Futuna Gendered Market Chain Analysis

CARE International in Vanuatu

24th November to 1st December 2016

Cover Photo: the road from Mission Bay to Matangi
Photo Credit: Millie Greaves

Contents

Acronyms	3
Introduction	4
Summary of opportunities and recommendations	4
Methodology	6
Institutional level	8
Futuna Island, community and household level	17
Opportunities and recommendations	23

Annexes

Annex 1: CARE's Gender Equality Framework	25
Annex 2: Questionnaire for Futuna Islanders	26
Annex 3: Focus Group Discussion session plan	27
Annex 4: Key Informant Interview list	31

Acronyms

ACTIV	Alternative Communities Trade in Vanuatu
CDCCC	Community Disaster and Climate Change Committee
DARD	Department of Agriculture and Rural Development
FSA	Farmers Support Association
GBV	Gender Based Violence
GEF	Gender Equality Framework
MTTCI	Ministry of Trade, Tourism, Commerce and Industry
NDMO	National Disaster Management Office
NBV	National Bank of Vanuatu
PLWD	People Living with Disabilities
SPC	South 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 Futuna Gendered Market Chain Analysis a coordinated research project co-funded though the DFAT supported *Leftemap Sister* Program and PACAM supported *Yumi Redi* Program.

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 Futuna Market, its industries, opportunities and challenges aims to identify the current key markets for women, opportunities which are, or could be available to women as a livelihood. The report also aims to inform CARE programming in Futuna and to support market players in the development of products and services to meet market needs.

In economies such as Vanuatu where a high parentage of the population engage in farming, either for subsistence or for livelihoods, the link between food security and livelihood is strong. In Tafea 85% of the population are subsistence farmers.[1] In CARE's resilience *'Yu Mi Redi'* program 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.

This assessment analyses the Futuna market as a whole, with a gendered lens which allows roles and responsibilities of men and women in livelihood activities to be taken into consideration. This Market assessment was completed to identify key markets which could then lead on to a detailed market chain analysis on a specific market chain or industry.

2. Summary of Opportunities and Recommendations

- Handicrafts offer the best opportunity to give women access to livelihood opportunities. It is a well established industry in Futuna, and weavers are already highly skilled and well known across Vanuatu for their high quality products.

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

- A handicrafts cooperative set been set up however it is not yet fully functional and does not have the full support of the community.
- Training in governance, business and financial management and sales needs to be addressed to ensure the sustainability of a cooperative group.
- CARE has a strong reputation on Futuna as an organisation that has been involved in the development on the island for a long time. Strong relationships, especially with the CDCCC exist, and this benefits CARE's work in Futuna.

Recommendations:

Program level:

1. Ensure all program staff understand the Gender Equality Framework and the principles of gender inclusion, as they relate to livelihood activities and the means by which their work can address gender issues
2. Work at all three levels of CARE's Gender Equality Framework (GEF) as suggested 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: Women's ties with husbands, children, siblings, parents, neighbours, communities and authorities. These individuals influence a women's life directly and profoundly	• Encourage ownership and collaboration in community 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,	• 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

economic markets, religion, education systems and kinship.	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

- Continue to work with the provincial government and further coordinate with government departments and organisations working in the area of handicrafts in Futuna. Handicraft are and increasing priority for government, with specific projects around handicrafts being run by TVET. Groups include: the Department of Cooperatives, TVET and South Pacific Community (SPC).
- Identify the key markets for handicrafts in Vanuatu – primarily on Efate (Port Vila), Tanna and Aneityum, (which hosts Mystery Island – part of the Cruise ship circuit). Facilitate relationships between community and key organisations to open up access to markets in the handicraft sector.

3. Methodology

Building on a previous market assessment by CARE in Tanna[2] , this report takes the same methodology, but in the Futuna context. The research undertaken at the institutional level has been adapted and updated to fit the current context. The previous report used CARE's Women's Empowerment Framework (WEF) to guide methodology in collecting data. Since this time, CARE has developed a new framework, the Gender Equality Framework (GEF). This assessment was guided by the methodology used in the Tanna assessment while also taking into consideration the GEF.

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 in 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

[2] **Market Situation Analysis** by Anna Cowely CARE International in Vanuatu July 2015

- Types of farming activities and methods of farming including crops, livestock and fishing
- Social norms which discriminate by gender

- Resources
  - Access 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 Futuna**

   A questionnaire (annex 2) was developed with input from key staff and based on a tool used in the previous assessment. The questionnaire was translated into Bislama and uploaded onto tablets using the Kobo platform. The thirteen interviews were conducted with primarily female community members (70%) from three villages in Futuna and interviews were scheduled to suit the availability of participants.

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

   The team conducted FGD in each of the four communities on Futuna. The groups were split into female and male sub-groups and completed the '24 hour clock' activity prior to the FGD to explore the gendered division of paid and unpaid labour.

3. **Stakeholder interviews in Futuna**

   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. Interviewees were asked about livelihood opportunities for men and women in their community, what challenges they, and other faced in participating in livelihood activities and whether they had any ideas for new business opportunities.

The data collection occurred over 8 days on Futuna Island followed by interviews with key stakeholders and organisations on Tanna.

4. Institutional Level:

This section details the different player in the market at the institutional level and how they interact or impact with the Futuna market, specifically women in their livelihood activities.

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."[3] In TAFEA, DARD has 10 extension officers, six on Tanna and one each on the other islands of Futuna, Aniwa, Erromango and Aneityum. The officers aim to build community capacity to improve farming techniques to prepare for disasters and population growth; both factors limit the amount of land available for families to farm. This contributes to a high likelihood of food insecurity and provides the rationale for DARD to work with the Minitry of 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 occurrence of pest infestations, and has the added benefit of allowing farmers income while waiting for 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 farmers and provide information. DARD staff are further challenged by lack of infrastructure (DARD office in Tanna was destroyed by TC Pam) as well as access to transport to travel around the islands.

Department of Tourism

The Department falls under the Ministry of Trade, Tourism, Commerce and Industry which aims to

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

develop tourism, commerce and industry through promoting and facilitating increased investment and trade. The Ministry's mandate[4] 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. Yasur Volcano on Tanna receives approximately 20-25,000 visitors per year and the means to add value to their 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 and large amounts of available fish, 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. 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. Adequate storage for food items would allow increased quantity of higher quality produce to be delivered to local 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 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 in production of handicrafts including art, music, 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.

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

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."[5]

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 Programme (UNDP). It became registered as an NGO in 2001 and is now the largest microfinance organisation in Vanuatu. While VANWODS' objective is the economic 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.

On Tanna, VANWODS staff visit its centres around the island on a regular weekly basis. The centres are run by office bearers, all of whom are women who are voted in for one-year terms. The short

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

terms are deliberate and aimed at enabling multiple women to learn and take turns leading as president, secretary, treasurer, auditor and project manager. Members are able to open savings accounts with VUV 1400 (AUD 17.50) of which VUV 1000 is their opening balance, VUV 200 is for a passbook and VUV 200 is for VANWODS. They are required to deposit VUV 200 (AUD 2.50) every week. After one month they are able to get a loan of up to VUV 10,000 (AUD 125) and long-term members with good repayment records are able to get larger loans of up to VUV 250,000 (AUD 3150). Since TC Pam however, loans have been put on hold and many members are resigning from the groups and withdrawing all their funds as they need money as their livelihoods have been destroyed by the cyclone.

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. Women are said to be good at saving for school fees and household needs while men tend to spend money on kava. With Tanna being more traditional and the male-dominated culture difficult to change, much burden is placed on women. Men were described as presenting challenges for their wives when they don't support them and complain about the women joining VANWODS. Later however, many come to see the benefits to their families of their wives membership and are proud when their wives take on office bearer roles in centres.

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. Another product is VANWODS Toktok, a bi-weekly financial literacy radio program with the aim of educating listeners on how to manage their money to benefit their family and business. In addition to information about VANWODS' services, stories of successful clients are shared for motivation.

VANWODS has not yet reached Futuna and their Tanna office is currently at capacity in terms of work to staff ratio.

Vanuatu People's Investment and Equity Fund

The Fund was established in 2013 with the aim of Ni-Vanuatu building their own financial system. A total of 42 finance centres have been established around the country to date, with five on Tanna and

an additional centre for TAFEA's outer islands. VPIEF claims to have 40,000 members,[6] 4,000 of whom are on Tanna. 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 sandlewood, 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.

Challenges include farmers' growing of multiple crops, their manner of working individually, and of focusing on the crop with the highest current price. The Fund encourages its members to work together and to take a commercial approach to farming so that buyers, especially in the international market, can be assured of supply regardless of price variations. Starting over again after TC Pam has also presented difficulties.

[6] http://www.vpief.com/

National Bank of Vanuatu (NBV)[7]

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." During the past year a new branch was opened at White Sands, Tanna, contributing to the NBV network of 30 branches. Banking operations in rural areas remains a major challenge, although NBV continues to build its rural presence. There are no branches on Futuna, however NBV reaches Futuna Island though an extension worker who goes out to the island. In some communities, every couple has a bank account with the NBV, however it is unclear how accessible and useful these accounts are. There is also a large amount of distrust in this 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 Bank'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 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

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

- 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.

The Catholic Mission in Port Vila allows FSA to use part of its cattle farm for research purposes so new techniques or crops are tested in Port Vila, at the Napil Rural Training Centre (RTC) in Middlebush Tanna, and in Malekula before being shared with farmers. FSA also runs a weekly survey at the local markets to keep track of what crops are in the market and when, which shapes FSA's work with farmers to extend the season for particular crops and thereby improve livelihoods. FSA produces booklets aimed at helping farmers who are raising chickens, pig farming or growing vegetables or vanilla. Apart from the 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 varieties of kumala.

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."[8] 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

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

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 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 & tamanu. These are high value oils that are easily produced 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 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.

ACTIV works with a variety of partners including UNDP to purchase pandanus from Malekula to share with women's groups in the Shepherd Islands to help them to recover from Cyclone Pam - and the Australian Centre for International Agricultural Research (ACIAR), for which ACTIV is the Vanuatu partner for a regional project on cocoa.

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.

Vanuatu Direct[9]

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 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

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

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.

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 which details their livelihood activities and opportunities.

Futuna, in comparison to other islands in Vanuatu would be considered fairly gender progressive. Men often share jobs traditionally reserved for women, such as cooking, cleaning and child care. Importantly it was noted during community FGD and one-on-one interviews with both men and women that at the home both men and women take part in decision-making, husband and wife teams discuss house-hold decisions together. It was also noted across all communities that women have control over the money they make individually from livelihood activities, however most women commented that their decisions on use of the money was limited as after prioritising household costs and school fees, there was no excess income.

The island has a strong focus on education. The Tuta Fanua'ariki School, from year one to year ten, has an excellent reputation in the province and more widely in Vanuatu and hosts boarding students from as far away as Pentecost and Espirito Santo. The majority of community members are educated up to year ten with many then choosing to continue their education by boarding in Tanna or Port Vila to finish their formal schooling.

Economic opportunities

The eight-day assessment across four communities in Futuna found that there are two main livelihood activities on the island: fishing and handicrafts. These two activities are highly gendered, fisheries being a male dominated activity, and handicrafts being female. While both men and women take part in both fishing and handicraft activities to a degree, the earning of money in each

activity is for the majority limited to men for fishing and women for handicrafts. Fishing and handicrafts were consistently identified in every community (Mission Bay, Matangi, Iasoa and Herald Bay) as the two main economic activities and economic opportunities, with growth potential in Futuna.

Both fishing and handicrafts have established cooperatives on the island to help the individual seller. However the handicrafts cooperative is relatively new, and not yet fully functional.

Fisheries: Fishing is the main source of income for many families in Futuna, and is largely managed by a successful cooperative that operates out of Mission Bay, in Mission Bay, strategically located close to the airport. Fishing as a livelihood activity is dominated by men, while women take part in fishing at a household level (fishing from the reef with a bamboo rod), culturally they are not allowed to fish from canoes and can only participate in fishing to provide food for their family, not as an economic activity. All cooperative members are male.

The cooperative buys fish from members, giving the money directly to the people who fish or into their membership account. The cooperative then manages selling these fish onto contacts on other islands, primarily Tanna and Efate (Port Vila). Wahoo, flying fish, tuna and poulet fish are main catch for sale and there is also a market for lobster. The cooperative has succeeded in building a market house, complete with a solar-powered freezer that allows catch to be kept until the next flight to Tanna, (bi-weekly on Tuesdays and Thursdays). This has helped the cooperative in its focus on improving quality and increasing the amount of catch sold. In the past, fishing for the purpose of selling to other islands, could only occur in the day before a flight thereby reducing the ability for people to earn an income from fishing.

Local man prepares Poulet fish
Photo credit Mark Chew

The majority of fish caught through the cooperative is transported to Tanna and Port Vila, where fish attract a much higher price than locally. There was a suggestion from two communities that having an icebox in the village would further aid people who fish in reducing their workload (transporting all fish to Mission Bay at the end of the day) and enable fish for local consumption to be kept for longer.

Challenges faced by people who fish on Futuna

Infrastructure: the small number of good quality boats and equipment makes fishing trips and

transportation difficult and boat hire expensive. There are no trucks on the island, people can only walk or take a boat to get from place to place. Lack of reliable communications infrastructure was also noted as a challenge because contact with other islands, networks and buyers has been difficult. The telecommunications provider TVL had just upgraded the network tower the week before CARE staff arrived in Futuna and so this challenge may be reduced in the future.

Environmental factors: The community said that weather pattern changes have affected and changed the fishing season which they attribute to climate change. Fish stocks have also been depleted. Community elders commented that the abundance of viable fish stocks, once seen from the cliffs around the island have changed over the past decade. Furthermore reefs around the island have suffered from an influx of Crown of Thorns Starfish. The infestation was problematic until TC Pam in March of 2015, when the starfish population declined and numbers have not reached outbreak level.

Handicrafts: Weaving of mats, baskets, fans and other handicrafts is the main source of income for women on the island. Although this activity is female dominated, and it is only women who weave. Men participate by planting and harvesting pandanus and rolling it to be stored. Pandanus leaves are harvested dry and then rolled and kept for one year before being woven into products. Handicrafts are used locally, and sold in inter-island trade, generally through family networks. The majority of products consumed locally (about fifty percent of all products made) are woven as gifts and donations, given to friends, churches, dignitaries, important guests and school graduands. The products that are exported are sold through family networks in Tanna and Port Vila, and in less common cases to Mystery Island (a small island off Aneityum). Mystery Island hosts a cruise ship port, and in 2017 there are 124 cruise ships scheduled to dock[10] servicing 219,896 passengers.

Woven Mats offered during *kastom* ceremony
Photo credit Luke Bambery

Individual Mamas who produce handicrafts set the prices of their items based on size and amount of pandanus used, as well as the quality of the weaving.

[10] http://www.cleancruising.com.au/port.asp?port=VUMYS

Pandanus tree
Photo credit Millie Greaves

Handicraft producers are currently facing challenges which affect the production and selling of goods. The primary concern for handicraft producers at the moment is the pandanus grown and used on the island is infested with disease which is causing the leaves to discolour, develop holes and become brittle. This makes the leaves unusable for high quality weaving. This is a new concern which has arisen since TC Pam hit the island in March 2015. While this is a relatively new issue, the impact could have long-term effects as the pandanus is harvested and stored for a year before use in weaving. As the stores of high quality pandanus decline, weaving projects in the future will suffer. If producers are forced to use poor quality pandanus, the quality of the weaving will drop which will result in lower prices earned from products, despite the same amount of time and effort being put into weaving.

The informal selling mechanisms currently in-place for selling handicrafts have also been a challenge for producers. Many of the women interviewed indicated there many weavers were not receiving money from the sale of products for up to one year (and ongoing). Although it is unclear why this is, some mamas suggested that family networks on other islands would borrow the money made from the baskets sales, and then not be able to repay for several months. SPC conducted a scoping of Futuna handicrafts and reported that it was unclear if the family links were taking a commission on the sales, and if they were not this would not encourage them to actively sell products.[11] One mama who sells directly to a contact in Aneityum (Mystery Island) had not received any income from three separate shipments of handicrafts sent, however she continues to send products to this contact as she sees no other option.

In July 2016, the Director General of the Ministry of Trade, Tourism, Commerce and Industry (MTTCI) visited Futuna to formally launch the ***Tuta Fanua Ariki handicrafts cooperative***. The goal of the handicrafts cooperative is to enable better access to markets through creating formal wholesaling links. However, up until now the handicrafts cooperative remains unregistered with the Department of Cooperatives. In the six months since it was established, it has only registered seven members, the interim committee would like to reach twenty-five members before the cooperative is registered and starts officially. With a membership fee of VUV 2000 per person, a membership pool of twenty-

[11] SPC report

five mamas would allow VUV 50,000 for start-up capital allowing the cooperative to pay members for products immediately, and sell them on.

The cooperative currently has one buyer, Smith Pakoasongi, from the Department of Cooperatives based in Tanna. The cooperative committee did not know what the Paksonsongi does with the baskets he orders, where he sells them, or how much for. Currently Paksonsongi has made three small orders of around twenty baskets and sells them on to Whitegrass Resort in Tanna, which sells bags for between VUV 800-3000.

Futuna Bags transported to Tanna for sale
Photo credit Millie Greaves

While a handicrafts cooperative would reduce seller risk to individuals, and potentially allows for a much bigger market therefore more sales and higher income for individuals, the cooperative has been thus far unsuccessful in operating due to several key factors which came out in informal discussion with individuals. There are high levels of distrust in the committee from women across all four communities on the island; distrust stems from poor information sharing and consultation when the cooperative was formed. Community members are unsure of what the membership fee is used for, and how the cooperative will operate. Several women indicated they were unimpressed with the way the committee was set up, and is operated. Community members told the field team that the interim committee was selected by the Area Secretary without any community consultation; this has lead to feelings of resentment amongst those who were not selected or involved in the process.

It is also clear from discussion with the president of the interim committee that while the goals of the cooperative are understood, there is little understanding of how these can be achieved, and there is a clear need to build up knowledge and skills in business and financial management, book keeping and asset or stock management. The president was also adamant that the mamas on Futuna had no interest in other potential economic activities, only weaving.

The cooperative has no physical location such as a market house to hold items or act as a place for women to come together to weave. Whilst it is not a requirement to function as a cooperative, women who participated in the study noted that a designated neutral place to work and house products would help establish more trust as well as a sense of ownership among members.

As the situation has now lingered on for six months without officially starting, community members who were once interested in membership of the cooperative are impatient and pulling out of the project. Other mamas have not joined because the membership fee is too high and there are no other options, such as payment in kind (giving handicrafts to the value of VUV 2000) for cost of membership fee.

Agricultural products have limited potential both in a local market and in export to other islands. Locally there is a continued culture of each family maintaining their own garden; families place a big emphasis on food security through maintaining their own gardens and being self-sufficient. In a community which traditionally has not traded with cash, there is a culture of asking a price of only what a person can pay for, for example VUV 10 for a pineapple. While selling of fruits and vegetables on an informal level exists, it is at a very small scale, and while there were calls in some communities for a market house to formalise a market on the island, other groups insisted a market was not a viable possibility due to the local culture, which many community members are interested in maintaining.

Exporting agricultural products does not occur on a regular basis, as transporting agricultural products to other islands is difficult and expensive. Transporting freight on a plane is not cost-effective and boats do not come not frequently or on a consistent schedule and the time to transport results in a high spoilage rate. Villagers in remote communities also have difficulty transporting their goods to the airport at Mission Bay without spoilage and so this impacts the viability of agriculture as an economic industry for the island. Thus the agricultural products produced on Futuna cannot be cost competitive with those produced on Tanna.

Other opportunities **identified by community** members were:

Sandalwood: Between the years 2000-2012, Futuna sold 27 tons of sandalwood; it was sold on an ad-hoc basis to passing ships. There was no formal arrangement for buying/selling. Community members reported lots of waste, cutting the trees too early, getting a smaller price rather than wait for optimum harvesting time. The practice was unsustainable. Community leaders in Mission Bay recommended a cooperative or association to regulate the industry; ensuring it is sustainable and wood is high quality.

Kava for local market: Kava is grown in the island but demand outweighs production and plants are often harvested early in order to meet demand. The majority of kava consumed on Futuna is imported from Tanna.

A ***local Restaurant*** and kitchen attached to church for local market would help women earn money through the ;local community which women suggested would could potentially be more stable and provide a more constant stream of income than exporting good, which would require a network and stronger business skills.

Aquaculture: tilapia fish, prawn or marron farm to supplement local and inter-island markets, reduce fishing pressures on local reef fish and reduce the workload of community members in catching fish either to sell locally or consume in the home.

Selling phone credit (refill cards) in the local market: TVL has recently upgraded the tower on Futuna and phone reception is fairly good in Mission Bay and Herald Bay. This will help improve inter-island communication and has generated new economic opportunities on the island. The upgrade was intended to allow 3G access on the island, although it is unclear whether access to the internet will be reliable at this point.

6. Opportunities and Recommendations

Fishing is a major source of income on the island but is an economic opportunity only available to men. As an industry for the island, it has already a successful cooperative operating, with members from all communities. In order to address livelihoods and economic opportunities inclusive of women in Futuna, the strengthening the production and selling of handicrafts offers an opportunity to ensure that women are involved in an economic activity and have high levels of control over the process of production and the income generated through sales.

The handicrafts industry in Futuna is well established in terms of reputation, quality and creativity and has a huge potential to grow in terms of sales. In order to develop this potential, there is a need to strengthen participation in the current cooperative or develop a similar style body. This will help members more easily access the growing the market bases of Port Vila, Tanna and Mystery Island. The potential markets for handicrafts are wide and growing in the region with the increasing tourism on Tanna and investments in tourism from the government and TVET. Activities include: setting up a tourism call centre, rebuilding and refurbishing bungalows and establishment of a market at the Mt Yasur Volcano entrance and a wholesaler in Tanna for the redistribution of handicrafts.

There is now a variety of invested players in Futuna, especially in the handicrafts sector and coordination with these groups is vital to ensure the success of any program. It is important that CARE engage with the Department of Cooperatives and SPC on the work they have done with the

handicrafts cooperative and their planned work. SPC has indicated an interest in pursuing a project in the area of handicrafts and tourism. Understanding their interest and coordinating on this project is vital to ensure we are not duplicating work or promoting conflicting projects. As CARE has been working in Futuna for an extended time, have a strong reputation on the island, as well as good community knowledge, and local staff this experience could add value to a potential partnership arrangement. SPC being Fiji-based could benefit from the local knowledge CARE has of the region.

Collaboration with the Department of Cooperatives would also be important for an effective project as the Department have been involved with Futuna communities for some time, have established a fisheries cooperative and a handicrafts cooperative which is yet to be fully functional. Currently the Handicrafts Cooperative Tuta Fanua'ariki's only buyer is a staff member from the department who then sells products on to resorts and the airport shop in Tanna.

If CARE was to pursue a project on Futuna a clear process of engagement with the Tuta Fanua'ariki Handicrafts cooperative, members and handicrafts producers would need to be defined. In order for a cooperative to be successful, it must have buy-in from community members and handicrafts producers, for this to occur a sense of ownership over the cooperative has to be established in its members, both current and potential.

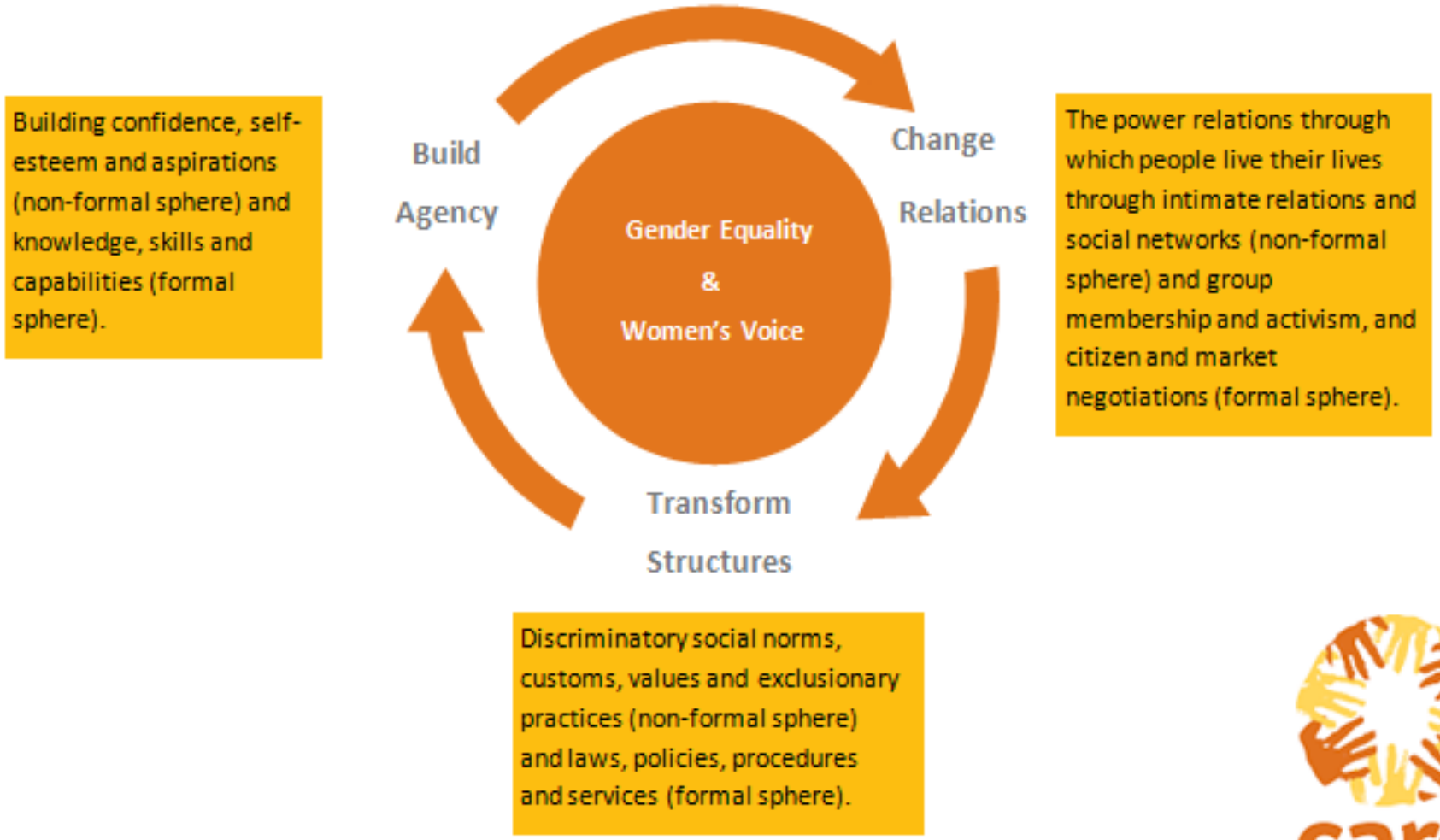
If the cooperative is to be supported, the committee and the cooperative members should be trained in good governance, business or cooperative management, financial management and bookkeeping, sales and communications and basic stock and asset management practices. CARE could potentially partner with TVET to deliver this training. TVET has already been identified by the Department of Cooperatives as a training provider to cooperatives requesting assistance.

Long-term sustainability of the project would need to be addressed though looking at how the market Futuna accesses can be expanded. A successful and stable cooperative should have several regular buyers. CARE could possibly assist by facilitating relationships with key organisations such as ACTIV, Vanuatu Direct, new and mama's handicraft wholesale market in Tanna and the market at Mt Yasur Volcano entrance.

CARE and TVET could also facilitate links between the Tuta Fanua'ariki Cooperative and the Malampa Handicraft Centre, which has strong experience in developing a viable cooperative. Establishing a relationship between these two fairly remote groups could help foster skills transfer and creativity and diversity in types of handicrafts made in both locations.

Annex 1

GENDER EQUALITY FRAMEWORK



Annex 2

Questionnaire

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 Futuna, 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:_____

Where do you plant your garden? How far is your garden from your house? What do you plant in your garden? What do you plant to eat at home and what is planted to sell?

Do you sell or make money off any other activities? What activity do you make the most money from? Where do you sell your products?

When you do make money what do you use it on? Who decides how to use money in your household?

How has Cyclone Pam, El Nino, drought or climate change affected you livelihood activities (Garden, fishing, handicrafts, poultry etc)? What tools do you use in your livelihood activities? What simple tools do you think would reduce your workload in your livelihood activity?

Do you have access to financial services or products?

Are you a member of any community group or committee? How do community members help each other to make their garden, go fishing, create handicrafts etc?

Name some challenges you face in your livelihood activities? What support do your need?

How do men (husbands, sons, chiefs, leaders) support women? Do you feel that women have equal opportunity to make money or to start a business?

If there any support or training that has been offered or held in Futuna? Who provided the support or training?

Note: this questionnaire was taken with the assistance of the online platform Kobo – and was originally in Bishlama – translation provided by Amelia Greaves

Annex 3

Focus Group Discussion

time	activity	Descriptions/ probing questions	Facilitator
10 mins	Ice breaker		Mala
10 mins	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 difernet komuniti long Futuna, 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.	Mala/Anita
1 hour	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.* Discussion questions: 1. What activities in the clock are not 'working' – cross them out 2. What happens daily and what doesn't? 3. What often happens when women are not able to do all "their" work?	Lisa
1 hour	Focus Group Questions		

	What do you grow? And What do you sell?	• What do you grow? Where do you grow it? What do you grow/produce/catch to eat at home and what do you grow in order to sell it? Where do you sell it? Yu planem wanem mo long weia, Yu salem wanem mo yu salem weia?	Anita Millie note taker
	What do you sell?	• Other than gardening growing fruit and vegetables, what activities do you undertake to make earn income? *wanem samting nao yu mekem blo mekem mani* • What tools do you use in livelihood activities? What ideas do you have for items that would reduce your work load? *Wanem nao o tool wea yu stap usem blong mekem karen/ fishing/handicraft/poultry?* *Wanem nao thinkthink blong yu long sam simple tool wea yu save usem blong blong reducem workload blong yu long saed blong Karen/fishing/handicraft/poultry?* • What are the main livelihood activities for women? What are the main livelihood activities for men? • Are there any activities that women can't participate in? Are there any activities that men can't participate in? • What items are exported from Futuna? What items are imported to futuna? • Who does the selling? • What types of crops/products women are able to sell and which ones men are able to sell. We also want to know if women do not sell the product, are they part of the decision on setting the price? Do you they know how much their husband sold it for? Did they benefit from the income earned?	
	What kind of collaboration and support is available for livelihood activities on Futuna?	• Are there any groups or coops in your community? What do the groups do? How do they operate? Who makes decisions (agriculture co-ops, womens groups) *yu stap joinem any grup long komuniti blong yu? Wanem kain grup? Hao nao grup I wook mo whu I stap mekem ol decisen long grup ia?*	

		• Do you have any committees in your community? What are they? What is their role? Have they been successful in achieving goals? • How do you help each other in farming in your community? (Decision making, land ownership) *hao nao yufala helpem wanwan long yufala long komuniti blong mekem karen/ fishing/handicraft/poultry?* • What further support do you need for gardening/livelihood? 3 main priorities- *Wanem nao amfala sapot wea yu nidim? 3 main priorities?* • What kind of support do you want to get from men (husband, sons, Chiefs ect…/. *Hao nao ol man(hasband, pikinini boy, chief or leaders lo komuniti blong yufala) oli sapotem ol woman* • What support do you get-any extension training, field visits, Assistance, etct..? From where? DARD, Vanwoods Churches, any other group? *Yu kat eni sapot I kam olsem treining or visit wea eni parthner I providem (agriculture……..)*	
	Household finances and decision making	• When you get money what do you use it for? Who decides how money is used? *Taim yu karem moni, yu usem lo wanem? Whu nao mekem decision blong usem moni?* • How do household manage income and savings? • What items do you buy from other islands (imported)? Why?	
	Challenges	• How has cyclone Pam, climate change or drought affected what you grow/make and sell? • What are the main challenges you face in livelihoods and how do you deal with them? *Wanem nao samfala jalens yu facem long karen/ fishing/ handicraft or poultry?* • What further support do you need for gardening/livelihood? 3 main priorities- *Wanem nao amfala sapot wea yu nidim? 3 main priorities?*	

	opportunities	• Are there any livelihood opportunities you can identify on Futuna? Why where these identified? • What has stopped these identified opportunities from starting? • What support would be required to start any new livelihood opportunities?	

Annex 3

Key Informant Interviews

October 31st - November 24th, 2016		
1	Joe Iautim, Centre Manager, Tafea TVET centre	7771076
2	Sandrine Wallez, Director, Alternative Communities Trade In Vanuatu (ACTIV), Port Vila	
3	Jill Greenhalgh VSA Research/Information Adviser, Farmers Support Association, Port Vila	25117
4	Fred Forau, Resilience Coordinator, CARE International in Vanuatu	
5	Lisa Thomas, GESI officer, CARE International in Vanuatu	7756379
6	Mala Silas, Economic Empowerment Office, Women and Girls, CARE International in Vanuatu	7116764
November 24th – December 1st 2016		
4	Toka Yajipu, Area Secretary Futuna	
5	Clera Taman President Tukua Fanua Ariki Handicraft cooperative Futuna	
6	Isaac Seru, Chariman, Fisheries cooperative, Futuna	
7	Clera Fred, Champion Weaver, Herald Bay, Futuna	
8	Samson Shipper, CDCCC committee member, Ishia, Futuna	