Centre in Vila is a regular stop for tour companies and their cruise ship passengers. Handicrafts from all over Vanuatu are available for purchase and members can sell their handicrafts directly to tourists. The Association is currently discussing with Oxfam Australia the sourcing of products for Oxfam shops in Australia.

In terms of products that can generate income for rural farmers, pepper and vanilla are thought to have good potential for women. ACTIV has filled the local market with these products and it is only the lack of volume that is preventing them from export. The same may be said for cocoa. ACTIV has strong links with groups overseas and has worked to create demand from a network of distributors. The supply side is therefore the current focus and ACTIV is interested in buying from women's groups in TAFEA. In addition to pepper and vanilla the Association is also interested in the three oils of coconut, nangai and tamanu. These are high value oils that are easily manageable by women as they are not labour intensive like copra.

ACTIV does not currently have funding for training but they hire their regular consultant trainers when funding is available. ACTIV sees engaging with men as a key component so that work with

[9] http://www.activassociation.org

women does not lead to domestic violence. The Association works with men on commodities such as cocoa and carvings, but vanilla and pepper production can also involve men.

Chocolate is another focus for ACTIV, with the opening of a chocolate factory and Fairtrade certification being sought for cocoa and single origin chocolate. While chocolate is currently only produced for the local market, two major chocolate makers in Australia interested in buying Vanuatu cocoa, and ACTIV is therefore working on getting more volume. ACTIV would like to create competition between islands to produce quality cocoa by enabling farmers to sample different chocolates and taste differences in quality of cocoa beans. The same could be done with vanilla, i.e. communities could exchange techniques and see differences from one place to another.

With assistance Aniwa community members could establish a relationship with ACTIV to sell handicrafts or preserved foods both of which are key areas of interest for ACTIV.

Vanuatu Direct[10]

Vanuatu Direct is a small business supplying gourmet food and beverages throughout Vanuatu and exporting to New Zealand. Its products include organic seafood, dairy products, bakery and deli foods. Initially, Vanuatu Direct sourced its stock almost entirely from the owners' farm but additional products were sourced from other local farmers and eventually from overseas suppliers as demand increased. The business's success is attributed to the quality of its products, which derive their flavour from the naturally-fertile tropical soils in which they, or their ingredients, are grown. Vanuatu Direct's flagship export crop is corn and they have other products including honey, island gourmet food and sweet chilli sauce.

There is potential for Vanuatu Direct to market farmers' products or to purchase the raw materials from contract growers and process them in the factory as with sweet chili sauce. Plans for the business include it becoming a central hub for fresh exports and developing a processing plant capable of handling excess fresh produce which currently goes to waste. Vanuatu Direct contributes to a range of social and community projects, including education programs of financial and practical assistance for those in rural areas.

Vanuatu TVET Sector Strengthening Program Skills for Economic Growth

The Vanuatu TVET Sector Strengthening Program is an Australian Government funded program which aims to support economic development through targeted skill development services. The Program encourages a more responsive and better quality training system that is able to meet the skill demands of the productive sectors in provincial communities. The Program works to strengthen

[10] http://truepacific.com/producers/vanuatu-direct/#sthash.FBYYDUOx.dpuf

national and provincial structures within the TVET sector and builds the capacity of local training providers to deliver courses focused on employment and income-generation outcomes within a nationally recognised framework of the Vanuatu Qualifications Authority (VQA). TVET Centres have been established in Sanma, Malampa, Torba and Tafea provinces which coordinate a range of demand-driven training and business development support services. The TVET Centres have now been formally integrated within the structure of the Ministry of Education and Training.

TVET Centres operate alongside VQA-established Provincial Training Boards (PTBs) which are comprised of representatives of key productive sectors and industry who advise TVET Centres on employment and productivity opportunities at the provincial level which can be maximised through access to training and business development services. Through the financing mechanism of an Employment and Training Fund, the TVET Centres contract national training providers and industry experts to deliver a range of integrated skill development services according to identified productive sector and industry demand.

TVET works to improve relations between women and men. In response to empowerment, there is often an increased risk of women experiencing violent backlash so TVET also conducts awareness on gender-based violence (GBV) and has begun to provide training for male staff on women's economic empowerment and gender equality. TVET has also trained chiefs and will train male advocates including police officers as suggested by the Vanuatu Women's Centre. Their training is emphasised to be family friendly providing a place for children to play while mothers learn.

In October 2016, CARE requested TVET to deliver poultry training to five communities in Whitesands, Tanna. This training covered all topics including farm business management. The success of the training has lead CARE to start discussions about providing similar trainings in Erromango and Aniwa. TVET have also indicated future programming will be heavily revolved around handicraft activities, including potentially setting up a wholesale market in Tanna to service the outer-islands.

Regional Seasonal Worker Scheme

Seasonal workers are employed in Australia and New Zealand, through agents, to work on farms. The Australian seasonal worker program has existed since 2012 and the 2015-2016 year saw 1198 people from Vanuatu work on Australian farms.[11] Female participation in the program is low and the 2015-2016 year, women accounted for less than 14% of the total number of seasonal workers in program.[12] In Aniwa, men have been involved in the seasonal worker scheme in Australia. Many women on the island purchased passports and applied for the program however from Aniwa only

[11] http://devpolicy.org/seasonal-worker-program-coming-australia-20170125/
[12] http://devpolicy.org/seasonal-worker-program-coming-australia-20170125/

men have been selected. The seasonal workers scheme offers a good opportunity for community members to earn substantial income to bring back to their families and community. One Aniwa man was able to install a large tank in his home and is also purchasing a solar lighting system with income from the program. This being said there are also concerns about conditions for workers and instances where workers have not been paid.[13]

5. Community and household level

This section summarises the context at the community level, compiling information received from community members, through interviews, surveys and FGDs that details their livelihood activities and opportunities.

Focus group discussions, surveys and interviews with Aniwa community members showed that livelihood opportunities for those living on the island are limited. ***Livelihood activities for women*** include farming oranges, fundraising through the local community by selling small cooked foods, (similar to a bake sale) and producing handicrafts. Mats were reported to be the most popular handicraft item, followed by fans, baskets and grass skirts and other traditional costumes. The women also reported that they would catch and sell fish locally, however local custom and gender roles limited their capacity to full participate in the activity. ***Livelihood activities for men*** are fishing including lobster and crab, cutting and carving paddles for local style outrigger canoes, and farming of oranges and sandalwood, these activities are typical for the region.

Harvesting manioc **©Mark Chew/CARE**

Aniwa is a small island with limited rainfall each year. The island is accustomed to drought and environmental conditions that negatively impact on agricultural activities. Households are constantly facing low yields and limited variety of produce available. Subsistence farming is the key industry for people across Tafea. Excess produce is used for small income generation however the environmental conditions on Aniwa limit these opportunities for livelihood activities. Community members listed manioc (cassava) as the only staple crop that grows successfully on the island year round. Oranges and mangoes are successful

[13] http://www.smh.com.au/national/investigations/slavery-claims-as-seasonal-workers-from-vanuatu-paid-nothing-for-months-work-20170327-gv7k99.html

seasonal crops harvested in May to June and October to February respectively. As produce is limited on the island there is a high reliance on importing food from Tanna, island cabbage, kumala, taro and yam, along with store bought food such as rice, noodles and flour.

Import	Exported (Tanna or Port Vila)	Crops Grown
Kava Timber Rice Noodles Flour Sugar Clothes Fuel – diesel and petrol Paint Dye for handicrafts Solar panels Taro Kumala Island cabbage	Oranges Fish Lobster Grass skirts Woven Mats Sandalwood	Manioc Oranges Mangoes

Oranges are the best known export crop on the island. The oranges grown on Aniwa are transported to Port Vila by open barge boat. This is an income stream for most families on the island during the dry season.

Local carpenters **© Mark Chew/CARE**

Mangoes are in over supply on Aniwa during the months of October to December and often up until February; however, farmers are not keen to export mangoes as they are easily bruised during transport. As Tanna has its own supply of mangoes, Vila is a more viable market, but it is further away and more expensive to transport to, which further increases the risk for farmers.

Like many other countries in the Pacific, Vanuatu has a long history of **sandalwood** exploitation starting in the 1850s. It continued as a non-regulated activity until the sandalwood regulation act in 1997.[14] Today, sandalwood is grown in small quantities on Aniwa and is sold to buyers who visit the islands annually. As a tree which needs lots of sunlight, but low levels of water and does not require a large amount of space to grow, it is appropriate for the Aniwa context. Sandalwood takes a minimum of

[14] http://sandalwoodoilspecialist.com/the-sandalwood-tree/conservation-environmental/

10 years to mature and develop its characteristic fragrance. Aniwa community members often plant a few trees close to their houses to provide supplementary annual household income, however the tress are commonly harvested before their maturation which reduces value. Sandalwood on the islands is a family trade which is usually under control and management of men in the family. Today Vanuatu is one of the most promising countries involved in the effort to protect and replant sandalwood trees.

Many men on the island are involved in catching and selling ***fish and seafood***, either privately or through a fishing cooperative, which operates out of Ikaokao Village. The island offers great potential for fishing of large and deep sea game fish such as wahoo, tuna, reef shark, poulet, and other fish such as flying fish, as well as lobster and crab. All these fish and seafood have a high market potential in both Tanna and Port Vila, where population and demand is high. Aniwa sells lobster to White Grass Resort in Tanna when the local fish supplies are inadequate.

There is a small ***tourism*** industry that exists on Aniwa, with an average of thirty tourists visiting the island each year. Aniwa Ocean View Bungalows,[15] in the south of the Island, a twenty-minute walk from the village of Ikaokao, provides basic but comfortable accommodation, with close access to the beach. The bungalow promotes Aniwa as a remote tropical island experience, and offers activities including fishing, swimming and snorkelling, hiking, village tours and a guided tour of the weekly John Frum Cargo Cult Festival.

Fundraising prices at Christmas event **©Millie Greaves/CARE**

Pricing of produce is largely agreed island wide. In the case of oranges, the whole island decides on a price for a basket of oranges with a certain amount in it. The fishing cooperative decides on a price for the fish (buying and selling), the fish is bought for at VUV 300 per kilogram and on-sold for VUV 500 per kilogram, to cover costs of freight (140 VUV per kilogram) and maintenance of cooperative infrastructure. Fundraising and handicrafts prices are left to the producer themselves to decide however, there is a generally agreed price for items. Mats range from VUV 1000 to 1500 fans are VUV 150 - 250. This pricing structure indicates that there is a comprehension of the value of items. However, it is very limiting for producers especially in the local market and does not foster innovation or creativity.

[15] http://www.aniwaoceanview.com/

At the household level, money earned is used for paying school fees, buying food items from the store (rice, flour, oil) and fresh produce from the market in Tanna. The household budget is largely devoted to buying food due to the lack of productivity of gardens on the islands. Both husbands and wives together make decisions on how to use money. In houses headed by women, the woman herself alone decides how to use her money. Most people on the island do not have any savings as school fees are expensive and food costs are higher than other islands, where the majority of food consumed is grown in kitchen gardens. There is no bank on the island and access to financial services and savings accounts are limited. There is a savings and loan scheme on the islands and an NBV extension worker who comes to allow people to remotely access formal banking services, however the frequency and effectiveness of NBV visits is unknown.

Taboo kastom and social norms impact the lives of men and women on Aniwa. Women are particularly impacted in terms of economic opportunities. Social norms impact women's ability to fish, it is common belief that that women cannot fish from a canoe, because they 'don't know how' to canoe, canoes are seen as men's property and the ocean is seen as too dangerous for women. Kastom laws dictate that women are not allowed to touch canoes or take children to the place where canoes are stored during the *kastom* fishing season in August and September. For this reason women fish using a bamboo stick and line from the reef. Infrequently they fish from a canoe in the lagoon.

During menstruation, women are not allowed to touch food and are not allowed to go to the garden where yams are planted. This places increased pressure on other women within families to fulfil roles of women, such as cooking and gardening, who are limited (even temporarily) by taboo law. Likewise social norms also affect men, who do not participate in weaving, or making handicrafts. While this is not a taboo, it is because they see this activity as women's work and men participating would not be socially accepted.

Women noted that there is clear social hierarchy where men are first and women come second. Participants in the FGD gave the example that men always take prime leadership roles in community committees.

The main **challenges** which people on Aniwa face which impacts on their livelihood opportunities are the environment, transportation and storage. The Aniwa **environment** is harsh. Aniwa has low levels of rainfall and a high number of sunny days, making for drought conditions. Growing crops in these conditions is difficult. Community members often lack the basic water requirements for households and do not have the storage or sources to supplement gardens with additional water,

nor do they have water sources available at gardens. The strong sun burns young foliage and stunts plant growth. CARE is working with rural water supply to install tanks for storage of desalinated water; while this is expected to improve household water security it is unlikely to have an impact on gardens.

Transport remains a challenge for Aniwa, as it is for all outer islands in Tafea. Aniwa is serviced by flights twice a week. Planes are small, and are often at weight capacity which limits the amount that can be freighted. Planes are also often cancelled. Larger open barge ships dock in Aniwa irregularly, and scheduled ships are often cancelled or delayed due to weather condition. Community members often need to hire local 'banana boats' to transport items, or travel between Aniwa and Lenakel in Tanna, however this is expensive and can be dangerous in bad weather conditions.

Given large families and limited size of houses **storage** of items waiting to be freighted to other islands was highlighted as a challenge for community members. There is one solar powered icebox on the island, which was donated by the Department of Fisheries and is managed by the Ikaokao Fisheries Cooperative. Fishermen from Ikaokao village sell their catch to the cooperative who use this icebox for storage of fish and seafood before it is transported on to a buyer, such as the Tanna Fish Market. Community members identified a need for an icebox in each village, to store food for sale as well as food for community use. There is no common place to store fresh produce where it is safe from pest and environmental conditions; this is also true for handicrafts. Having a place to store handicrafts would also encourage women to produce a small surplus supply which can be sent on request. Currently women produce handicraft items when they receive an order from a buyer. This means that women do not have opportunities to sell items at short notice (such as when tourists or Ni-Vanuatu from other islands visit), they are placed under a large amount of stress when a large order is received and might not have the capacity to fill the order within the deadline.

6. Opportunities and recommendations

Opportunities

Small livestock project – there is interest in small livestock projects. Community members look on poultry projects favourably as they have income generating opportunity through egg sales and though selling chickens for meat. For this reason, they are seen as being relatively low risk. Post TC Pam, CARE established three poultry projects in Aniwa, one in each village, in each of these projects the chickens were sold, or eaten before they matured to the point of laying eggs. In two of the three villages, the infrastructure of the chicken projects remains. Comprehensive technical (for example

poultry) and farm management training should accompany any future projects in livestock. There is a market on the island for local eggs and chicken as a protein alternative to their staple of fish.

Handicrafts – Weaving is an established activity for women on the island, mats and fans being the most common item followed by baskets and traditional costumes (grass skirts). With increased access to markets, the women would have more opportunity to sell items. Providing women with training on using locally available plants to dye the pandanus leaf would give them a niche in the market and reduce the high costs associated with purchasing and importing chemical dyes. There is a small number of women weavers using up-cycled items such as old chip packets. More training could be given in up-cycling different items to sell to tourists. This would separate the Aniwa women from other islands who focus on weaving with panandus leaves.

Mamas preparing root crops for the solar dryer
© Mark Chew/CARE

Food preservation – The environmental conditions on Aniwa make it an ideal location for solar drying. Aniwa islanders have access to a solar dryer located at the Area Secretary's office. The solar dryer was provided by CARE in March 2017, at the same time 43 community members across the three villages also received training in building, preparing food, using the solar food dryer and packaging and storing preserved food. This is in the middle of the three villages and can be used to preserve food. Given the seasonal nature of Aniwa agriculture, where at certain times there is an oversupply of certain crops (December to February for mangoes and May to July for oranges), solar drying offers the opportunity to preserve those food for future use (out of season) within the community. Fish and manioc are also able to be preserved in the solar dryer. Solar drying creates products that are more resilient to long, arduous journeys. Several businesses in Vanuatu are interested in purchasing dried foods and spices either to sell or for use in their products (such as ACTIV's local chocolate, which they plan to flavour in the future, with chilli or pineapple).

Recommendations

Program Level

Engaging with communities to boost livelihood activities will require an assessment on how these activities will impact women and men differently to ensure that gender equality remains a focus of

the work. At the program level, all project staff should undergo refresher gender training to understand the Gender Equality Framework (GEF) and the principles of gender inclusion, as they relate to livelihood activities and the means by which their work can address these issues.

Future programming should focus on livelihood activities that are accessible for women, provide women with leadership opportunities and have the potential to lead to transformative change at the household and community levels. Handicrafts has high potential as this is an industry that is dominated by women at all levels. Focus on livelihood areas where participation from both men and women is common, should be accompanied by training which fosters gender equality, such as *Family Business Management Training,* a program currently run by CARE in Papua New Guinea. This has the potential to generate transformative change at the household and community levels.

Communities should be engaged and projects should be participatory from the design and planning stage and throughout the program. This ensures that groups are invested and interested in their livelihood project. Furthermore it gives the community ownership over the project which should lead to more sustainable outcomes. To foster greater sustainability, CARE should ensure that all community groups, cooperatives and committees it works with have participated in good governance training.

A key component of any future project in livelihoods needs to include programming around improving market access for local producers. Reliable access to markets remains a key challenge, especially for women producers, and should be a priority of CARE's future work within the livelihoods field. Producers in Aniwa are extremely risk averse, so establishing a formal network of buyers and support organisations would provide producers with a safety net as they begin engaging in the formal market.

Training in basic business management, financial literacy, pricing of items and simple marketing techniques, would be extremely beneficial, especially for women producers. Currently prices for handicrafts, fresh produce and food cooked for fundraising are negotiated amongst sellers and set at an agreed rate however there does not seem to be a clear cost analysis process in pricing items. For handicrafts and food production activities, awareness on market demand would be invaluable. Awareness should include helping people understand: what tourists want, what they most commonly buy, what they can and cannot take home (quarantine regulations in Australia and New Zealand) and what the local markets want. Such knowledge would allow producers to focus activities in areas with the most potential, reduce the risks in producing certain items and have the potential to foster creativity and innovation in the handicraft and food production industries.

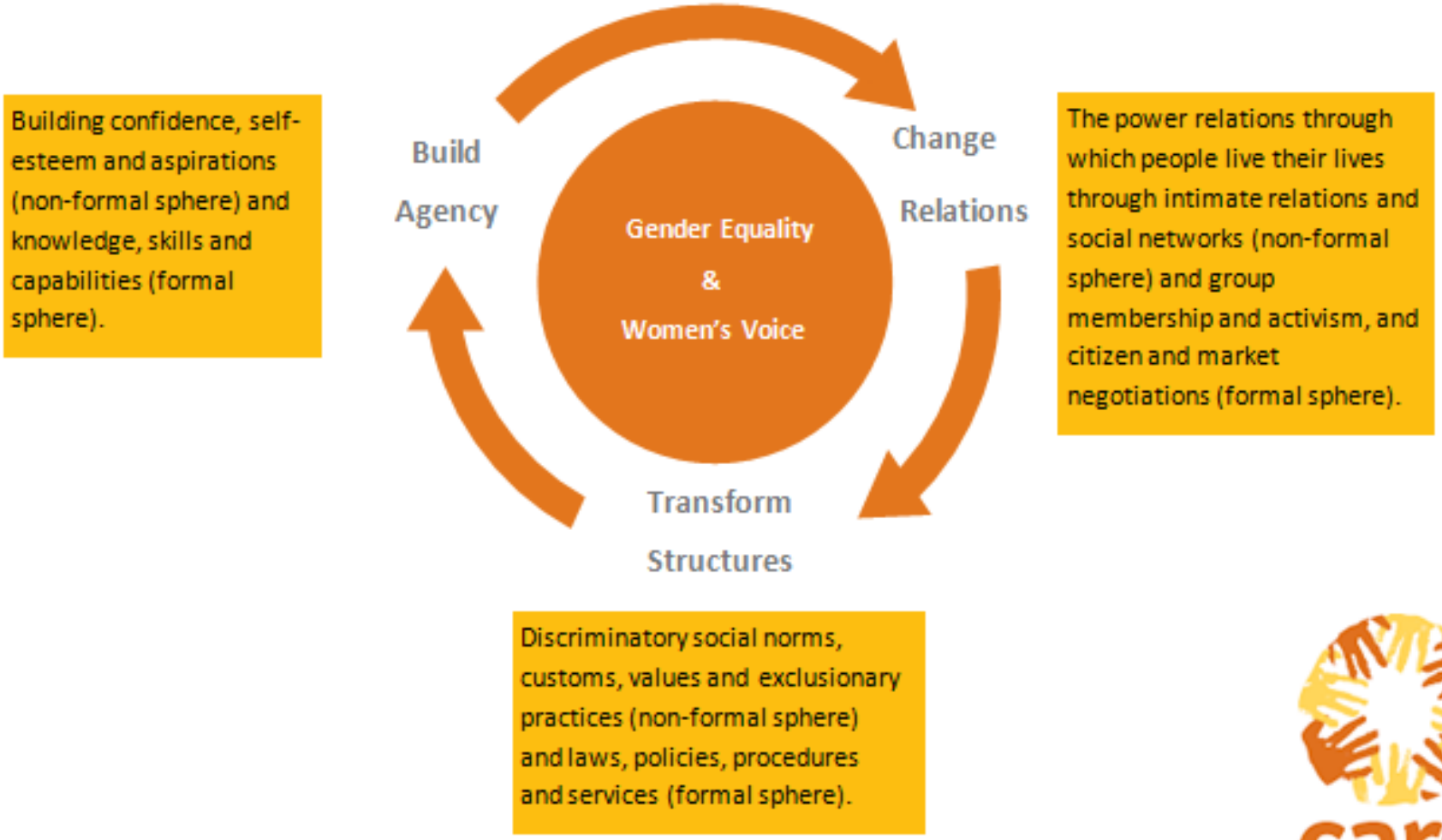
Partner level

At the partner level, CARE should establish and continue to develop, partnerships with organisations that can provide technical skills training such as FSA, Nasi Tuan and DARD. These organisations are aware of the local context and have the responsibility, interest and capacity to deliver technical training in livelihood areas identified by communities and CARE. CARE has limited ability to provide technical training, especially in areas of livestock and new farming practices. Maintaining a strong relationship with TVET also provides an opportunity through their system of contracting local experts in the field. CARE should ensure this training is comprehensive and that refresher training occurs at key times in the project. For example if the project is poultry-based, planning a follow-up training around the time the chickens should start laying eggs would solidify knowledge acquired at the start of the project, potentially more than six months before.

Establishing networks with social enterprises and businesses such as ACTIV and Vanuatu Direct, and fostering links between them and specific community livelihood groups would work towards addressing some of the challenges of access to markets, as well as offer the groups more opportunity for networking and skills development.

Annex 1

GENDER EQUALITY FRAMEWORK



care

Annex 2

Gendered Market Analysis Questionnaire – This questionnaire was delivered through the use of Kobo survey app on small tablets, and was originally produced and delivered in Bislama. The questionnaire shown below is a version of this which has been translated into English, by Millie Greaves

Intorduction: CARE I wok long fulup difren programs – resilience, WASH mo women's empowerment – Leftemap sista. CARE I wantem lernem mo long site blo market long Aelan blo yufala. Hao noa ol pipol long ples ia mekem mani, wanem jalenjes ol pipol I facem. Tu CARE wantem save wanem differences blong man mo women long site blong mekem mani, o mekem wan business. From tingting ia nao, mifala kam blong collectim ol information long ol difernet komuniti long Aniwa, blong save moa wanem oli stap mekem, mao wanem demands o opportunities blo market. Ol women oli kam blong oli manegem mo plantem ol kakae blong sapotem famili blong olgeta. Mo oli involve blong earmem income ikam long famili. From tingting naoia yumi kam long toktok wetem ol woman farmers mo ol man.

Date: _____

Interviewer:_____

Name:_____

Age:_____

Community:_____

How much time does it take you to walk from your house to your garden?

Is there a water source at your garden?

What do you plant in your garden?

How much food from your garden you produce? (Is it enough to feed your family?)

What do you plant in your garden in order to sell? (At the market, export to Vila etc)

Do you make or sell anything else? (Handicrafts, nuts, fish and seafood etc)

What do you make the most money from?

Where do you sell your produce?

When you make money what do you spend it on?

Who, in your house, makes the decision on how to use money?

How has cyclone Pam, El Niño, drought or climate change affected your garden, or other livelihood activities?

Can you access financial services or products? What kind of financial services?

Are you a member of any group in your community? What kind of group? How does the group function and make decisions?

How do people in the community help each other with livelihood activities?

Name some challenges you face with your livelihood activities

Name some support you need to improve livelihood activities

How do men (husbands, chief, sons, and leaders) support women in the community and in your life at home?

Do you feel that women have equal opportunity to make money, or to start a business?

Have you or the community received any support (training, assistance or a visit) from any organisation? Which organisation? What assistance was received?

Annex 3

Market Assessment on Aniwa March 2017

Focus Group Discussion Session Plan and Question Guide

Time	Activity	Descriptions/ probing questions	Facilitator
2 min	Ice breaker	Participant list Popo, banana, pomplomus, wotamelon game : no resources required	Millie Mala
10 min	Introduction to Market Analysis	CARE I wok long fulup difren programs – resilience, WASH mo women's empowerment – Leftemap sista. CARE I wantem lernem mo long site blo market long Aelan blo yufala. Hao noa ol pipol long ples ia mekem mani, wanem jalenjes ol pipol I facem. Tu CARE wantem save wanem differences blong man mo women long site blong mekem mani, o mekem wan business. From tingting ia nao, mifala kam blong collectim ol information long ol diferen komuniti long Erromango/Aniwa, blong save moa wanem oli stap mekem, mao wanem demands o opportunities blo market. Ol women oli kam blong oli manegem mo plantem ol kakae blong sapotem famili blong olgeta. Mo oli involve blong earnem income ikam long famili. From tingting naoia yumi kam long toktok wetem ol woman mo ol man farmers.	
30 minutes	Daily Clock Activity	What do women and men do in a typical day from waking up in the morning to going to sleep at night-2 group women & Men. Give each group a piece of flip chart paper and some markers, the groups should fill the day with all the activities and tasks that women do and one for all the activities and tasks men do from waking in the morning until going to sleep at night.	Facilitator: Photographer:

		Discussion questions: 1. What activities in the clock are not 'working' – cross them out 2. What often happens when women or men are not able to do all "their" work?	
1 hour	Focus Group Questions		
	Karen and agriculture questions?	• Yu planem wanem long Karen blo yu? • Karen blo yu I wea? hao mas taem blo walk I go long Karen blo yu • Wanem nao ol tool we yu stap usem blong mekem karen/ fishing/handicraft/poultry? Wanem nao thinkthink blong yu long sam simple tool we yu save usem blong reducem workload blong yu long saed blong Karen/fishing/handicraft/poultry?	Facilitator: Photographer: Note taker:
	What do you sell?	• Yu salem wanem kaen kakae mo yu salem weia? • Apart long Karen, planem fruits mo vegetables, wanem narafala activity nao yu stap mekem blo earnem income? • Wanem nao ol main activity blo ol woman? Wanem nao ol main activiti blong ol man? • Wanem item nao Erromango/Aniwa I stap exportem? Wanem item nao Aniwa/Erromango I stap importem? • huia nao I stap salem?	
	Gender and livelihoods	• Wanem nao ol main activity blo ol woman? Wanem nao ol main	

		activiti blong ol man? • I gat samfala activiti we ol woman I no save participate long hem? I gat samfala activiti we ol man I no save participate long hem? • Wanem type blong crops o products ol woman I save salem mo which wan ol man I save salem? • Ol price blo products yufala decidem hao? • Taim yu karem mani, yu usem lo wanem? Whu nao mekem decision blong usem mani? • Hao nao haushol blong yu is tap managem income mo savings? • Wanem item nao yufala pem long narafala aelan? From wanem?	
	What kind of collaboration and support is available for livelihood activities on Erromango/Aniwa?	• I gat eni grup long komunit blong yu? sapose yes, wanem nao oli stap mekem? Hao nao oli stap cooperate? Hu nao I stap mekem decision? (agriculture co-ops, womens groups) • Yufala gat eni committees long komuniti blong yufala? Wia nao olgeta? • Hao nao yufala helpem wanwan long yufala long komuniti blong mekem karen/ fishing/handicraft/poultry? (Decision making, land ownership) • Wanem nao samfala sapot wea yufala i nidim long saed blong	

		gardening? 3 main priorities • Wanem sapot nao yufala tink se ol man I save kivim? (husband, sons, Chiefs ect…/. • Yu kat eni narafala sapot I kam olsem treining or field visi, assistance? sapos yes, sapaot I kam lo wea? DARD, Vanwoods Churches, any other group?	
	Challenges	• Hao nao saeklon Pam mo klaemet jenis or longfala drae taem I stap spoilem ol kakai mo samting we yufala I stap salem? • Wanem nao samfala main jalens yufala I stap facem long livelihood blo yufala (karen/ fishing/ handicraft or poultry)? Hao nao yufala stap deal wetem?	
	Opportunities	• I gat eni livelihood opportuniti we yu save finem long komuniti/eria/aelan blong yufala? Wanem nao samfala opportuniti ya? • Wanem nao I stopem samfala opporuniti ya blo no save stat? • Wanem sapot nao yufala bae I nidim blong statem eni niu livelihood opportunity?	
	Cultural barrier	• Wanem nao somefala cultural barrier lo ples? Wanem nao I change?..	

Annex 4

Stakeholder Interviews

March 7, 2017	
1	Lennon, Area Secretary Aniwa
2	Martha , Women representative and CDCCC committee member Ikaokao, Aniwa
March 8, 2017	
3	Chief David, Imatu, Aniwa
4	Tony Maxwell, disability representative, Aniwa
5	Salome Kalo, Food preservation consultant, Pele
March 9, 2017	
6	Shirley Jacobus, Nutrition and cooking trainer, Wan Smol Bag (WSB), Port Vila
March 30, 2017	
7	Joe Iautim, Centre Manager, Tafea TVET Centre