



**NATIONAL COMMUNICATIONS
& INFORMATION TECHNOLOGY
POLICY** SAMOA 2025/26 - 2030/31



CONTENTS

- MINISTERIAL FOREWORD V
- ACRONYMS & ABBREVIATIONS VI
- DEFINITIONS VII
- EXECUTIVE SUMMARY VIII
- ACKNOWLEDGEMENTS X
- 1. INTRODUCTION 1
- 2. PURPOSE, VISION, SCOPE & OBJECTIVES 3
- 3. MANDATE AND ROLE 4
- 4. THE NATIONAL ICT POLICY 2025-2030: FRAMEWORK AND PILLARS ... 5
 - 4.1 CROSS-CUTTING PRINCIPLES 5
 - 4.2 CYBERSECURITY AS A FOUNDATIONAL REQUIREMENT 6
 - 4.3 POLICY PILLARS 7
- 5. MONITORING AND EVALUATION 13
- 6. REFERENCES 22
- 7. EFFECTIVE AND REVIEW DATE 23
- 8. APPROVAL OF POLICY 23

MINISTERIAL FOREWORD



It is my great pleasure to present the National Information and Communications Technology Policy 2025–2030, which charts the course for a digital Samoa over the next five years. This Policy reflects the Government's commitment to harnessing the power of information and communication technologies (ICTs) as a catalyst for inclusive economic growth, efficient service delivery, resilience to disasters, and the empowerment of our people.

Over the past two decades, Samoa has made significant progress in ICT development. The liberalisation of the telecommunications sector under the Telecommunications Act 2005, the implementation of the first National ICT Policy (2012–2017), and major infrastructure investments such as the Samoa National Broadband Highway and international submarine cables, have transformed connectivity and created new opportunities for our citizens. Today, mobile coverage reaches nearly all of Samoa, digital literacy is expanding in schools, and financial inclusion has improved through digital financial services. ICT has strengthened digital broadcasting by ensuring essential information such as emergency alerts and educational content is delivered quickly and widely through both traditional and digital platforms. It has also improved audience engagement, enabling greater participation and feedback, and fostering a more informed and involved public.

Despite these advances, challenges remain. ICT services and devices costs are still high for many families, rural and outer-island communities require quality access, and our digital legislation and skills base must continue to evolve to meet the demands of a fast-changing digital world. The National ICT Policy 2025–2030 responds to these challenges and sets out a clear framework for building a future-ready Samoa, one that is inclusive, resilient, and competitive in the global digital economy.

On behalf of the Government of Samoa, I commend this Policy to all stakeholders across government, the private sector, civil society, and our international partners. Together, let us ensure that ICT is harnessed for the prosperity and well-being of all Samoans, and that no one is left behind in our journey towards a digital Samoa

A handwritten signature in blue ink, appearing to read 'Agaseata Tanuvasa Valelio Tanuvasa Peto'. The signature is fluid and cursive, with a large initial 'A'.

Honorable Agaseata Tanuvasa Valelio Tanuvasa Peto

Minister for the Ministry of Communications and Information Technology

ACRONYMS & ABBREVIATIONS

3G:	3rd Generation mobile data technology
4G:	4th Generation mobile data technology
5G:	5th Generation mobile data technology
AI:	Artificial Intelligence
API:	Application Programming Interface
APT:	Asia Pacific Telecommunity
MNRE:	Ministry of Natural Resources & Environment
ICT:	Information and Communications Technology
ISPs:	Internet Service Providers
ITU:	International Telecom Union
IXPs:	Internet Exchange Points
KPIs:	Key Performance Indicators
M&E:	Monitoring and Evaluation
MCIT:	Ministry of Communications and Information Technology
MNRE:	Ministry of Natural Resources and Environment
MoF:	Ministry of Finance
MSME:	Micro, Small and Medium Enterprises
MWCSD:	Ministry of Women, Community, and Social Development
MWTI:	Ministry of Works, Transport, and Infrastructure
NDIDS:	National Digital Identification System
NGO:	Non-Governmental Organisation
OOTR:	Office of the Regulator
PDS:	Pathway for the Development of Samoa
PPP:	Public Private Partnership
PSC:	Public Service Commission
QoS:	Quality of Service
SBS:	Samoa Bureau of Statistics
SNBH:	Samoa National Broadband Highway
SSCC:	Samoa Submarine Cable Company
SPPCS:	Samoa Police, Prison and Corrections Services

DEFINITIONS

TERM	DEFINITIONS
Application Programming Interface (API)	A set of defined rules that enable different software applications to communicate and exchange data.
Artificial Intelligence (AI)	The simulation of human intelligence processes by machines, especially computer systems. These processes include learning, reasoning, and self-correction.
Critical Infrastructure	The physical assets and facilities, including ports, hospitals, roads, power, and water systems, that are essential to public safety, economic activity, and effective disaster response, and whose disruption would significantly impact national resilience and recovery in Samoa.
Critical Information Infrastructure	The cyber-dependent systems and networks, including telecommunications, government and financial systems, and industrial control systems, that enable communication, coordination, and continuity of operations, particularly during emergencies, and whose failure would undermine national security and disaster response capabilities.
Critical Services	The essential services delivered to the public, such as electricity, water, health-care, transport, telecommunications, and financial services, which depend on the secure and resilient operation of both physical and information infrastructure and are critical to saving lives, maintaining stability, and supporting recovery during disasters.
Cybersecurity	The protection of internet-connected systems, including hardware, software, and data, from cyber threats.
Data Governance	The overall management of the availability, usability, integrity, and security of data used in an enterprise.
Data Privacy	The right of individuals to control the collection, storage, and use of their personal data.
Data Sovereignty	The concept that digital data is subject to the laws of the country in which it is collected.
Digital Financial Services (DFS)	Financial services accessed and delivered through digital channels, such as mobile banking, online payments, and digital wallets.
E-commerce	The buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet.
ICT (Information and Communications Technology)	An umbrella term that includes any communication device or application, encompassing radio, television, cell phones, computer and network hardware and software, satellite systems and so on, as well as the various services and applications associated with them.
Interoperability	The ability of different information technology systems and software applications to communicate, exchange data, and use the information that has been exchanged.
National Cybersecurity Strategy	A comprehensive plan outlining a nation's approach to protecting its digital infrastructure and information assets from cyber threats.
SamCERT (Samoa Computer Emergency Response Team)	Samoa's national incident response division for cybersecurity.
SNBH (Samoa National Broadband Highway)	The national backbone infrastructure for government and community connectivity in Samoa.
Starlink	A satellite internet constellation operated by SpaceX, providing satellite internet access coverage.
Telecentre	A public place where people can access computers, the internet, and other digital technologies.
Universal Access	The principle that all individuals, regardless of their location or socioeconomic status, should have access to essential services and technologies.
Zero-rated Access	Internet access that does not count against a user's data cap or usage allowance.

EXECUTIVE SUMMARY

Samoa's National ICT Policy 2025–2030 sets a clear course for the country's digital future. It builds on two decades of liberalisation and investment that have delivered near-universal mobile coverage, international submarine connectivity and the Samoa National Broadband Highway. Progress has widened access, expanded digital financial services and strengthened the foundations for digital government.

Yet affordability remains a barrier for many households, last-mile access in rural and outer islands requires attention, legislative and regulatory settings need updating, skills gaps persist, and the uptake of interoperable, citizen-centred digital services has been uneven.

The policy responds to these realities at a time when upgrades to national infrastructure, growth in digital business, and the rollout of the National Digital Identification System and Street Addressing Project create an opportunity to accelerate inclusive, trusted and resilient digital development aligned with the Pathway for the Development of Samoa and Samoa 2040.

The policy is informed by a two-year review of the National ICT Policy 2012–2017 and nationwide consultations with government, industry, and community stakeholders.

The document begins with the purpose, vision, scope and objectives, which position ICT as an enabler of inclusive growth, resilient infrastructure, efficient digital government and a confident, skilled population. It then clarifies the mandate and role of the MCIT in setting national direction, standards and shared platforms while confirming that ministries and agencies remain responsible for their own ICT operations, aligned to common policies.

A framework follows that sets guiding principles that aligns with existing laws and national strategies and is guided by principles that emphasise inclusion, trust and safety, contextual fit with Fa'asamoa, sustainability, capability building, transparency, collaboration, the responsible use of data, and systematic monitoring and evaluation.

Cybersecurity is treated as a cross-cutting requirement, with secure-by-design practices, proportionate risk management and privacy safeguards applied to all initiatives.

At the core of the policy are *five pillars* that structure government action:

- ✧ ***Resilient Connectivity and Digital Infrastructure*** seeks to modernise backbone and data centre capabilities, improve service quality and competition, extend affordable access, and strengthen climate and disaster resilience.
- ✧ ***Digital Government*** aims to grow a digital-first public service, establish interoperability and data sharing through common standards and agreements, and deliver high-value services through a secure one-stop platform integrated with NDIDS.
- ✧ The ***Digital Economy pillar*** focuses on consumer protection and data privacy, practical support for MSME digitalisation and innovation, and a safer, more interoperable environment for e-payments and e-commerce, with NDIDS and street addressing enabling secure transactions and reliable delivery.
- ✧ ***Leadership, Coordination and Governance*** strengthens whole-of-government ICT procurement and lifecycle management, improves portfolio governance and benefits realisation, modernises regulation for emerging technologies, and deepens collaboration with regional and international partners.
- ✧ ***Digital Skills*** lifts capabilities for citizens, schools, the workforce and the public service through culturally responsive programmes, reliable school connectivity and role-based training in ICT, data and cybersecurity.

The final sections set out governance and coordination, and monitoring and evaluation. MCIT will consolidate reporting from lead agencies and partners, publish annual progress updates, and commission periodic external reviews. Stakeholders across government, industry and civil society will be engaged on a regular schedule to adjust sequencing, resources and priorities. A detailed, costed implementation plan will be developed following adoption, with standard indicators, baselines and accountability arrangements to track delivery.

Taken together, the policy provides a coherent and pragmatic pathway to expand access and affordability, build a trusted digital economy, transform public services, strengthen governance, and equip Samoans with the skills to participate safely and productively in the digital era.

ACKNOWLEDGEMENTS

MCIT extends its sincere appreciation to Professor Stan Karanasios from The University of Queensland for his technical guidance and support in coordinating stakeholder engagement throughout the development of this policy. We also acknowledge our international partner, the Asia-Pacific Telecommunity, and Australia's extra budgetary contributions to the APT, whose Expert Mission Project provided the consultancy support needed to review the previous policy and assist in drafting the new one.

We further thank all key stakeholders who contributed to this process, including government ministries and agencies, state-owned enterprises, private sector representatives, development partners, and community organisations whose insights were vital in shaping the final policy.



1. INTRODUCTION

After two years analysing the National ICT Policy 2012–2017 and consulting widely with government, industry and community stakeholders, the National ICT Policy 2025–2030 sets a targeted agenda to accelerate progress, close identified gaps and guide Samoa’s next phase of digital development.

The National ICT Policy 2012–2017 set five goals aligned with regional and global trends of the period. It was built on the National ICT Strategic Plan 2004–2009 and the Wireless Broadband Masterplan, and aligned with the Strategy for the Development of Samoa 2012–2016. The National ICT Policy 2012–2017 sought affordable universal access, a competitive market, secure and trusted ICT use, progress in e-government and the lifting of ICT in all sectors. Implementation occurred within a liberalised market under the Telecommunications Act 2005, with regulatory oversight by the Office of the Regulator (OOTR), and included major infrastructure investments such as the Samoa National Broadband Highway (SNBH) and the international submarine cable.

Outcomes included broader network coverage, with 3G/4G reaching approximately 99 per cent of the population, high mobile handset ownership, falling mobile data prices, and improved handset affordability. The number of licensed ISPs and digital businesses increased. Samoa places among stronger performers in the Pacific on several indicators. Education measures embedded computer studies in secondary schools and expanded teacher digital literacy.

While in health, electronic records and other systems were deployed. Financial inclusion improved through improved access to bank accounts or digital financial service for storing money and making payments.

Some areas saw less progress. Fixed broadband remained relatively costly and less adopted, and telecentre usage declined as access shifted to mobile, a trend that may not have been fully anticipated in 2012. Challenges also emerged in updating legislation in privacy, consumer protection, and aspects of cyber safety. Progress towards a whole-of-government approach and e-government was uneven. Likewise, while there was development across sectors such as health and education, there is considerable scope to improve digitalisation in those areas. A key challenge in the implementation and assessment of the National ICT Policy 2012–2017 was that monitoring and evaluation were limited, with some targets lacking baselines, precise metrics, and clear accountability.

The National ICT Policy 2025–2030 proposes a policy framework with five foundational pillars and a set of strategic priorities. The framework is guided by principles that embed inclusivity, trust, collaboration, sustainability, capability building, monitoring and evaluation, and transparency. The framework encourages active collaboration with the private sector and civil society. Cybersecurity is integrated across all pillars to safeguard digital activities.

The National ICT Policy 2025–2030 responds to these challenges by:

- ✘ Addressing gaps in access and affordability: Ensuring universal, affordable connectivity, including resilient last-mile solutions and disaster-proof networks.
- ✘ Building a competitive digital economy: Supporting micro, small, and medium enterprises (MSMEs), promoting e-commerce, and safeguarding trust through data privacy and consumer protection.
- ✘ Strengthening governance and service delivery: Driving interoperability, digital government, and whole-of-government coordination.
- ✘ Embedding cybersecurity and resilience: Protecting Samoa’s digital infrastructure through SamCERT and aligning with the National Cybersecurity Strategy.
- ✘ Closing the digital skills gap: Ensuring citizens, schools, and the workforce are equipped to participate meaningfully in the digital economy.

The timing of policy is opportune. The submarine cable, current investment and upgrades to the SNBH, a maturing telecommunications and ICT sector, and new satellite broadband options expand international and domestic connectivity. Growth in digital business, together with the roll-out of the NDIDS and the Street Addressing Project, will deepen Samoa’s digitalisation and support the goals set out in the Pathway for Development of Samoa.

- ✘ By implementing this policy, ICT will serve as a multiplier across Samoa’s development priorities:
- ✘ Economic growth: ICT-enabled businesses can compete globally and generate new industries, jobs, and revenue.
- ✘ Social inclusion: Affordable ICT ensures all citizens—including women, youth, persons with disabilities, and rural communities—participate fully in society and the economy.
- ✘ Public sector efficiency: Digital government reduces costs, increases transparency, and improves service delivery.
- ✘ Resilience: ICT strengthens early warning systems, disaster response, and climate adaptation.
- ✘ Regional leadership: With this policy, Samoa consolidates its position as a regional leader in ICT innovation and governance in the Pacific.

2. PURPOSE, VISION, SCOPE & OBJECTIVES

PURPOSE

The purpose of this policy is to set a clear national direction towards a digital Samoa. It provides a unified strategic framework to harness ICT for inclusive growth, resilient infrastructure, trusted services, and skilled citizens, ensuring digital development aligns with Samoa's priorities, values, and long-term vision.

VISION

A future-ready Samoa where resilient digital infrastructure, a vibrant digital economy, efficient digital government, strong governance, and empowered citizens with digital skills drive inclusive growth, trust, security and sustainable development.

SCOPE

This policy sets Samoa's national direction for ICT and digital transformation across all public ministries, the private sector, and civil society organisations, including NGOs. The policy focuses on national strategy, coordination, and sector-wide priorities, while the day-to-day ICT operations of individual ministries and organisations remain their own responsibility.

OBJECTIVES

The objectives of the National ICT Policy 2025–2030 are to:

1. Expand resilient connectivity and infrastructure to ensure universal access, affordability, and climate-ready networks that support national development.
2. Foster a trusted and competitive digital economy by strengthening data privacy, consumer protection, financial inclusion, and support for MSMEs and innovation.
3. Transform government service delivery by accelerating secure, interoperable, and citizen-centred digital government services.
4. Enhance leadership, coordination, and governance by promoting whole-of-government approaches, modernising regulatory frameworks, and deepening international collaboration.
5. Develop Samoa's digital skills and capabilities by embedding digital literacy across all demographics, advancing ICT education, and equipping the workforce for the future digital economy.
6. Ensure citizens can fully benefit from digital opportunities.

3. MANDATE AND ROLE

Who: The MCIT is the principal ministry responsible for policy advice, strategic planning, and sector coordination in communications, broadcasting, postal, and information technology. Guided by the Telecommunications Act 2005, the Broadcasting Act 2010, and other relevant legislation, MCIT develops and reviews policies to align with Samoa’s national development priorities and international best practices.

What: The MCIT works across government, private sector, academia, NGOs and development partners to foster an inclusive, innovative, and secure ICT sector, while collaborating with the OOTR to promote fair competition, improve service quality, and protect consumer rights.

The MCIT sets the national digital and telecommunications strategy; establishes standards; supports shared platforms, data-sharing agreements and interoperability; and coordinates a whole-of-government approach to ICT procurement and digital services.

As the lead agency for national cybersecurity under the National Cybersecurity Strategy 2025–2030 and the National Security Policy, MCIT safeguards Samoa’s digital ecosystem through the Samoa Computer Emergency Response Team (SamCERT). SamCERT coordinates national incident response, protects critical information infrastructure, facilitates threat intelligence sharing, and leads international and regional cybersecurity cooperation.

MCIT sets direction and National ICT Policy. It does not manage the day-to-day ICT operations of government agencies, their IT systems, or the digital services they offer; these remain the responsibility of each agency’s own ICT division.

As the focal point for the coordination and monitoring of the National ICT Policy, MCIT ensures that ICT sector development advances Samoa’s economic growth, social inclusion, disaster resilience, and national security objectives.

Inclusion principles are core values of the MCIT so investments improve affordability, access, and meaningful use for communities and businesses across Samoa.

4. THE NATIONAL ICT POLICY 2025-2030: FRAMEWORK AND PILLARS

In this section, we set out the policy framework. We show that it aligns with existing laws and national strategies and is guided by cross-cutting principles of inclusion, trust and safety, contextual fit with Fa'asamoa, sustainability, capability building, transparency, and collaboration, responsible use of data, and systematic monitoring and evaluation. Cybersecurity is a horizontal requirement, with secure by design practices, proportionate risk management and privacy safeguards applied to all initiatives. Government action is organised around five pillars: Resilient Connectivity and Digital Infrastructure, Digital Economy, Digital Government, Leadership, Coordination and Governance, and Digital Skills.

4.1 CROSS-CUTTING PRINCIPLES

The framework is guided by cross-cutting principles that must be embedded in every pillar:

- ✧ **Inclusive:** Ensure universal, affordable access for all groups, aligned with Samoa's and the OOTR's Universal Access Policy.
- ✧ **Trusted and safe:** Protect privacy and security, and ensure reliable, high-quality services.
- ✧ **Contextual and sustainable:** Meets Samoa's needs, reflects the Fa'asamoa and the nation's cultural, spiritual values, supports long-term operational and financial viability
- ✧ **Capability-building:** Grow digital, data, and AI skills across government, business, and communities.
- ✧ **Transparent:** Use open consultation and reporting and provide clear information on project design, funding, and delivery.
- ✧ **Collaborative:** Partner across government, development partners, industry, academia, and civil society.
- ✧ **Data- and evidence-driven:** Base decisions on timely, accurate data and foster a culture that values data.
- ✧ **Monitoring and evaluation:** Apply robust M&E with clear indicators, learning, and regular reporting.
- ✧ **Public-Private Partnerships (PPP):** Promote strategic collaboration between government and private sector to advance national agenda.

- ✘ **Indigenous data sovereignty:** Ensure Samoans govern the collection, ownership, and use of data relating to their people, land, and culture, reflecting Fa’asamoa values.
- ✘ **National development and identity:** Allows Samoa to adapt technological convergence and use wide reach of digital communication for socio-economic development and public awareness campaigns

4.2 CYBERSECURITY AS A FOUNDATIONAL REQUIREMENT

Cybersecurity is a horizontal requirement across all pillars and initiatives. All initiatives will align with the current MCIT Cybersecurity Strategy and national information security policies, implementing proportionate risk management and privacy safeguards.

All government ministries and agencies will align with the MCIT Cybersecurity Strategy and national information security policies.

MCIT will set policy and coordinate implementation, the OOTR will provide independent regulation, and SamCERT will lead coordinated incident response with national, regional and international partners.

Sector-specific duplication will be avoided through common standards, shared platforms and centrally coordinated incident response. Connectivity and digital infrastructure will be resilient and secure, digital government services will provide secure access and protect sensitive data and privacy, and the digital economy will operate reliably through strong access control and proactive threat monitoring.

All initiatives will be secure by design and by default, with privacy by design, proportionate risk management and clear accountability.

A national digital skills effort will provide citizens with practical cyber safety skills and develop specialised expertise to protect national digital infrastructure. Compliance will be assured through periodic risk assessments, testing the effectiveness of security control, independent audits and regular reporting to MCIT and the OOTR.

RESILIENT CONNECTIVITY & DIGITAL INFRASTRUCTURE

PILLAR

1

- Modernize & expand the Samoa National Broadband Highway
- Upgrade government datacentre
- An innovative & Universal access & affordability
- Universal access and affordability
- A resilient infrastructure
- An accessible digital broadcasting system

DIGITAL ECONOMY

PILLAR

3

- Strengthen consumer protection and data privacy
- Supporting and incentivising business
- Increase adoption of financial digital services and build a stronger enabling e-commerce ecosystem
- Stronger digital broadcaster access

- A digital government mindset
- Move towards greater interoperability, information and data sharing
- Advance the delivery of digital government services
- Enhanced public trust on public information distribution

DIGITAL GOVERNMENT

PILLAR

2

- Establish a whole-of-government procurement
- Effective governance of government ICT projects
- Advocating the telecommunications and ICT sector.
- Strengthen & update regulatory frameworks
- Strengthen international collaborations

LEADERSHIP, COORDINATION GOVERNANCE

PILLAR

4

DIGITAL SKILLS

PILLAR

5

- Improve citizens' digital literacy
- Strengthen digital literacy in schooling
- Improve digital literature in the workforce
- Strengthen government capacity



PILLAR 1: RESILIENT CONNECTIVITY AND DIGITAL INFRA-STRUCTURE

Develop and enhance high-quality, inclusive, and climate-resilient ICT infrastructure to empower government and society, achieve universal access, and advance Samoa's development goals.

STRATEGIC PRIORITIES:

1.1 Modernize and expand the Samoa National Broadband Highway (SNBH): The SNBH reliably serves as the national backbone for government and community connectivity, with increased capacity, coverage, and uptime, to meet Samoa's growing digital demand.

1.2 Upgrade government datacentre: The national government datacentre is designed and upgraded to enhance service delivery, strengthen security, and improve the reliability and availability of digital government services. Opportunities will also be given to open access to industry partners to enable broader economic participation and support innovation in the ICT sector.

1.3 An innovative and competitive ICT sector: The telecommunications and ICT sector will deliver improved service quality, fair and transparent pricing, last-mile connectivity and sustained investment to strengthen Samoa's digital economy and ensure equitable access for all communities.

1.4 Universal access and affordability: All citizens, households, schools, health clinics, and businesses, including in rural and outer islands, will have access to reliable broadband services and essential devices at affordable prices. Through the District Councils (Fono Fa'avae) will serve as a strategic government channel to advance initiatives, fostering inclusive and community-driven digital development.

1.5 A resilient infrastructure: National ICT networks are climate and disaster resilient and secure, as supported by reliable energy systems, while emergency communications remain operational to ensure continuity of critical infrastructure.

1.6 An accessible digital broadcasting system: Raise awareness about accessibility possibilities of TV and radio programming in digital platforms and implement available solutions.

PILLAR 2: DIGITAL GOVERNMENT

Deliver more efficient, higher-quality services through digital government for citizens and business, with interoperability and data sharing across all levels of government.

STRATEGIC PRIORITIES:

2.1 A digital government mindset: Government agencies and their leaders will adopt a digital-first mindset and develop the skills needed to strengthen public trust in digital government platforms and to deliver more efficient and higher-quality services. Within the MCIT, a data-driven culture will underpin monitoring, transparent reporting and continuous service improvements.

2.2 Move towards greater interoperability, information and data sharing: Government systems will be progressively made interoperable to enable secure, standards-based information and data sharing across ministries and agencies. The Access to Information Policy and the Information Security Policy will be implemented to govern data access, sharing, classification, retention and secure storage, supported by common data standards, application programming interfaces (APIs) and data-sharing agreements. An Open Government Data framework will be adopted to expand public access to, and reuse of, non-sensitive government data.

2.3 Advance the delivery of digital government services: Accelerate a digital government service model built around a secure government platform, concentrating resources on high-priority and high-impact services that meet citizen and business needs and are ready for digital delivery. Implementation will align with international best practice, including using AI responsibly to maximise public value. The NDIDS will be operationalised and integrated across digital government services to enable reliable, streamlined and safer service delivery.

2.4 Enhanced public trust on public information distribution: Empowering citizens to feel trusted upon receivership of public interest information shared on digital media and broadcasting industries





PILLAR 3: DIGITAL ECONOMY

Foster a growing digital economy by promoting innovation, supporting digital business and creating an enabling environment for e-commerce, through the provision of appropriate ICT infrastructure and support.

STRATEGIC PRIORITIES:

3.1 Strengthen consumer protection and data privacy: A data privacy framework aligned with international best practice will be enacted and enforced to provide clear rights and obligations for consumers and businesses. This framework will strengthen safeguards for personal data across the public and private sectors, support trustworthy digital markets and cross-border data flows, and enhance public confidence in digital services. Effectiveness is evidenced by higher compliance rates, fewer reported privacy incidents, shorter incident response and notification times, higher adoption of privacy-by-design practices, and improved user trust in digital services.

3.2 Supporting and incentivising business: Businesses, especially MSMEs and start-ups, will be supported to adopt e-commerce and digital technologies and to invest in digitalisation, AI and innovation. Streamlined support channels will improve awareness and access to advisory services, training and public financial instruments (for example, grants, credit guarantees, and tax incentives) so businesses can take advantage of available opportunities.

3.3 Increase adoption of financial digital services and build a stronger enabling e-commerce ecosystem: Adoption of digital financial services will increase and the enabling e-commerce ecosystem will be strengthened by ensuring a secure, interoperable payment infrastructure, including payment gateways, that is reliable, resilient and widely available to consumers and businesses. It will strengthen trust in digital services through consumer protection, security safeguards, and digital financial literacy for consumers and businesses. Progress will be evidenced by greater uptake of e-payments, increased transaction volumes, and safer online transactions. The National Digital Identification System (NDIDS) and Street Addressing Project will be operationalised and integrated to create reliable delivery services, complementing e-commerce and logistics platforms for business and digital financial services.

3.4 Stronger digital broadcaster access: It is an essential to promote investment in state-of-the-art technology such as digital broadcasting systems that can provide higher quality video and audio and support multiple programs on the same bandwidth.

PILLAR 4: LEADERSHIP, COORDINATION AND GOVERNANCE

Enhance cross-government coordination in ICT, establish effective governance frameworks and advocating the telecommunications, broadcasting industry and ICT sector to advance the national agenda.

STRATEGIC PRIORITIES:

4.1 Establish a whole-of-government procurement: All ministries and agencies comply with MCIT-coordinated ICT procurement and lifecycle standards and policies, covering planning, acquisition, deployment, support and end-of-life. This will help achieve greater economies of scale, reduce costs, and advance a one-government approach.

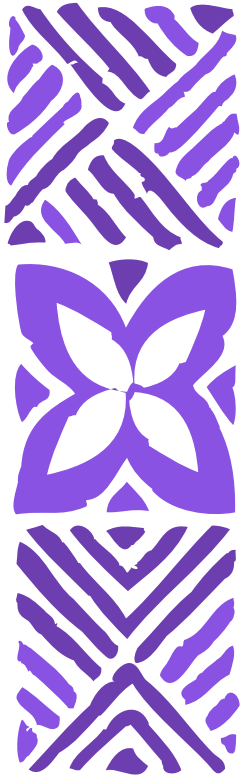
4.2 Effective governance of government ICT projects: Digital initiatives across government will be managed under a single portfolio with defined ownership, regular stakeholder engagement, and clear accountability for scope, schedule, budget, and benefits. Governance will align with procurement rules, and information security and privacy requirements, with benefits realisation tracked throughout delivery.

4.3 Advocating the telecommunications and ICT sector: Advocacy and coordination across the telecommunications and ICT sector will be strengthened through regular industry forums and joint task forces that identify challenges, co-design targeted support, and address systemic challenges. These efforts will promote sustained growth, improve service quality, attract private investment and accelerate AI innovation.

4.4 Strengthen and update regulatory frameworks: Regulatory frameworks for emerging technologies will be established and periodically updated, in coordination with the OOTR and relevant ministries, to manage risks while enabling innovation (e.g., satellite broadband services such as Starlink, AI, blockchain and social media). The Telecommunications Act will be modernised to reflect national priorities and global ICT developments. Implementation of the National ICT Policy 2025-2030 will be aligned with national and sector ICT strategies and policies to support cross-sector priorities.

4.5 Strengthen international collaborations: Collaboration with development partners, regional organisations and multilateral agencies will be strengthened to access global best practice, technical expertise, financing and capacity-building support. Partnerships will align Samoa with international ICT standards, develop Samoa's regional influence, and support joint initiatives in cybersecurity, digital governance, and digital development.





PILLAR 5: DIGITAL SKILLS

Develop a national strategy for digital skills that targets all Samoan's, while ensuring the right ICT infrastructure is in place to facilitate effective learning and access to digital resources.

STRATEGIC PRIORITIES:

5.1 Improve citizens' digital literacy: In partnership with education, community and industry stakeholders, government will ensure essential digital literacy for all citizens through culturally responsive, community-based programmes delivered in Samoan, with targeted support for women, persons with disabilities, youth and marginalised groups. These initiatives will help bridge the digital divide nationwide and enable safe, inclusive participation in the digital economy and society.

5.2 Strengthen digital literacy in schooling: Working with the Ministry of Education and industry stakeholders co-develop teacher professional learning, supply technical resources, and support delivery of digital literacy within the curriculum. All schools will have access to reliable, secure, and well-maintained network infrastructure. This support will build teacher capability, embed digital literacy as a cross-curricular competency, and improve learning outcomes for students.

5.3 Improve digital literature in the workforce: Workforce digital capability will be strengthened via co-designed programmes that provide foundational and job-relevant skills, aligned to industry needs and delivered with employers, training providers and industry bodies. MSMEs will be supported to digitalise operations, adopt secure digital platforms and digital payments, and use AI to improve productivity, reduce costs, and expand market reach domestically and internationally.

5.4 Strengthen government capacity: Digital capability across the public service will be uplifted through coordinated, cross-government programmes with ministries and agencies. Public servants will complete targeted, role-based ICT and cybersecurity training, with specialist upskilling in data, AI and in digital service design and delivery where relevant. This will enable more efficient, secure and citizen-centred digital government services.

5. MONITORING AND EVALUATION

This policy sets out clear policy statements and a framework to advance ICT in Samoa under a whole-of-government approach led by MCIT.

The Policy Division of MCIT will consolidate and assess monitoring data submitted by lead agencies and partners, and provide progress reports to MCIT management for decision making and course correction every six months.

At this stage the policy specifies priority areas and expected outcomes rather than detailed targets, actions, and budgets. This reflects the findings of the National ICT Policy 2012–2017 review, which identified gaps in baselines, metrics, and pillar-level budget information. A high-level roadmap is outlined for each pillar. A detailed, costed implementation plan will be developed following adoption of this Policy, with a standardised monitoring and evaluation framework. Cybersecurity, privacy, and resilience requirements apply across all initiatives, with compliance monitored and incident response coordinated with SamCERT.

Stakeholders across government, industry, civil society, and communities will be engaged on a regular schedule to review progress and adjust work plans, sequencing, and resources. Roles remain clear: MCIT leads policy and coordination, OTR maintains independent regulation and quality of service oversight, and ministries implement sector initiatives within their mandates, align to common standards, and report results and data to MCIT for whole-of-government monitoring.

MCIT will publish an annual summary of progress and engage in an external review, with regular checks to recalibrate priorities and budgets as needed. This approach will ensure that initiatives will be prioritised using need, readiness, and impact, equity, cybersecurity, and resilience criteria.



PILLAR 1: RESILIENT CONNECTIVITY AND DIGITAL INFRASTRUCTURE

STRATEGIC PRIORITIES	EXPECTED OUTCOME	STATUS	LEAD AGENCY & PARTNERS
1.1 Modernize and expand the Samoa National Broadband Highway (SNBH)	Coverage of 51 district offices via SNBH.	In progress. SNBH upgrades underway. Confirm baseline coverage; inventory of sites and cutover plan required.	MCIT, MoF, World Bank
	Government sites and district offices connected or migrated to SNBH.	In progress. SNBH upgrades underway. Confirm baseline coverage; inventory of sites and cutover plan required.	MCIT, MoF, World Bank
	Government sites and district offices connected or migrated to SNBH data centre.	In progress. SNBH upgrades underway. Evidence limited: No reporting of data-centre usage and hosting standards	MCIT, MoF, World Bank
	Government satisfaction score (MCIT survey).	Not started. No baseline; MCIT to launch SNBH service satisfaction survey in 2026.	MCIT
1.2 Upgrade government data-centre	Government sites and district offices connected or migrated to SNBH data centre.	In progress. SNBH upgrades underway. Evidence limited: No reporting of data-centre usage and hosting standards	MCIT
	Private sector entities connected or migrated to SNBH data centre.	Not started. No baseline; access framework for private-sector hosting at the SNBH data centre still to be developed to enable broader economic participation.	MCIT
1.3 An innovative and competitive ICT sector	Population coverage (4G, 5G).	In progress. 3G/4G population coverage ~99% (previous period); 5G pilots/limited urban sites.	OOTR, MCIT
	Average national download speed and median latency and service availability (% uptime).	Not started. Baseline to be set via 2026 national QoS audit (using drive tests and crowdsourced data).	OOTR, MCIT
	Improve permit approval time for towers and rights of way.	Not started. Current median processing time to be confirmed; baseline and target to be defined.	MWTI, MLS, OOTR, MCIT
	Progress IXP operational status and share of local traffic exchanged domestically.	In progress. Evidence limited: IXP operational status and domestic traffic share to be confirmed with OOTR/operators.	MCIT, OOTR
	Maintain affordable data and device pricing, benchmarked to leading Pacific peers.	Not started. Baseline to be set via OOTR and external sources (aligned to Pacific benchmarks).	OOTR, MoF

PILLAR 1: RESILIENT CONNECTIVITY AND DIGITAL INFRASTRUCTURE (Cont.....)

STRATEGIC PRIORITIES	EXPECTED OUTCOME	STATUS	LEAD AGENCY & PARTNERS
	Continuous private investment in ICT infrastructure.	In progress. Evidence limited: sector CAPEX baseline to be confirmed via operator reporting; tracking framework to be established.	OOTR, MCIT
1.4 Universally accessible and affordable	Population with access to entry-level broadband at or below the national affordability threshold.	In progress. Develop the national affordability threshold and measurement methodology or adopt GSMA/ITU thresholds.	OOTR, MCIT
	Average mobile data price per GB and entry-level fixed plan price are affordable and trend down against regional benchmarks.	In progress. Baseline pricing dataset to be compiled and aligned with global and Pacific benchmarks.	OOTR, MCIT
	Households have an internet-capable device (smartphone/PC), with affordability tracked relative to income.	In progress. Baseline device access and affordability metric to be confirmed and aligned with global and Pacific benchmarks.	OOTR, MCIT
	Public access points (district offices, telecentres) provide reliable connectivity with monitored monthly usage.	In progress. Usage not systematically tracked; reported decline at legacy telecentres.	MCIT
	Zero-rated access pilots for designated public-interest and digital government services reduce barriers to essential online use.	Not started. No zero-rating in place; feasibility assessment/pilot with operators/OOTR required.	OOTR, MCIT
	Establish reporting obligations for satellite broadband services to the OOTR. Satellite broadband providers meet reporting obligations to OOTR on coverage, quality and pricing.	Not started. No formal reporting; define and implement reporting obligations via OOTR.	OOTR, MCIT
1.5 Resilient infrastructure	Core network availability is sustained during major incidents.	In progress. Evidence limited: define incident severity and network scope (SNBH backbone, data centre, IXP, international gateways); agree measurement method and data sources (Network Operations Centre logs, operator reports).	MCIT, MNRE
1.6 An accessible digital broadcasting system	Resilient public broadcasting systems remain operated and maintained during natural disasters and emergencies.	In progress. Public broadcaster upgraded with a tri-caster video system already in place	MCIT

PILLAR 2: DIGITAL GOVERNMENT

STRATEGIC PRIORITIES	EXPECTED OUTCOME	STATUS	LEAD AGENCY & PARTNERS
2.1 Digital government mindset	Government officials demonstrate stronger ICT leadership capability, evidenced by competency uplift and programme completion.	In progress. Leadership capability framework and training programme to be confirmed; baseline skills assessment required.	MCIT
Move towards greater interoperability, information and data sharing	Priority government systems interoperate via agreed standards and APIs, reducing duplication and manual processing.	Not started: Evidence limited: interoperability framework and API standards to be confirmed; integration roadmap and pilot systems to be selected.	MCIT
	Implementation of inter-ministerial and inter-agency effective and standardised data sharing agreements that enable secure exchange.	In progress. Evidence limited: model data sharing agreement and governance process to be drafted; priority bilateral agreements to be identified.	MCIT
	Data Privacy Act is enacted and implemented with guidance, oversight and compliance reporting.	In progress. Policy intent noted and submitted to cabinet; implementation and communication to be confirmed.	MCIT
	High-value, non-sensitive datasets are published under open licences via a national data portal with quality metadata and APIs to enable public access and reuse.	Not started. Open Government Data policy and standards to be endorsed; initial data inventory and prioritisation to be confirmed; portal and licensing arrangements under scoping.	MCIT
2.3 Advance the delivery of digital government services	Development and implementation of a digital government strategy that directs delivery and is under implementation with funded initiatives.	Not started: Strategy drafting status and endorsement timeline to be confirmed; implementation plan to follow.	MCIT
	Uptake of digital government services increases, with growth in online transactions and repeat use.	In progress. Baseline usage analytics and priority service list to be confirmed. A focus on high-priority and high-impact services that meet citizen and business needs and are ready for digital delivery.	MCIT
2.4 Enhanced public trust on public information distribution	Implement broadcasting standards in various broadcasting houses and adhere to Media Codes of Practices by the national industry.	In progress: Cabinet's weekly press conferences offer the country an opportunity to hear of the latest development in policies that impact the public.	MCIT, MPMC

PILLAR 3: DIGITAL ECONOMY

STRATEGIC PRIORITIES	EXPECTED OUTCOME	STATUS	LEAD AGENCY & PARTNERS
3.1 Strengthen consumer protection and data privacy	Data Privacy Act developed, enacted and regulations issued.	In progress. Policy directions have been agreed in principle and legislative drafting is underway; regulations will follow upon enactment. Based on stakeholder consultations and available documents; quantitative baselines limited.	MCIT
	Ministries/Agencies and large platforms compliant with Data Privacy Act.	Not started. Compliance activities are contingent on enactment of the Data Privacy Act and issuance of regulations.	MCIT
	Public awareness of privacy rights.	Not started. Stakeholder outreach has evidenced that awareness of privacy rights and trust in digital services is low. A sustained nationwide programme will follow passage of the Data Privacy Act and regulations.	MCIT
3.2 Supporting and incentivising business	Share of business sales from online channels.	In progress. (Evidence limited: baseline and data source under scoping; target to be set once baseline is confirmed).	MCIL, MCIT
	Businesses can register .ws domains through a simplified, low-friction and affordable process with clear guidance and digital self-service.	Not started. Evidence limited: current steps, costs and turnaround times require confirmation). Management and process to be moved to MCIT.	MCIL, MCIT
	Competitive support enables business-led digital R&D that accelerates innovation and commercialisation.	Not started. No current reporting; budget allocated to be determined and monitoring and reporting to be established alongside implementation of a scheme to support business digital R&D.	MCIL, MCIT
	Expansion of existing financial mechanisms to support digitalisation projects (grants, guarantees, loans, mentoring and training).	Not started. Expansion of financial mechanisms to strengthen public financial instruments.	MCIL, MCIT

PILLAR 3: DIGITAL ECONOMY (Cont.....)

STRATEGIC PRIORITIES	EXPECTED OUTCOME	STATUS	LEAD AGENCY & PARTNERS
3.3 Increase adoption of financial digital services and build a stronger enabling e-commerce ecosystem	Adults with an active online transaction account or mobile wallet.	In progress. Evidence limited: baseline and data source to be confirmed and aligned to national priorities and global benchmarks.	MCIL, MCIT
	Transactions between government and citizens and business are made digitally.	In progress. Evidence limited: baseline and priority transaction list to be confirmed. A digital government master plan will include digital transactions.	MCIT
	Merchants accepting digital payments.	In progress. Evidence limited: baseline merchant acceptance rate and data source to be confirmed and aligned to national priorities and global benchmarks.	MCIL, MCIT
	Reported fraud incidents per 10,000 e-transactions decrease year-on-year.	In progress. Evidence limited: baseline not yet established; incident definitions, reporting workflow, and denominator to be agreed with payment providers and banks.	MCIT
	Premises have verified street addresses under the national Street Addressing Project, enabling reliable delivery and e-commerce participation.	In progress. Partial implementation of the Street Addressing Project in Apia, further roll-out pending.	MWTI, MCIT, SPO
	NDIDS achieves broad population coverage of verified digital identities.	In progress. NDIDS platform build underway; access and integration with core government digital systems are required for rollout.	SBS, MCIT
	Government (and business) services integrated with NDIDS and address APIs.	In progress. NDIDS platform build underway API specifications and an integration roadmap to be confirmed; pilot services to be selected.	SBS, MCIT
3.4 Stronger digital broadcaster access	Digital television has improved quality of content delivery enticing small businesses that can afford public services.	The public broadcaster operates as a service to the public, not offering competitive prices but another platform with the highest reach	MCIT

PILLAR 4: LEADERSHIP, COORDINATION AND GOVERNANCE

STRATEGIC PRIORITIES	EXPECTED OUTCOME	STATUS	LEAD AGENCY & PARTNERS
4.1 Establish a whole-of-government procurement approach	Ministries adopt a unified ICT procurement and lifecycle management framework.	In progress: One-Government policy prepared and endorsed by MCIT; awaiting Cabinet approval. Phased rollout to on board ministries sequentially over five years.	MCIT
	ICT operating cost savings realised through consolidation and shared services.	Not started: Baseline ICT spend and savings methodology to be confirmed with MoF.	MCIT, MoF
	Average time to deploy a new digital service decreases through standardised platforms and processes.	Not started. Evidence limited: collect baseline across 3-5 pilot ministries.	MCIT, OOTR
	Cross-ministry e-waste plan operational, with measurable reductions in e-waste.	In progress. Evidence limited: draft plan and disposal standards to be confirmed; baseline e-waste volumes required.	MCIT
4.2 Effective governance of ICT projects	Higher ICT project success rates, evidenced by on-time, on-budget delivery and benefits realisation.	Not started. Evidence limited: define success KPIs and benefits tracking; collect baseline from 2023-2025 projects.	MCIT, OOTR
	Routine ICT reporting is data-driven to support management decisions.	Not started. Define reporting cadence and data sources.	MCIT
4.3 Advocating the telecommunications and ICT sector	Regular sector consultations, forums and events convened by MCIT each year.	Not started. Evidence limited: annual engagement calendar and attendance reporting to be established.	MCIT
	Increased satisfaction with MCIT advocacy, measured by an industry survey.	Not started. Survey instrument and baseline to be developed with OOTR/industry.	MCIT, OOTR
	Increased re-investment and economic contribution from the ICT sector, evidenced by rising private CAPEX and sector Gross Value Added/ employment or other relevant metric.	Not started. Agree definitions and data sources; establish 2023-2025 baseline via operator reporting and SBS national accounts.	MCIT, SBS, ITAC

PILLAR 4: LEADERSHIP, COORDINATION AND GOVERNANCE (Cont.....)

STRATEGIC PRIORITIES	EXPECTED OUTCOME	STATUS	LEAD AGENCY & PARTNERS
4.4 Strengthen and update regulatory frameworks	Regulatory frameworks for emerging technologies are regularly updated with OOTR and relevant ministries (e.g. satellite broadband, AI). The Telecommunications Act is modernised and implementation of National ICT Policy 2025–2030 is aligned with national and sector ICT strategies, as well as regional frameworks (e.g., PIF 2050 Strategy, UN ESCAP, ITU guidance).	Not started. Regulatory review and update process to be developed, including amendments to the Telecommunications Act and coordination mechanisms with OOTR and relevant ministries during the 2025–2030 implementation period.	MCIT, OOTR
4.5 Strengthen international collaborations	Sustain and strengthen collaboration with development partners and regional bodies to secure expertise and finance, and ensure compliance with international standards.	In progress: Partner map and annual work plan to be confirmed; MOUs and joint initiatives to be prioritised.	MCIT
	Establish a resolute cross-agency mechanism to monitor and address harmful online communications, including language abuse, harassment, and hate speech	Not started. Evidence limited: legal and regulatory scope to be confirmed; baseline data on complaints and enforcement actions to be established; partnership agreements to be initiated.	SPPCS, OOTR

PILLAR 5: DIGITAL SKILLS

STRATEGIC PRIORITIES	EXPECTED OUTCOME	STATUS	LEAD AGENCY & PARTNERS
5.1 Improved citizens' digital literacy.	Citizens across all demographics build essential digital literacy via culturally responsive, community-based programmes in Samoan.	In progress: Community programmes and delivery partners to be confirmed. Competency framework and assessment tool to be developed.	MWCSD, MCIT
5.2 Strengthen digital literacy in schooling.	Digital literacy embedded across the curriculum with trained teachers and quality resources.	In progress: Curriculum alignment and teacher professional development plan to be co-developed with education authorities.	MEC, MCIT, NUS
	All schools meet agreed connectivity SLAs for reliable, secure access.	In progress: School connectivity audit and SLA framework to be established	MEC, MCIT, SQA
5.3 Improve digital literacy in the workforce	Foundational and job-relevant digital skills uplift delivered through industry-aligned training and recognised credentials	In progress: workforce digital skills framework and delivery partners to be identified.	MCIT, NUS, SITA
	Training supports MSMEs to adopt secure digital tools and digital payments to improve productivity and market reach.	In progress: MSME toolkit and incentives to be established.	MCIT, SBH
5.4 Strengthen government capacity	Public service digital capability strengthened with role-based ICT and cybersecurity training; specialists upskilled in data and digital service design and delivery.	In progress: Role-based training catalogue and mandatory modules to be defined; baseline staff capability survey to be undertaken.	PSC, MCIT, NUS

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7. EFFECTIVE AND REVIEW DATE

This policy is made effective on this day ____/____/____ as per Cabinet Endorsement FK (____), and shall be reviewed every five years from the effective date.

8. APPROVAL OF POLICY

Date: ____/____/____

