

6.1. The Pillowcase

While the legacy title 'The Pillowcase Project' has been retained in each of the six piloting jurisdictions, there is strong evidence of inventiveness and ingenuity on the part of national societies in lighting upon a contextually and culturally appropriate alternative receptacle to the pillowcase. In Vietnam the pillowcase was replaced by an orange floating backpack given the ubiquitous presence of water and flooding in people's lives. In both Mexico and Peru, the pillowcase is seen as outside the experience of the majority of the lower income population. It has been replaced by, respectively, a pull-to string bag and an emergency draw bag. In Hong Kong Pillowcase Project team members judged that the pillowcase presented an insufficiently fit-for-purpose object that might, in its reception, subvert the urgency of the Project message. They chose, in its place, a grab bag. While the pillowcase was entirely culturally appropriate in the United Kingdom, an alternative is to be considered before any second round of piloting.

Recommendation 1: *In taking the Project to other cultural and national contexts, it would seem eminently sensible to flag as a positive to other national societies the option of choosing a culturally appropriate emergency receptacle, bearing in mind in their choice the socio-economic profile of the population. The legacy title, 'The Pillowcase Project' should be retained.*