Small Business Moorea V.1

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Protocol status: In development
We are still developing and optimizing this protocol

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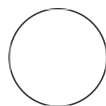
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ABSTRACT

Sustainability is a hot topic in French Polynesia. For example, the South Pacific Tourism Organization launched a Sustainable Tourism Policy Framework with goals extending to 2030. The Blue Climate Initiative, an ocean-centered environmental program, addresses sustainable projects including wave energy converters, carbon offsets, and tourist taxes.

While these large-scale projects will positively impact French Polynesia, they do not empower small businesses. This excludes many locals from the green transition. By understanding the current market landscape, this protocol will address the question: **What do small businesses in Moorea need to transition to more sustainable practices?**

MATERIALS

Printer
Laptop
Tahitian and French speaking ability, or finding someone else on your team who can speak Tahitian and French

Defining a Small Business

1   This project defines a small business as any business that is not part of a larger conglomerate.

Defining Industry Type

2   Outreach will be focused on only food businesses in Moorea. This includes restaurants, snack shacks, grocery stores, food trucks, food producers, and roadside stands. It does not include other businesses that also sell food (ie., a clothing store that also sells cans of juice).

Defining Geographical Parameters

3   outreach will be conducted by splitting Moorea up into its 5 major areas: Ha'apiti, Papetō'ai, Papa, Te'avaro, and 'Āfareaitu

Finding Businesses

4   During less busy hours, at least one researcher who speaks both Tahitian and French will drive on Moorea's main road and side roads, stopping at every food business they see.

4.1   Using Google Maps is not as effective because not every business in Moorea is listed online.

5   Because businesses open at various times throughout the day (there are special events such as the Maharepa Flea Market and times when sellers are near the ferry building) this process must be repeated once in the morning, at lunch, in the early afternoon, and late afternoon.

Initial Interactions with Business Owners

6   1. If the business is open, the researcher can introduce themselves have an informal conversation about the goal of the research project and ask if they are willing to complete a

survey and/or discussing their experience with sustainable operations transition (see Protocol References)

7 If the business is closed, the researcher leaves a note (see Protocol References)

Track Initial Interactions

8 Complete the Sample Outreach Tracker for every business contacted (see Protocol References). This data will not be used for analysis, only to track outreach.

8.1 If businesses are willing to participate, in the "Next Steps" on the Tracker, note the formal meeting will be scheduled and the business owner's contact information.

8.2 For businesses that are closed, Reach out to the business owners (online or via phone) and make note of this in "Closed Business Outreach". Reach out to the business owners (online or via phone) and make note of this in "Closed Business Outreach." Update business participation based on the business owner's response. If businesses do not respond, research business hours and repeat step 6.

Data Collection

9 Participating business owners will complete a survey about their current sustainable operations, any problems they encounter, and future plans (see Protocol References)

10 Participating business owners have the option to participate in an informal interview.

10.1 Set the interview at a time that is most convenient for the participant.

10.2   Ask the participant to record audio and record them only with consent.

10.3   Instead of asking technical questions, have an informal conversation while taking notes.

10.4   Note any key quotes. Review recordings if available to ensure accuracy.

10.5   Do not make generalizations, ensure ideas are adequately communicated.

Data Analysis

11   After the 90-day data collection period or once all businesses have been contacted, use Google Sheets to analyze responses to highlight various pain points, strengths, opportunities, and threats to sustainable business development. Display the information on various charts.

12   Create a document of key quotes and ideas from interviews and surveys.

Data Sharing and Community Engagement

13   Email data to survey participants and thank them for their participation. Invite businesses to participate in the farmers market fair (see Meaningful Outreach on the research proposal for more information).