



UNCDF - *The Pacific Digital Economy Programme (PDEP)*

Data X Blue Pacific Conference
25 October 2024

Supported by:



Pacific Digital Economy Programme (PDEP)



Objective: promote inclusive digital economies in the Pacific

that allow vulnerable populations,
including **women, MSMEs,
rural communities, and
labour mobility workers**

to enhance market participation
by applying digital solutions that
meet their needs

Implementing in Pacific Island Countries

9



Fiji



Samoa



Vanuatu



Tonga



Solomon
Islands



Timor
Leste



Papua New
Guinea



Kiribati



Cook Islands

Expanding to



Marshall Islands



Federated States of
Micronesia



Programme
Timeframe
2021-2025

Implemented by:



Impact Capital
for Development



PACIFIC ISLANDS FORUM

Partnership with **Pacific Island Forum
Secretariat** to implement regional E-
commerce strategy

Supported by:



EUROPEAN UNION



NEW ZEALAND
FOREIGN AFFAIRS & TRADE
Aid Programme



Holistic Approach to Digital Financial Literacy (DFL)



Why DFL?

- *Driving inclusive Economic Growth*
- *Bridging the Digital Divide*
- *Foundation for Financial Inclusion*
- *Enhances Resilience, Equality and Empowerment*
- *Catalyst for achieving SDGs*



PDEP Approach

- *Market System market development approach*
- *Evidence-based: Data-driven understanding of literacy needs.*
- *Best practices tailored to local contexts*
- *Tailored Programs: For women, MSMEs, and rural communities.*

Driving Region-Wide Change



The change we want to see: Bridging the digital divide across Pacific.



Partnerships: Collaborating with Governments, schools, and development partners driving inclusion.

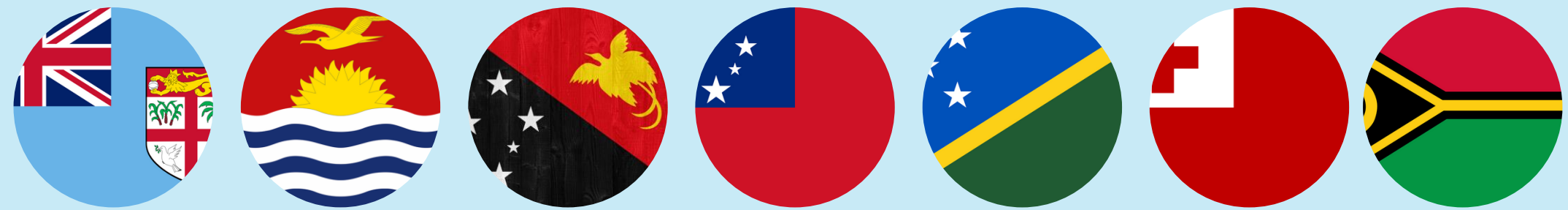


Future Focus: Empowering informed decision-making, economic opportunity, and sustainable livelihoods through digital literacy.

Strengthening the Foundations



National Financial Inclusion Strategies



Digital and Financial Literacy Survey Reports Across 7 Countries

Incorporation of Digital and Financial
Literacy in Education Curriculum

NOW PUBLISHED
...

DIGITAL AND FINANCIAL LITERACY SURVEY REPORTS





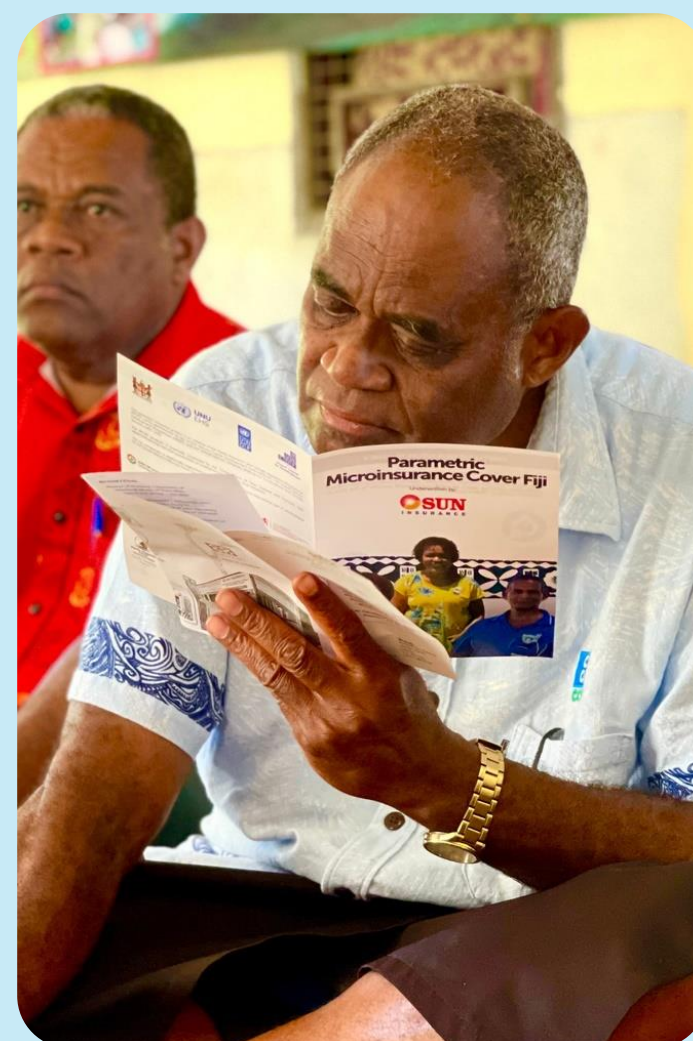
Accelerating Impact



**Regional DFL Baseline
Data Portal
(Griffith University)**



**FinEd: Primary and
Secondary School
Curriculum
(Fiji, Kiribati,
Solomons)**



**Integrating DFL to the
National Technical and
Vocational Education
(DFL Campaigns with
Samoa Business Hub,
KIT)**



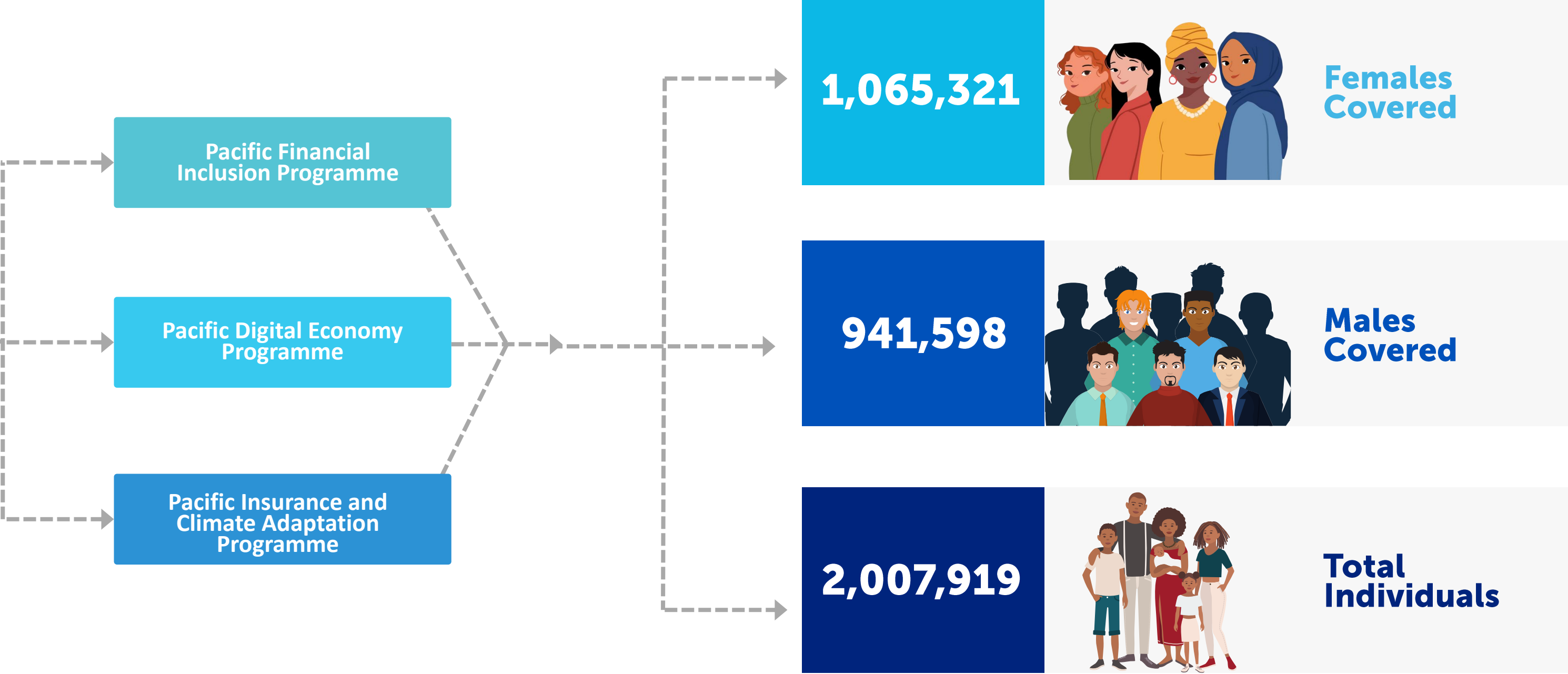
**Working with Private
Sector -
Financial Service
Providers and MNOs
(DigiCell, Vodafone, M-
Selen, etc.)**



**Consumer protection
and awareness**

*- The Noda i Lavo TV
Programme by RBF
- Scam Awareness Week*

Accelerating Impact





Vinaka Vakalevu

