Monitoring and Evaluation 1st Report
for the Pacific Regional E-commerce Strategy and Roadmap

November 2022

Table of Contents

Figures

# Tables

A.   Background

The Pacific Regional E-commerce Strategy (henceforth the Strategy) and Roadmap proposes a vision of a transformative Blue Pacific economy where all businesses and consumers actively engage in domestic and cross-border electronic commerce.

To achieve its vision, the Strategy targets three Overarching Outcomes, namely (1) more online consumers; (2) more online businesses; who are (3) connected through a faster and more inclusive network.

Figure 1: Vision and Overarching Outcomes
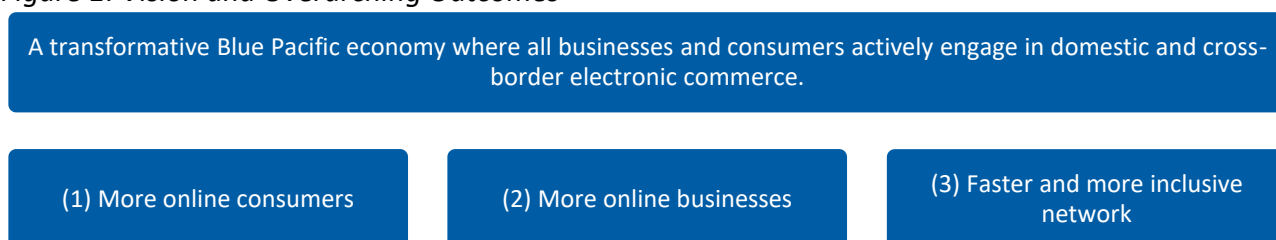
Seven intermediate or Thematic Outcomes[1] are conducive to the three Overarching Outcomes: (1) E-commerce Readiness and Strategy Formulation, (2) ICT infrastructure and Services, (3) Trade Logistics and Trade Facilitation, (4) Legal and Regulatory Framework, (5) Electronic Payment Solutions, (6) E-commerce Skill Development, and (7) Access to Finance for E-commerce. These Thematic Outcomes are referred as Key Policy Areas, or KPAs, in the Strategy.

Direct impacts on the KPAs are captured through 18 Strategic Outputs, which are delivered through 54 Measures. Numerous Programs are in place which contribute to implement the recommended Measures of the Strategy. Each program comprises one or more projects. These strategic levels, as well as their practical implementation, are shown in the illustration below.

Figure 2: Strategy Levels

The Strategy seeks to implement regional actions across the developing country members of the Pacific Islands Forum. Donor partners financially support programs and projects contributing to the Strategy's implementation, while implementing agencies work with beneficiary countries to carry out the necessary activities[2].

Drawing from the information base available in the Programs Section of the Pacific E-commerce Portal, this report tracks progress made towards the Strategy's targets for the period up to November

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[1] These are the seven policy areas identified by the UNCTAD's e-Trade Readiness methodology.
[2] For a limited number of projects captured by the M&E system funding and implementation comes from national governments

2022.

The report is structured to (a) provide a general overview of the Strategy's implementation and (b) present more in-depth information on progress made in each of the KPAs.

B.   M&E Findings

B1.   General Overview

Since endorsement in August 2021, FICs mobilized their teams and resources towards implementation of the Strategy. The M&E system of the Pacific E-commerce Portal reports that 18 donor partners are supporting 19 programs. These programs currently comprise 64 projects, which are carried out by 15 implementing agencies.

<u>Implementation by projects</u>

Among the 64 projects working towards the 54 Measures, 20% are completed, 77% are under implementation and 3% have yet to start.

The majority of completed projects sits under KPA 1, E-commerce Readiness and Strategy Formulation. This is expected, noting that measures under KPA1 are to build the analytical, strategic and governance foundations of the overall e-commerce ecosystem. Projects addressing Measures under KPA 4 show the second highest number of completed projects, thus indicating that the introduction of a legal and regulatory framework conductive to e-commerce is normally prioritised after strategic and governance foundations are in place.

Table 1: Project implementation by KPA

KPA	Complete		In progress		Not started	
	No.	%	No.	%	No.	%
1. E-commerce Readiness and Strategy Formulation	9	43%	10	48%	2	10%
2. ICT Infrastructure and Services	0	0%	1	100%	0	0%
3. Trade Logistics and Trade Facilitation	0	0%	12	100%	0	0%
4. Legal and Regulatory Framework	4	40%	6	60%	0	0%
5. Electronic Payment Solutions	0	0%	5	100%	0	0%
6. E-commerce Skill Development	0	0%	11	100%	0	0%
7. Access to Finance for E-commerce	0	0%	4	100%	0	0%
Totals	**13**	**20%**	**49**	**77%**	**2**	**3%**

Progress is also significant for Trade Logistics and Trade Facilitation projects (KPA 3) and E-commerce Skill Development projects (KPA 6), as there are 12 and 11 projects ongoing in these areas.

<u>Implementation by Measures</u>

The 19 Programs and 64 Projects collectively contribute to the implementation of 43% (or 23 out 54) of the Strategy's Measures. It is important to note that this information simply shows that the Measure

is *under implementation* but does not imply a specific degree of implementation: the degree of implementation for different measures is likely different, but without a system of weights indicating how each project contributes to a Measure, this type of information is still unavailable.[3]
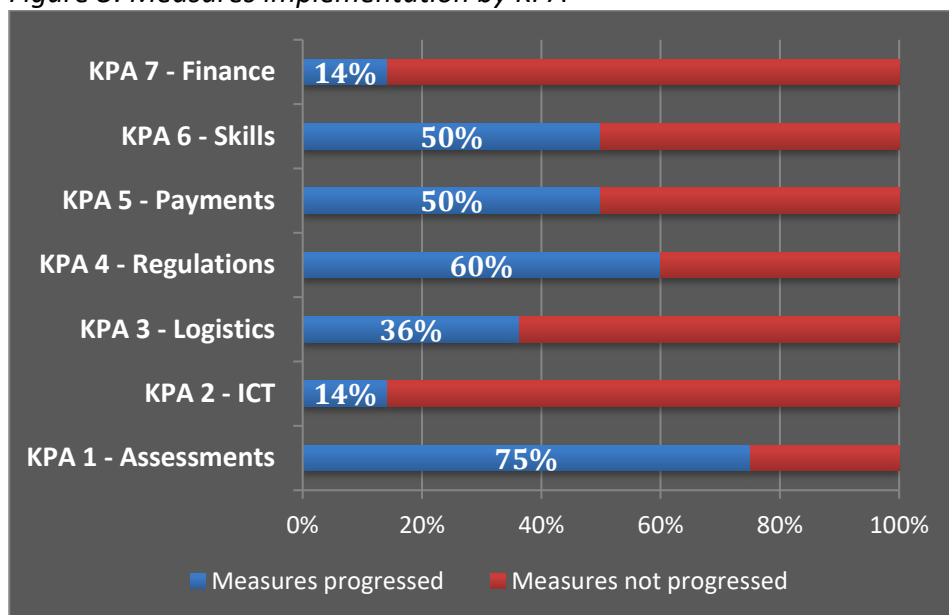
Figure 3: Measures implementation by KPA

Figure 3 illustrates a good overall picture, with four out of seven KPAs presenting more than 50 percent of their Measures under implementation. Mirroring the findings from completed projects, KPA 1 has the highest percentage of Measures under implementation.

At the other end of the spectrum, ICT Infrastructure and Services (KPA 2) and Access to Finance for E-commerce (KPA 7) present the lowest percentage of Measures under implementation. The low scores partly reflect the reality of a Pacific region with limited and costly connectivity (especially in rural areas) and with few financing opportunities for innovative ventures. It should also be noted, however, the some of the projects taking place in these KPAs are not reported to the Secretariat and can't therefore be captured by its the M&E system.

B2.   Detailed Progress by KPA
This section provides details on progress made towards the implementation of the Strategy gathering all the information available for each KPA.

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3 For example, project A and project B both address Measure 1; but while project A accounts for a 70 percent of the attainment of Measure 1, project B only accounts for 10 percent. The present M&E system does not weigh the contribution of each project towards the implementation of a Measure, which means that the progress reported here only shows which Measures is under implementation without specifying the degree.

KPA1: E-commerce Readiness and Strategy Formulation

Table 2: KPA 1

KPA	Indicators	Measures under implementation	Interventions	Partners	Donors
1	3 Strategic Outputs 8 Measures	75% (6/8)	6 Programs 24 Projects	5	4
Achievements and Progress - Readiness assessments completed in 11 FICs. - One Regional Strategy completed, and six National Ecommerce Strategies completed or under implementation. Completed for Vanuatu, Tonga and Samoa. In progress for Solomon Islands, Tuvalu and PNG. One E-commerce Acceleration Plan being developed for Cook Islands. - National Committee established in five countries - PNG, Tuvalu, Vanuatu, Kiribati, Solomon Islands. Work is ongoing to establish one Pacific Regional Committee and two National Committees - Tonga and Samoa. - First Digital Economy Report, Pacific Edition, to be published in early 2023. - Creation of the Pacific E-commerce Dataset embedded in the Pacific E-commerce Portal. - Pacific E-commerce Portal launched in August 2022. *Implementing Agencies* - PIFS, PPIU, SPC, TradeWorthy, UNCTAD. *Donors* - Australia, EIF, European Union, New Zealand.					

KPA2: ICT Infrastructure and Services

Table 3: KPA 2

KPA	Indicators	Measures under implementation	Interventions	Implementing Agencies	Donor
2	3 Strategic Outputs 7 Measures	14% (1/7)	1 Program 1 Project	1	1
Achievements and Progress - A self-learning course on Digital Infrastructure and the Digital Divide for Commonwealth countries. - *Implementing Agencies* - ComSec. *Donors* - United Kingdom					

KPA3: Trade Logistics and Trade Facilitation

Table 4: KPA 3

KPA	Indicators	Measures under implementation	Interventions	Partners	Donors
3	3 Strategic Outputs 7 Measures	36% (4/11)	6 Programs 12 Projects	5	10
Achievements and Progress - Deployment of ASYCUDA World in nine countries - Cook Islands, Kiribati, Nauru, Niue, Tonga, Tuvalu, FSM, RMI and Palau. - Single Window blueprint development for EPA signatories. - UPU Customs Declaration System deployment and ASYCUDA World interfacing in Vanuatu. - Readiness Assessment for Cross-Border Paperless Trade in Tonga and Tuvalu. - Study aimed at quantifying economic benefit of Paperless Trade in PNG, Nauru, Tonga, Solomon Islands, Tuvalu, Kiribati and Vanuatu. - ePhyto project underway in Fiji. - Support for e-commerce platforms underway in Fiji, Solomon Islands, Tonga and Vanuatu. *Implementing Agencies* - ComSec, GATF, UNCDF, UNCTAD, UNESCAP *Donors* - Australia, Canada, China, Denmark, EIF, European Union, Germany, New Zealand, Republic of Korea, United States.					

KPA4: Legal and Regulatory Framework

Table 5: KPA 4

KPA	Indicators	Measures under implementation	Interventions	Partners	Donors
4	2 Strategic Outputs 5 Measures	60% (3/5)	3 Programs 5 Projects	7	4
Achievements and Progress - Technical assistance to adoption of UNCITRAL e-commerce related texts in Fiji, PNG, Kiribati, Tuvalu. - E-commerce legislative gap analysis for the Pacific Region and the Cook Islands. - Improving data collection for SIM card registration in Solomon Islands. - E-commerce training for Pacific policy makers, self-paced version now available online. *Implementing Agencies*- ComSec, PIFS, PPIU, UNCDF, UNCITRAL, UNCTAD, WEF. *Donors* - Australia, Hong Kong SAR China, New Zealand, Republic of Korea.					

KPA5: Electronic Payment Solutions

Table 6: KPA 5

KPA	Indicators	Measures under implementation	Interventions	Partners	Donors
5	2 Strategic Outputs 8 Measures	50% (4/8)	3 Programs 5 Projects	5	2
Achievements and Progress - Webinar series promoting fintech solutions to Pacific stakeholders. - Deployment of mobile money services in Solomon Islands. - Region-wide survey on digital financial literacy. - Partnership with Mastercard to promote uptake of payment gateway Fiji. *Implementing Agencies* - E-Trade Alliance, Mastercard, PTI Australia, UNCDF, UNDP. *Donors* - Australia, United States.					

KPA6: E-commerce Skills Development

Table 7: KPA 6

KPA	Indicators	Measures under implementation	Interventions	Partners	Donors
6	2 Strategic Outputs 8 Measures	50% (4/8)	8 Programs 11 Projects	7	4
Achievements and Progress - E-commerce scholarships for Pacific indigenous businesses. - E-commerce trainings, scholarships and sponsorships to provide Pacific businesses with in-depth digital skills. - Business toolkits to support MSMEs' online journey. - Trainings to build online presence for tourism businesses. - Trainings to use social media. - Online community for e-commerce professionals. *Implementing agencies* - ComSec, ITC, PIFS, PTI Australia, PTI New Zealand, UNCDF, UNDP. *Donors*- Australia, Multi Partner Trust Fund,[4] New Zealand, United Kingdom					

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[4] The Commonwealth, European Union, European Investment Fund, German's Federal Ministry for Economic Cooperation and Development (BMZ), Qatar Development Bank (QDB), Sweden's government agency for development cooperation (SIDA), United States Agency for International Development (USAID), World Bank.

KPA7: Access to Finance for E-commerce

Table 8: KPA 7

KPA	Indicators	Measures under implementation	Interventions	Partners	Donors
7	2 Strategic Outputs 7 Measures	14% (1/7)	2 Programs 4 Projects	3	2
Achievements and Progress - Several grant schemes are now supporting Pacific MSMEs and local online platforms. *Implementing agencies* - PIFS, SPTO, UNCDF. *Donors*- Australia, Republic of Korea.					

B3.   Implementing Agencies and Donors focus by KPA

This section provides summary information of the main focus areas of donors and implementing agencies. An agency's mandate and its competitive advantages play an important role in defining their target KPAs. A donor's Overseas Development Assistance priorities and overall importance in the region help explaining observed preferences regarding supported KPAs.

Table 9: KPA by Implementing Agency

Agency/KPA	KPA1 E-commerce Readiness and Strategy Formulation	KPA2 ICT Infrastructure and Services	KPA3 Trade Logistics and Trade Facilitation	KPA4 Legal and Regulatory Framework	KPA5 Electronic Payment Solutions	KPA6 E-commerce Skill Development	KPA7 Access to Finance for E-commerce
ComSec		X	X	X		X	
E-Trade Alliance					X		
GATF			X				
ITC						X	
Mastercard					X		
PIFS	X			X		X	X
PPIU	X			X			
PTI Australia					X	X	
PTI New Zealand						X	
SPC	X						
SPTO							X
TradeWorhty	X						
UNCDF			X	X	X	X	X
UNCITRAL				X			
UNCTAD	X		X	X			
UNDP					X	X	
UNESCAP			X				
WEF				X			

Table 10: KPA by Donor

Donor/KPA	KPA1 E-commerce Readiness and Strategy Formulation	KPA2 ICT Infrastructure and Services	KPA3 Trade Logistics and Trade Facilitation	KPA4 Legal and Regulatory Framework	KPA5 Electronic Payment Solutions	KPA6 E-commerce Skill Development	KPA7 Access to Finance for E-commerce
Australia	X		X	X	X	X	X
Canada			X				
China			X	X			
Denmark			X				
EIF	X		X				
European Union	X		X				
Germany			X				
Korea			X	X			X
New Zealand	X		X	X		X	
United Kingdom		X				X	
United States			X		X		