



National Digital ID System (NDIDS)



Strategic Communications *and*
Costed Implementation Plan/M&E

2022-2025

NDIDS Strategic Communications & Costed Implementation Plan/M&E 2022-2025

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GOVERNMENT OF SAMOA

Samoa Bureau of Statistics

National Digital ID System (NDIDS)

Strategic Communications and
Costed Implementation Plan/M&E
FY2022 - FY2025

"everyone counts"

December 2022



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Acronyms

ACEO	–	Assistant Chief Executive Officer
AG	–	Attorney General
BDM	–	Births, Deaths and Marriages
CBS	–	Central Bank of Samoa
CIP	–	Costed Implementation Plan
CoC	–	Chamber of Commerce
FAQ	–	Frequently Asked Questions
IA	–	Implementing Agency(s)
MCIT	–	Ministry of Communications and Information Technology
MCR	–	Ministry of Customs and Revenue
MESC	–	Ministry of Education, Sports and Culture
MNRE	–	Ministry of Natural Resources and Environment
MOF	–	Ministry of Finance
MOH	–	Ministry of Health
MPMC	–	Ministry of Prime Minister and Cabinet
MWCSD	–	Ministry of Women, Community & Social Development
NDIB	–	National Digital Identification Bill
NDID	–	National Digital ID Division
NDIDS	–	National Digital Identification System
NIDSC	–	National ID Steering Committee
NSCCP	–	NDIDS Strategic Communications and Costed Implementation Plan
OEC	–	Office of the Electoral Commission
OOTR	–	Office of the Regulator
PDS	–	Pathway for the Development of Samoa
PMU	–	Project Management Unit
PSC	–	Public Service Commission
PWD	–	People with Disabilities
SBS	–	Samoa Bureau of Statistics
SIPDISS	–	Strategic Implementation Plan for the Digital ID System in Samoa
SNPF	–	Samoa National Provident Fund

1 Background



The National Digital ID System (NDIDS) Strategic Communications and Costed Implementation Plan/M&E 2022-2025 (NSCCIP) was developed using three key documents as building blocks:

- (i) Strategic Implementation Plan for Digital Identity System in Samoa 2020¹ ;
- (ii) NDID Stakeholder Consultations report and findings²; and
- (iv) [draft] National Digital ID Bill 2022

The Samoa Bureau of Statistics (SBS) Communications Strategy 2018 was also sighted to ensure communication activities of the NDIDS project did not contravene the SBS communications mandate and protocols. The Strategic Implementation Plan for Digital Identity System in Samoa (SIPDISS) details the 3-year approach to building a “reliable, secure, and sustainable digital identity system that supports unique and digital legal identity and allows that identity to be verified and authenticated. This will increase access to and enable the digitalization of public and private sector services in Samoa”.

The National Digital ID System Strategic Communications and Costed Implementation Plan/M&E 2022-2025 (NSCCIP- hereinafter called Communications Strategy) sets out steps and activities to realise specific *Objective 4: Raising Awareness and Accessibility of Services* of the SIPDISS. The Communications Strategy not only achieves Objective 4 of the SIPDISS but also Objective 1³, Goal 4.2.1.3: “...provide the necessary information on population, dynamics...in policy development and evaluation, informing every aspect of social and economic development’ of the *Samoa Statistics Strategy 2022-2026*. The Communications Strategy also contributes to the long-term Key Strategic Outcome 1: Improved social development and Key Strategic Outcome 2: Diversified and sustainable economy of the *Pathway for the Development of Samoa 2021/22-2025/26*. This is achieved through the innovative “use of technology to enhance efficiency of services in all sectors across the nation⁴”

2 Current communications situation



2.1 Internal

The National Digital ID Division (NDID) is a newly created unit within the SBS and is situated in a location approx. 200mtrs⁵ from the SBS Headquarters⁶. There is currently no sufficient hardware nor software capacity to develop, store, manage and share information and products required to raise awareness of users on services available and, how and where to acquire assistance when needed (through all stages of enrolment).

The existing broadband internet connection package⁷ purchased by SBS adequately supports the main headquarters at the FMFM II Building. However, the broadband speed service decreases

¹ SBS/NRD. [2020]. Strategic Implementation Plan for Digital Identity System in Samoa Project: provision of consulting services on National ID and Civil Registration (strategic planning, technical and functional design and procurement) in Samoa

² Unpublished report of consultations undertaken October 2021 – July 2022 provided as supporting document for Attorney General’s final review and vetting of draft National Digital ID Bill 2022

³ Meet the Needs of the Users

⁴ Key Priority Area 20 of the PDS

⁵ Level 5, Development Bank of Samoa building

⁶ Levels 2 & 3, FMFMII Building (government building)

⁷ 10Mbps via optical fibre

considerably at outside branches. The current speed within the NDID office cannot support the development of a dynamic, dedicated website which is crucial for the preparation and execution of awareness raising campaigns; linkages with 'one window service centres' for identity services; development and distribution of service delivery and information materials of the project to external users⁸.

There is no current *visible* link on the SBS website for external users to access the NDID. Once a link is created, accessing the webpage via the National ID link is envisaged to be slow with anticipated buffering on the public's receiving end; normally resulting in public frustration, complaints and reluctance to enquire. The NID Division currently utilises their own personal internet connections (via mobile tethering). With constant and prolonged buffering, the SBS website may be prone to sudden crashes, disabling public access to not only NID information, but other vital statistical information provided by SBS.

There is a public communications protocol on the SBS website but the communications strategy document itself is not publicly available.

2.2 External

Stakeholder consultations⁹ on the draft National Digital Identification Bill (NDIB) was used as a major part of the projects communications process; used as an opportunity to promote, educate and garner support of the general public, government ministries, private sector, civil society for when the NDIDS launch and mass registration periods are activated. These consultations served as basis to collect feedback and analyse how best to address what type of information was needed and by whom, in order for the general public and institutional users (e.g., government agencies and the private sector) to know about the NDIDS and its services.

The NDIB consultations clearly showed the need for an "externally" focused communications strategy; one that is better able to convince all people of Samoa to embrace the transformation to digital services and identify and develop innovative communication products¹⁰; campaigns to be designed to achieve the long-term goal of the Strategic Implementation Plan for Digital Identity System in Samoa 2020 (hereinafter referred to as SIP).

Some recurring issues raised **relevant to communications work** only included:

- Information on eligibility, dates of registration, IDs needed to register, services available etc to be made widely known and available via TV, radio and social media – not just government websites, newspapers etc;
- Information on consultations¹¹, trainings (e.g., apps used for registering new births) and seminars on NID for communities to be put through the proper channel (i.e., via MWCSD and *Sui o Nu'u, Sui o le Malo & Sui Tamaitai o Nu'u*) rather than just TV announcements;

⁸ Activities 4.1-4.4 of the SIPDISS

⁹ Total 2,887 participants from 243 villages (51 districts) and 208 organisations (inclusive government ministries, public bodies, civil society and private sector). 1,415 female; 1,235 male and 237 no gender recorded.

¹⁰ Example: utilization of technology (mobile phones) to conduct consultations and awareness raising in preparation for any further lockdowns or change in alert levels as part of Samoa's COVID-19 response. Laptops dedicated to support webinars on a 24/7 basis

¹¹ This is on the understanding that consultations is part and parcel of communications, education and awareness raising

- Translate all public information into Samoan for wider understanding and public consumption;
- Consider People with Disabilities (e.g., visually impaired) and those not able to read nor write when developing awareness campaigns and communication products;
- Inclusion of those incarcerated and how best to inform them of NDIDS, their rights and services available through NDIDS; and
- Centres in rural areas for those financially constrained and not able to afford travelling to registration places

3

Challenges, Strengths and Opportunities



The major challenge for communication and awareness raising work is the **absence of adequate equipment and internet service** to get the NDIDS website up and running **now** during the pre-registration stage. The Costed Implementation Plan (CIP) includes not only costing of equipment required but also **a one-off connection costing** for the project to kick start its website with the remaining costing to be borne by the SBS over the duration of the NDIDS project, as a recurring operational cost. The NDIDS portal¹² is envisaged to serve as a website and informations systems services and provide information, statistics and application forms for the different kinds of services available¹³. However, this stage will only be activated after procurement stage¹⁴.

The current practice of using standalone desktops to store and share project information is not the most effective nor safest way to store information on and about the project. The proposed website server can act as both storage and as a backup on site in the case of sudden crashes disabling public access to critical information as mentioned in the previous section. Information, documents and products can be developed and edited inhouse prior to sharing with the main server when internet connection is stable.

Innovative communication methods and tools need to be utilised to reach all the target audiences identified in the strategy. Hosting the website within the National ID Division will allow 24/7 monitoring of public enquiries and timely response to the public (chat box) that will support real-time authentication digital services of the NDIDS. In addition, it ensures the consistent update of related processes and requirements for any eligible person depicted in infographics, simple text, etc. Along with access to background information throughout the project's development process (for example, responses to questions from consultations found under 'Frequently Asked Questions' (FAQ).

¹² During system procurement stage

¹³ SBS/NRD. [2020] Technical and functional requirements for the National Digital ID System (NDIDS)

¹⁴ Currently not known but may take over 12months from the date of Communications Strategy approval

Other government ministries and organisations have successfully incorporated dedicated divisional websites linked to their main website (for example, MNRE). This model can be replicated by the NID Division without conflicting with existing organisation protocols and structure(s). Due to the 24/7 nature of the NDIDS, NID staff will need to monitor and respond to public enquires via website outside normal working hours. Immediate responses and vital changes may be difficult if website administration is hosted under the SBS main website. In-house hosting allows control over timely provision of service and responses to the public. Futuristic communications approach sees remote access of NID staff while in the field (e.g., during consultations, external service locations etc) to ensure livestreaming events, webinars, virtual meetings, chat boxes, training videos etc are still supported without having to be physically located at the NID offices.

The complexity of scope and breadth of the NDIDS coverage¹⁵ presents coordination, implementation, monitoring and financing challenges for required cross-sector collaborations for shared outcomes. Communication and awareness raising programmes requires comprehensive planning, implementation, monitoring/evaluation and reporting as well as adequate financing. The Communications Strategy should be made publicly available on the NID website as a first approach to transparently coordinating campaigns and awareness raising activities with implementing agencies and partner institutions.

The review of the SBS Communications Strategy in 2018 documented some good communication habits but also highlighted some challenges which are also applicable under this Communications Strategy. Issues such as:

- People not being informed at the right time¹⁶ (internal issue)
- Link between BDM & MOH needs strengthening¹⁷ (external issue)
- One single approach does not work for everyone¹⁸ (external issue)

Service centres are envisaged to be established once the system is in place. The only place available for the public and all identified audiences is the current physical location of the NID which requires use of elevators or stairs if electricity is off. This is not the most accessible location for People with Disabilities (PWDs) and other vulnerable group(s) who will need information prior to mass registration and during the steady state. The physical location of the NID may need to be reviewed to enable easier access of PWD and the elderly after mass registration stage.

There is an opportunity for SBS and NID to tap into newly established district council offices located in 51 districts. These district offices can be the first point of contact for people to access information about the NDIDS, services available and how to contact SBS/NID for further information. Prior to extending NDIDS services to the public, the NID will need to build the capacity of district officers and members to enable them to respond to community enquiries about the NID and NDIDS.

The opportunity to service PWD and gender mainstreaming is an important part of effective communication. The Communication Strategy aims to provide a solid and inclusive approach to communications and awareness programmes that is conducive and inclusive of all target audiences i.e., men, women, elderly, youth, people with disabilities and other vulnerable groups. It is envisaged that relevant communication products will be designed, produced and disseminated in both Samoan and English and are gender and PWD¹⁹ inclusive.

¹⁵ Initial coverage contained at financial institutions, educational institutions and the health industry. However, there are discussions and plans on extending the service to electoral, immigration, transport, policing and other essential services

¹⁶ Strengthens need for continuous consultations within SBS prior to any national NDIDS campaign and awareness programmes

¹⁷ This was also raised during National Digital Bill consultations

¹⁸ Confirmed during National Digital Bill consultations

¹⁹ Braille; Sign-language interpreters for TV/Facebook ads; larger fonts for visually impaired etc

COVID-19 restriction has also presented the opportunity to explore further innovative ways of communicating with targeted audiences. The use of modern technology, mobile phones and social media apps to continue pushing key messages to communities and general public will contribute to “strengthening effective and efficient sector communications” outcome. Laptops for NID are required to provide ‘24/7’ support for webinars and service website enquiries on a 24-hr basis.

4 Strategy Objective and Goal



4.1 Goal : To raise awareness of users *on benefits and uses* of the digital identity system *to promote participation; acquire trust and support* and build understanding of the public and users on accessible services.

While the goal contributes to the high-level goal²⁰ of the SIP, the long-term objective(s) of the Communications Strategy identifies - **how to achieve the intended goal**. While goals are what one wants to become, objective(s) **is how one plans** to get there.

4.2 Objective(s)

The objective of the Communications Strategy is twofold:

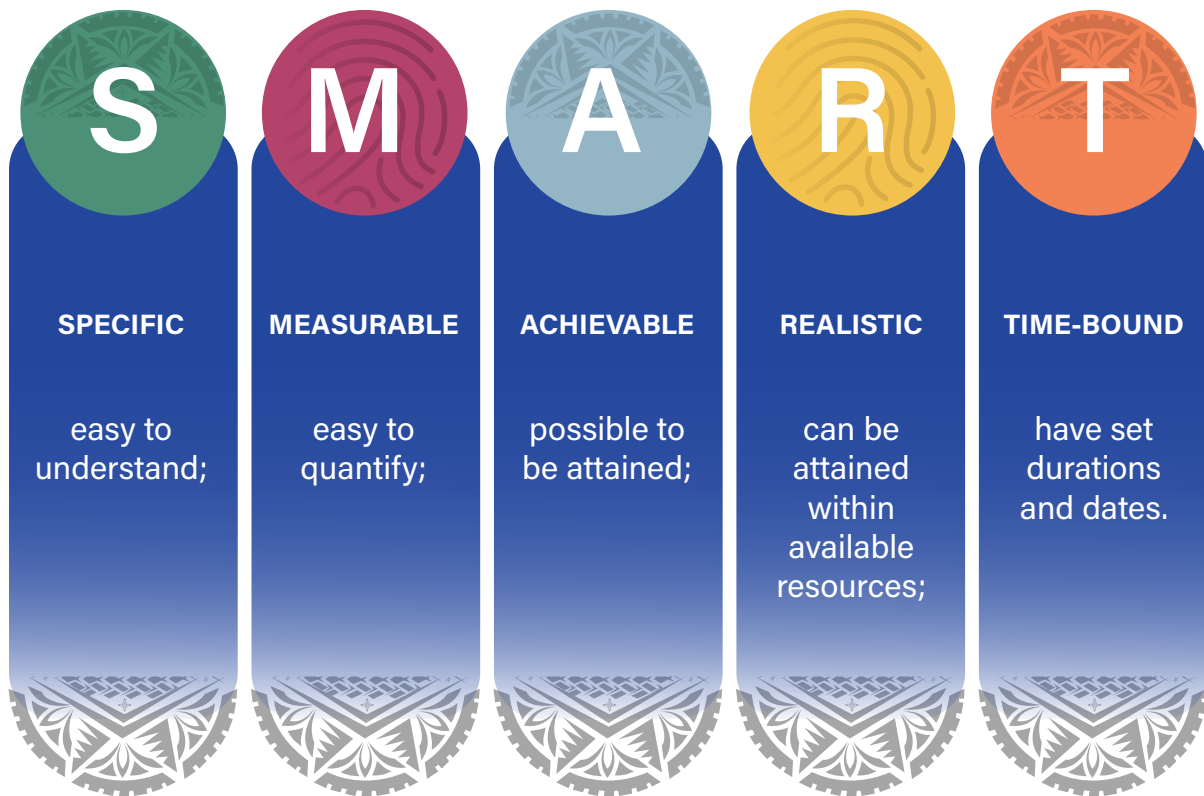
(1) To **identify targeted**, specific communications, education and awareness programmes and activities of the NID to raise awareness, promote trust, agreement and buy in of targeted audience(s) (**effectiveness**); and

(2) To **provide an enabling environment**²¹ to strengthen public engagement and to implement the communication and awareness programmes and activities identified in the Costed Implementation Plan (CIP).

²⁰ Building a reliable, secure, and sustainable digital identity system that supports unique and digital legal identity and allows that identity to be verified and authenticated

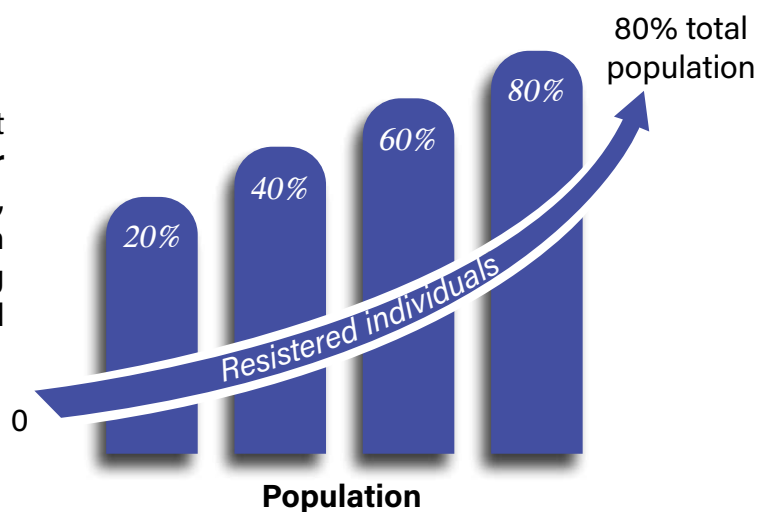
²¹ Fully resourced (personnel, hardware, software etc) complete with budget to develop and design various communication products and campaigns and awareness programmes

The Communications Strategy will be monitored using M&E indicators embedded into the CIP. This will ensure the achievement of targeted communications outputs within available resources (**efficiency**). The goal, objectives and resulting activities have been drawn up using the *SMART* principle:



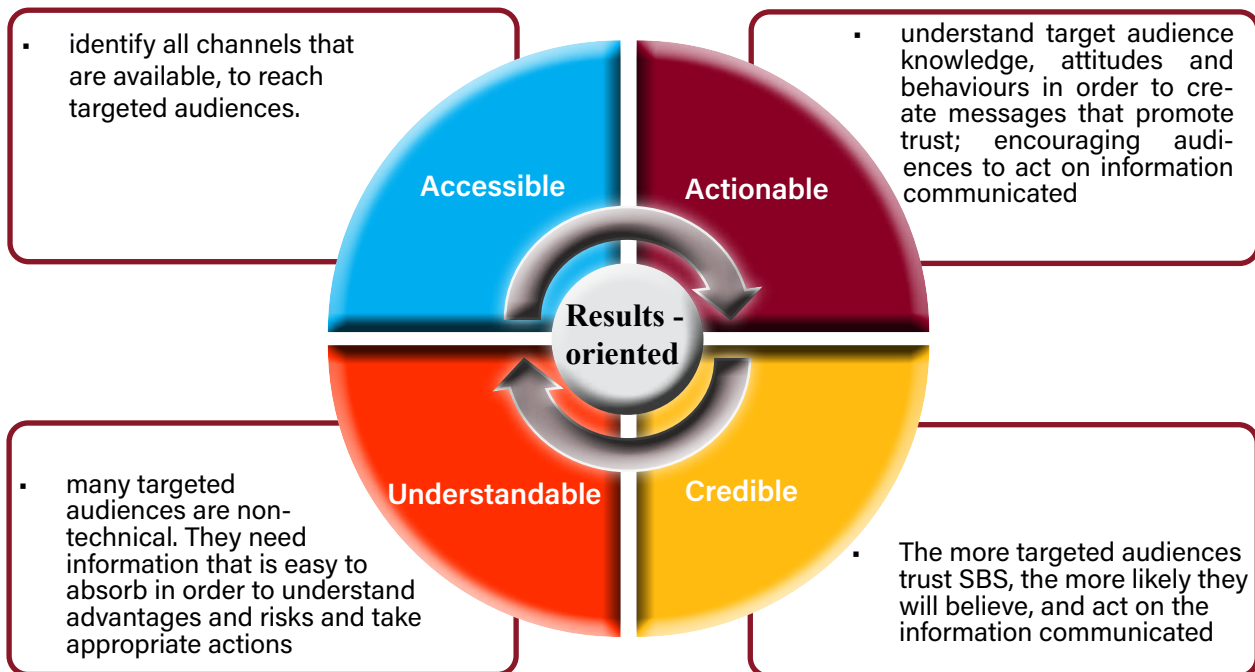
4.3 Outcome

The intended outcome of the goal is that **at least 80% of the population register and enrol for a digital ID** by the year 2025, based on successful implementation of campaigns, awareness raising programmes and activities implemented under the Communications Strategy²².



²² Consistent messaging includes “ua e resitara?” question on radio, TV, social media and website (survey monkey)

5 Communication principles



This strategy uses four key principles of communication: information is made readily available and *accessible*; messages communicated are *actionable*; information communicated is easy to understand; and most importantly – *trustworthiness* (credibility) of the source of information.

At the core of good communication principles in its simplest form, is the “**KISS**” principle – the ‘**Keep it Simple Simon**’ approach.

To achieve the **intended outcome** of the Communications Strategy (i.e., at least 80% of the population register and enrol for a digital ID by the year 2025 based on successful implementation of campaigns, awareness raising programmes and activities) – simple but effective communication is crucial. To successfully engage with communities and stakeholders – simple but effective communication is crucial.

The targeted audience should **never** have to struggle with finding the right information nor should they struggle to understand the information provided.

6 Target Audience



Target audiences were identified through a mapping process; aligning objectives and activities of the NDIDS Strategic Implementation Plan²³ against the goal and intended outcome of the Communications Strategy. Information exchange can be either “verbal, non-verbal or visual communication”, *utilising the most relevant, readily accessible and user-friendly* **method/mode**

²³ Refer Annex 3

of communication. Target audiences are listed below based on the role they play for each communications related activity in the SIP. Specific communication products and mode of delivery in order for each audience to play their role is detailed in Annex 3. Key questions used to determine target audiences, communication products and mode of delivery were:

- (i) what role do they play within each activity (e.g., law maker, decision maker, policy planner, implementer, affected person, influencer or financier?);
- (ii) what do they need (communication product) in order to play that role (contributing to mindset change); and
- (iii) what is the most cost-effective and efficient mode of delivering the product to the target audience

Politicians

Authority figures of the nation who are the key decision makers and lawmakers. Their behaviour change focuses on their decision-making which depends heavily on legal, official²⁴, valid, reliable and detailed information.

Identification Advisory Board/National Digital ID Steering Committee

Decision making audience. Their behaviour change focuses on their decision-making which depends on legal, official, valid, reliable and detailed information

SBS

Decision maker, policy planner and implementer audience. Lead agency responsible for secretariat role to the NDIDSC. Responsible for policy guidance, coordination, regulation, implementation and monitoring of all NDIDS activity. Behaviour change information for this target audience is up to date analytical data, manuals, training reports that show progressive change in behaviour of audiences based on efficient and effective communications work of the NID.

Implementing Agencies²⁵

Decision maker, policy planner and implementer audience. MCIT, MOH, MPMC, MOF, MESC, OAG, OEC, OOTR, MRC, CBS, SNPF, CoC and MRC. Behaviour change for this audience would require factual analytical data, adequate human resource to implement communication and awareness raising programmes, sufficient financing to enable quick design, production and dissemination of products determined in the CIP/M&E. This audience also requires strategic frameworks, operational manuals, Memorandum of Understanding (MoU) and concise M&E to quickly measure their performance on a regular basis.

Government Ministries and Public Bodies

Policy planner and implementer audience. Govern parameters for everyday activities of citizens, create and enforce national policies and laws. Behaviour change for this audience will require valid, reliable and detailed information regarding all matters of state.

²⁴ E.g., PK, Policy Statement, Project progress reports

²⁵ Extracted from the 'Policy findings and recommendations report for legal and regulatory environment for official identification systems and civil registration'

Ombudsman

Policy planner, lawmaker and decision maker audience. This audience oversees matters relating to human rights, good governance and investigates practices of maladministration and abuse of power in government agencies and enforcement agencies. This audience requires a well mapped out GRM, legal, official and valid information.

Relying Parties²⁶

Implementer and influencer audience. This audience requires official, factual data and sufficient hardware/software to share information to promote trust of all audiences they deal with. This audience requires strategic frameworks, operating manuals, MoUs and relevant communications and awareness raising information

General Public/Communities

User/Affected person(s) audience. This category includes all citizens and other individuals residing in Samoa. Changing behaviour to meet the intermediate and long-term goals of each activity requires the crucial buy-in of this audience.

Clergy (all denominations)

Influencer, User/Affected person(s) audience. Critical audience as a 'gateway' to influencing individuals, families and communities. Spiritual leaders are very active in communities and are recognised as a key player in promoting the benefits of the NDID to the general public and communities. This audience requires simple, step-by-step and user-friendly information to help them advocate for the national ID.

Civil society (NGOs and CBOs)

Policy planner, influencer, user/affected person(s) audience. Interface between government and local communities in planning, supporting and implementing on-the-ground work. This audience requires factual but user-friendly information that can help them advocate for, and work with local communities on behaviour change.

Private Sector

Policy planner, implementer, influencer, user/affected person(s) audience. Samoa Chamber of Commerce is the umbrella organisation for the business community and represents the Private Sector interests in sector planning and developments. They are also the key procurement source for supplies, merchandise and other resources required for communication and awareness raising programmes of the NDID. Behaviour change of this audience relies on factual data, enabling environment, positive progress of projects they are involved in.

Donors and Development Partners

Decision maker, policy planner, financier audience. Provides funding for project implementation to achieve the NID SIP and all its associated programmes and activities. Behaviour change for this target audience requires total transparency and accountability (regular progress reports including financial reports, lessons learnt, M&E etc).

Academia/Schools

Policy planner, implementer, user/affected person(s) audience. Provides qualifications and skills through primary, secondary and tertiary level programmes. The communication needs for this audience include factual, user-friendly education material and access to technical support.

²⁶ Includes financing institutions and banks

Media

Influencer, user/affected person(s) audience. Plays a critical role in raising awareness and influencing the general public, communities, vulnerable groups and others on NID programmes and activities. Behaviour change for this audience requires factual information and an open-door policy to build trust and encourage close collaboration with all IAs.

Vulnerable groups

User/affected person(s) audience. One of the most critical target audiences identified during consultations. Behaviour change for this audience would require specifically designed, user-friendly communication products that cater for PWD, elderly and those experiencing hardship. Products will be in both English and Samoan and where possible, be made available in Braille. Sign language to back up TV/social media talk-back shows and advertisements as well as animated videos should be a priority for this audience.

Professional Institutions and Associations

Policy planner, Influencer, user/affected person(s) audience. Key technical players that provide technical advice, guidance as well as act as implementers of some NID activities. This audience includes associations such as the Samoa Information Technology Association (SITA). Behaviour change of this audience relies on factual data, enabling environment, positive progress of projects they are involved in.

7

Consultations as part of Communication process



Consulting with stakeholders, partner institutions and all identified targeted audiences is an **essential communication tool** that should be given as much importance as electronic, physical documentations and visual publications. The recognition consultations was a vital communication tool was identified very early in the project during consultations on the draft NDID Bill, and needs to be encouraged throughout the pre-registration and steady state of the project. It is also a critical process of the Monitoring and Evaluation part of the Communications Strategy.

Experience with other nationwide campaigns²⁷ and consultations²⁸ has proven team composition is crucial to the success of any campaign. It is important all implementing agencies and partner agencies are actively involved in the delivery of the campaign. Annex 3 includes lead/supporting IAs and their respective roles in the planning and implementation of campaigns. Consultations form a big part of the campaign process. There are two suggested team compositions of a typical consultation process during pre-registration and steady states:

²⁷ FAST Party Roadshows. All intending candidates travelled as a team

²⁸ [National] Community Integrated Management Plans & District Development Plans team make up of 15 from various government agencies. CIMPs now utilised by Government of Samoa as basis of 1million direct assistance to each district- to build resilience of the nation to climate change impacts. CIM Plans design, compilation and publication from 2018 to 2019. Signed and endorsed by all district representatives and Government of Samoa representatives

Community team	Role	Private/civil/public/govt team	Role
SBS	Lead	SBS	Lead
MWCSD	Co-lead	MCIT	Co-lead
MCIT, MOH, MESC, CBS and bank reps	Technical support team	MOH, MESC, MWCSD CBS and bank reps	Technical support team

Fig1: Team Composition (Pre-registration & Steady States only)

The complexity and scope of the NDIDS coverage presents coordination, implementation, monitoring and financing challenges for required cross-sector collaborations during consultations. Lessons learnt from the NDID Bill consultations²⁹ should be utilised to improve any future consultations. Communication and awareness raising programmes requires comprehensive planning, implementation, monitoring/evaluation and reporting as well as adequate financing. The Communications Strategy should be made publicly available on the NDID website as a first approach.

8

Grievance Redress Mechanism (GRM)³⁰



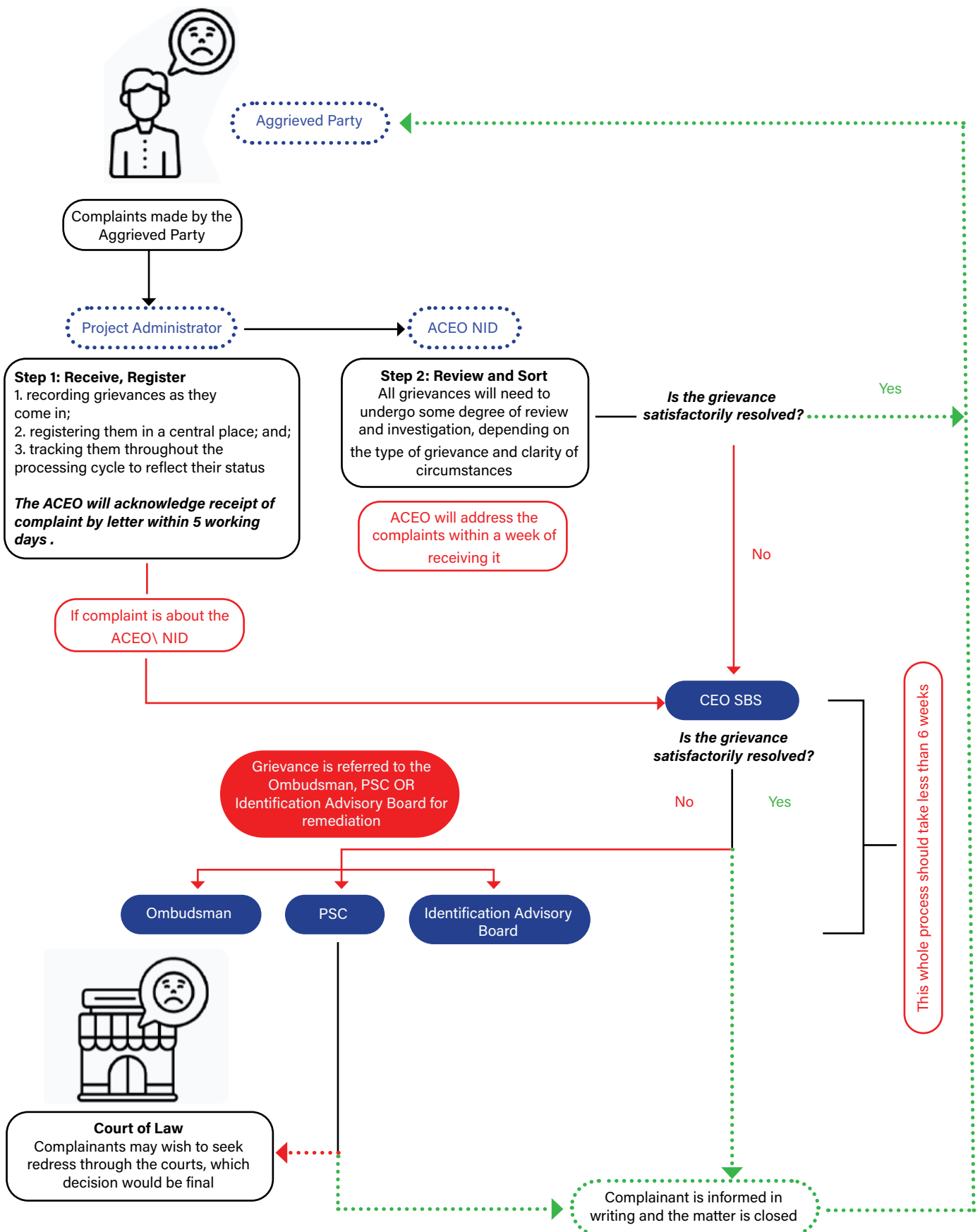
Instead of 'conflict resolution or 'crisis management', the term grievance is considered more culturally appropriate and is also used in the SIP and draft NDID Bill. The GRM has been contextualised to suit the purposes of communication. A Grievance Redress Mechanism (GRM) usually forms part of the social safeguard process of an infrastructure project however, has been included as a communication mechanism based on concerns and feedback from stakeholders during consultations and written submissions from organisations such as the Office of the Ombudsman. Noting the scope and breadth of the NDIDS and potential issues arising, the GRM has been contextualised to suit the NDIDS situation (e.g., not just focusing on staff performance which is a Public Service Commission (PSC) workforce issue, but also covers processing grievances on data breaches/information privacy and confidentiality issues).

People affected (Affected Persons – APs) by the NDIDS project need a mechanism where they can raise their grievances and concerns in order to find a satisfactory solution. A GRM helps to reduce or mitigate problems by affording adequate hearing and satisfactory solutions that are mutually beneficial to both the APs and the project. Grievances can surface at different stages of the project with some arising during project designing and planning while others may come up during project implementation. Given the nature of the NDIDS (i.e., collects and stores personal data), it is critical to include a process specifically **targeting the implementation** (mass and steady state) stage of the NDIDS.

²⁹ Confusion over which participants list template to use. MOF (for allowance purposes) or SBS form to ensure terms used are aligned with SBS 'mandate'. (2) Invitations to be sent out 2wks before actual consultations (3) Hold village/ district consultations in church halls located within villages/districts as opposed to centrally located venues (4) Team looking after Participants List to assist people with limited writing or reading skills rather than insisting it is a "MOF policy" to have the person write and sign their names

³⁰ Refer also National Digital Bill 2022 Part 10(62): Miscellaneous

The following diagram details the process and timelines of receiving, registering, handling and responding to grievances and people responsible for each step:



The following statement shall also be visible on **relevant** medium (website³¹ , TV ad, infographics etc)

"Anyone affected by an NID service(s) should fill in the grievance form³² and email or hand directly to Project Administrator to be actioned accordingly. Where the grievance is about the NID staff, the grievance form should be emailed or handed directly to the SBS Registrar General. The affected person should not, directly or indirectly, contact individual Identity Advisory Board members. The ACEO NID or the Registrar General will respond directly to the aggrieved party within five (5) working days to explain the process if the grievance cannot be handled immediately"

9

Costed Implementation Plan with M&E Indicators



The strategy identifies only 2 key Objectives to make for a more **realistic and practical** attempt at achieving the strategy goal, cognizant of the many audiences and IAs involved in this sector. Technical documents and reports such as progress reports, training manuals, policy briefs etc are not included as they are specific outputs of the technical team. Total resourcing needs required for *effective* implementation of this Communications Strategy is SAT\$548,076.61³³. Due to uncertainties in pricing of goods over the 3year period of the strategy, the National ID Steering Committee at its meeting of August 2022 approved the addition of a contingency onto the total to cover for any change in activity costing; taking the grand total to SAT602,884.27.

The total budget therefore stands at:

Objectives 1 & 2	-	\$548,076.61
10% Contingency	-	<u>\$ 54,807.66</u>
GRAND TOTAL		<u>\$602,884.27</u>

³¹ The SSIP states "toll free number" but a "chat box" is included in the website which will provide a 24-hr service for during the mass registration period and 3months into the steady state

³² Annex 2

³³ Refer budget summary (Annex 4) in separate excel sheet for details of each activity costing

Costed Implementation Plan with M&E Indicators

OBJECTIVE 1	To identify <i>targeted</i> , specific communications, education and awareness programmes and activities of the NID to raise awareness, promote trust, agreement and buy in of targeted audience(s) (<i>effectiveness</i>)					
	Year of Implementation				Budget (SAT)	Lead IA and supporting IA
Activities	Year 1 ³⁴ 2022	Year 2 ³⁵ 2023	Year 3 ³⁶ 2024	Year 4 ³⁷ 2025		
Design and launch National Digital ID (division) website containing 'Services, Products, who we are, Frequently Asked Questions, Events (drop down menu shows 'Mass registration') Chat box. Register now (not enabled until system is ready to trial), Eligibility, Documents needed for registration					10,000	SBS MOF-PMU
Launch National Digital ID (prior to mass registration & after all communication products & tools have been set up and mass produced) and livestream					40,000	SBS MOF-PMU
Develop, produce and disseminate 5 different pull-up banners (1) NDID – who we are & where located; (2) how to register/eligibility (3) dates & locations of mass registration & (4) documents needed to register & (5) linkages of BDM & NDID re: registration at birth & death- to be located in 51 district council offices & 10 other public/govt office spaces (e.g., TATTE Building; FIMFMI Building, DBS, CBS, Banks etc)					95,404	SBS/ MWCSD
Develop gender and PWD inclusive advertisements (sign language interpreter) to be aired on TV; posted on NID/IA websites and Facebook pages/ social media					10,000	NOLA/SBS & MWCSD
Develop braille booklet & infographic (Samoa) on 1) how to register & 2) locations & dates of special services for PWD, elderly etc 3) services that use NDID as proof of identity					20,000	NOLA/SBS & MWCSD

³⁴ Pre-registration³⁵ Mass registration/enrolment & Steady State³⁶ Steady state³⁷ Steady state

Develop mobile phone mass texting 1) reminder on mass registration date(s) and locations and 2) how to register & record "answer phone" script on 1) mass registration dates/locations 2) who to contact for further information				5,000	SBS/ telecommunications provider	(i) At least 80% coverage of all mobile phones receive text 2 wks before mass registration (ii) At least 80% coverage of all mobile phones receive text 1wk before mass registration (iii) At least 80% coverage of all mobile phones receive text 1day before mass registration (iv) user report from telecommunications provider show successful 'send' & 'receive' to at least 80% population with mobile phones
Produce and disseminate 10 infographics focusing on 1) NDID office & service centre locations & services available at @ 2) NDID uses 3) how to register 4) location of service centres 5) GRM 6) Fees 7) interoperability (BDM/SDIN etc) 8) how to use app to register births & deaths 9) Safe keeping SDIN/NDID & cybersecurity 10) what physical product will be received after mass registration (e.g., physical ID card & new birth certificate with SDIN)				4,000	SBS/ MW/CSD	(i) At least 5@ infographics released in Yrs 1&2. (ii) (ii) at least 2 infographics posted on all 51 district council offices by Year 2 (iii) all e-versions available on NDID & IA website, Facebook page (iv) [x] number of enquiries received based on infographics posted at district council offices
Produce TV, e-newspaper (static ad) & social media ads depicting uses and benefits of ID; how to register; location of service centres; location of main office (steady state) and dates & venues for mass registration				33,480	SBS/ Online newspaper supplier/TV station (1)	(i) 1 TV ads, 1 social media/static ad Yr 1 (ii) 3 TV ads, 3 social media/static ad Yr 2 (iii) TV & social media ads show sign language interpreter
Conduct TV and Radio talk-back shows detailing project purpose; what the slogan (everyone counts) means in terms of census/population count & use of ID to assist; uses and benefits of ID etc				15,000	SBS / 3 TV stations & 2 radio stations	(i) 3 TV & Radio talk back shows in Yr 2 (ii) 2 tv & radio talk back shows Yr 3 (iii) Survey shows at least 70% increase of understanding of project from baseline 2,887
Compile animated video/cartoon on uses and benefits of ID; how to register; location of service centres; special services – to be hosted on website (can also be used as consistent ad on TVs in district council offices				20,550	SBS / videographer/ marketing company	(i) Animated video cartoon 'aired' on TVs located at district council offices & NDID customer service area; (ii) Survey shows viewers understood message portrayed through video (iii) At least 50% of those surveyed shows video contributed to registration (iv) Documentary video available on NDID website & Facebook page (v) Video cartoon used in at least 1 national annual event (e.g., Public Servants Day; Environment week (link to extreme events & use of ID to identify people)
Develop simplified fact sheets and brochures detailing the "who, why, what, where & when" of the NDID project				In-kind [inhouse e]	SBS	(i) At least 2 fact sheets in English and Samoan developed by end Yr1
Plan, design and coordinate campaign activities featuring all communication products (incl. hire tents for all 51 district council offices as mass registration venues) developed and revise products according to feedback				76,500	SBS	(i) Campaign launched and successfully completed (ii) Survey of population (additional question in census) show at least 50% increase in understanding of NDID from baseline of 2,887 (total no. of participants at NDID Bill consultations 2021-2022)
SUB-TOTAL				SAT\$329,934		

OBJECTIVE 2		To provide an enabling environment³⁸ to strengthen public engagement and to implement the communication and awareness programmes and activities identified in the Costed Implementation Plan (CIP).					
Activities	Year of Implementation				Budget (SAT)	Lead IA and supporting IA	M&E Indicator
	Year 1³⁹ 2022	Year 2⁴⁰ 2023	Year 3⁴¹ 2024	Year 4⁴² 2025			
Procure adequate hardware (server, switch, etc and necessary accessories) and software and heavy-duty printer to enable development, hosting of NID website and act as backup to ensure safeguarding of all information					96,942.61	SBS/MOF (PMU)	(i) English & Samoan language website/page successfully operating and launched by Feb 2023 (with FAQs, chat box etc) (ii) All project documents (legal, technical, strategic and communications) & communication products (animated video/cartoon, infographics, GRM, ads, fact sheets, banners etc) available online by Year 2 (iii) website counter shows at least 1,000 hits/visitors within 3 months of launch; (iii) at least [x] number of enquiries received (includes chats) and successfully responded to within 6 months of launch
Establish adequate internet connection services to enable project communication services (one-off cost for project to kickstart communication services)					40,200	SBS/MOF (PMU)	(i) English & Samoan language website/page successfully operating and launched by Feb 2023 (with FAQs, chat box etc) (ii) All project documents (legal, technical, strategic and communications) & communication products (animated video/cartoon, infographics, GRM, ads, fact sheets, banners etc) available online by Year 2 (iii) in-field test of website 24/7 support & real time response trialled successfully by end of Yr1
Procure TVs for 51 district council offices and NDID customer service area					78,000	SBS/MOF (PMU)	(i) All 51 district council offices TVs installed & operating (ii) All ads developed through Communications Strategy aired on TVs daily (iii) [x] number of enquiries /further information due to ads aired on procured TVs
Conduct workshop for SBS staff on communications strategy, goal, objectives and intended outcome of campaign and awareness raising activities					1,000	SBS/MOF (PMU)	(i) Workshop report (ii) Participants data disaggregated by sex, [x] no. of women & [x] of men
Conduct workshop for NDIDSC on communications strategy, goal, objectives and intended outcome of campaign and awareness raising activities					2,000	SBS/MOF (PMU)	i) Workshop report (ii) Participants data disaggregated by sex, [x] no. of women & [x] of men
Conduct communications training for all service centres and notifiers					In-kind	SBS	) Workshop report (ii) Participants data disaggregated by sex, [x] no. of women & [x] of men
SUB-TOTAL	SAT\$218,142.61						

³⁸ Fully resourced (personnel, hardware, software etc) complete with budget to develop and design various communication products and campaigns and awareness programmes

³⁹ Pre-registration state

⁴⁰ Mass registration/enrollment & Steady State

⁴¹ Steady state

⁴² Steady state

Immediate Costed Implementation Plan: Year 1 (Oct – Dec 2022)

OBJECTIVES 1 & 2	Activities	Year of Implementation				Budget (SAT)	Lead IA & support/IA	M&E Indicator
		Year 1 2022	Year 2 2023	Year 3 2024	Year 4 2025			
	Develop, produce and disseminate 1 pull-up banner (1) NDID – who we are & where located to be located in 5 public places and 15 district council offices					\$15,640.00	SBS/ MWCSO	(i) 1 pull up banner (who we are & where located; produced and set up in at least 5 public places & 15 district council offices by Yr1
	Produce and disseminate 10 infographics focusing on 1) NDID office & service centre locations & services available at @ 2) NDID uses 3) how to register 4) location of service centres 5) GRM 6) Fees 7) interoperability (BDM/SDIN etc) 8) how to use app to register births & deaths 9) Safe keeping SDIN/NDID & cybersecurity 10) what physical product will be received after mass registration (e.g., physical ID card & new birth certificate with SDIN)					4,000	SBS/ MWCSO	(i) At least 5@ infographics released in Yrs 1&2
	Procure adequate hardware (server, switch, etc and necessary accessories) and software to enable development, hosting of NID website and act as backup to ensure safeguarding of all information					91,942.61 Server + Cabinet = 34,327.83 L3 Switch = 20,000 29KVA UPS + Multiplug = 28,906.08 2 Laptops = 8,608.70 Domain registration = 100	SBS/ MOF (PMU)	(i) English & Samoan language website/page successfully operating and launched by Feb 2023 (with FAQs, chat box etc) (ii) All project documents (legal, technical, strategic and communications) & communication products (animated video/cartoon, infographics, GRM, ads, fact sheets, banners etc) available online by Year 2
	Establish adequate internet connection services to enable project communication services (one-off cost for project to kickstart communication services)					40,200 (12month package paid upfront only)	SBS/ MOF (PMU)	(i) English & Samoan language website/page successfully operating and launched by Feb 2023 (with FAQs, chat box etc) (ii) All project documents (legal, technical, strategic and communications) & communication products (animated video/cartoon, infographics, GRM, ads, fact sheets, banners etc) available online by Year 2
	Procure 15 TVs for 14 district council offices and NDID customer service area					22,500	SBS/ MOF (PMU)	(i) 15 TVs installed & operating (ii) All ads developed through Communications Strategy aired on TVs daily (iii) [x] number of enquiries /further information due to ads aired on procured TVs
	Conduct workshop for SBS staff on communications strategy, goal, objectives and intended outcome of campaign and awareness raising activities					1,000	SBS/ MOF (PMU)	(i) Workshop report (SCA Final Report) (ii) Participants data disaggregated by sex, [x] no. of women & [x] of men
	Conduct workshop for NDIDSC on communications strategy, goal, objectives and intended outcome of campaign and awareness raising activities					2,000	SBS/ MOF (PMU)	i) Workshop report (SCA Final Report) (ii) Participants data disaggregated by sex, [x] no. of women & [x] of men
SUB-TOTAL						SAT\$177,282.61		

NDIDS

Campaign and Awareness Raising
Sample Products

Communication principle
K.I.S.S.

“Keep it Simple Simon”

1 Branding

1. It is important to include the agreed slogan on all products to be developed:

SLOGAN – **EVERYONE COUNTS** ⁴³ (static 'banner' at top)
2. The SBS/NID website address, email and telephone numbers shall be included on all communications products
3. The Government of Samoa Coat of Arms shall always be centred, top of the page. SBS logo shall be on the inside cover, left of the official government logo. Donor/development partner logo shall sit on the right of the official government logo. If there is more than 1 development partner, all development partner logos will be centred, bottom of the page

The Communications Strategy has identified targeted audiences and include a mixture of products that require different format in writing style, layout, and language. Annex 1 provides sample concepts and designs of communication, education and information products identified in the Communications Strategy. Every template and sample follow the “KISS” principle of communication.

2 Website

Fig.1 is a screenshot of the SBS website homepage. Below are some suggestions on accessing the NID website from the SBS main website:

1. Creation of a 'Services' tab at top of SBS website with drop down menu showing 'NID' (and other SBS divisions) - NID link will take user to proposed NID website homepage in Fig.2
2. Creation of link from Management drop down menu – click on ACEO NID and it will take person to NID website homepage
3. Document library in SBS website will list NID products/documents. Outside user clicks on document name and link will take person into NID website homepage
4. News and Events on SBS website will have link to NID homepage

⁴³ SCA has used “everyone counts” as the slogan as it identifies with SBS. Consistent messaging ensures messages are absorbed and understood easily. This is part and parcel of branding

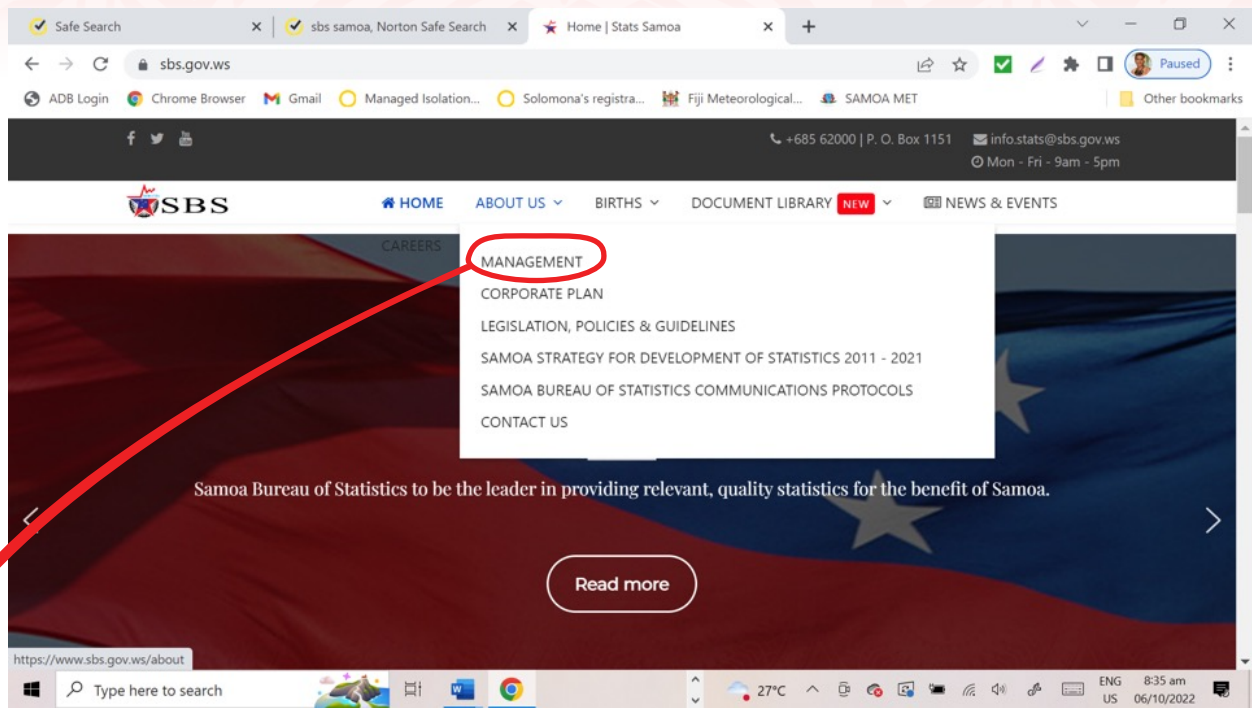


Fig.1: SBS Website homepage

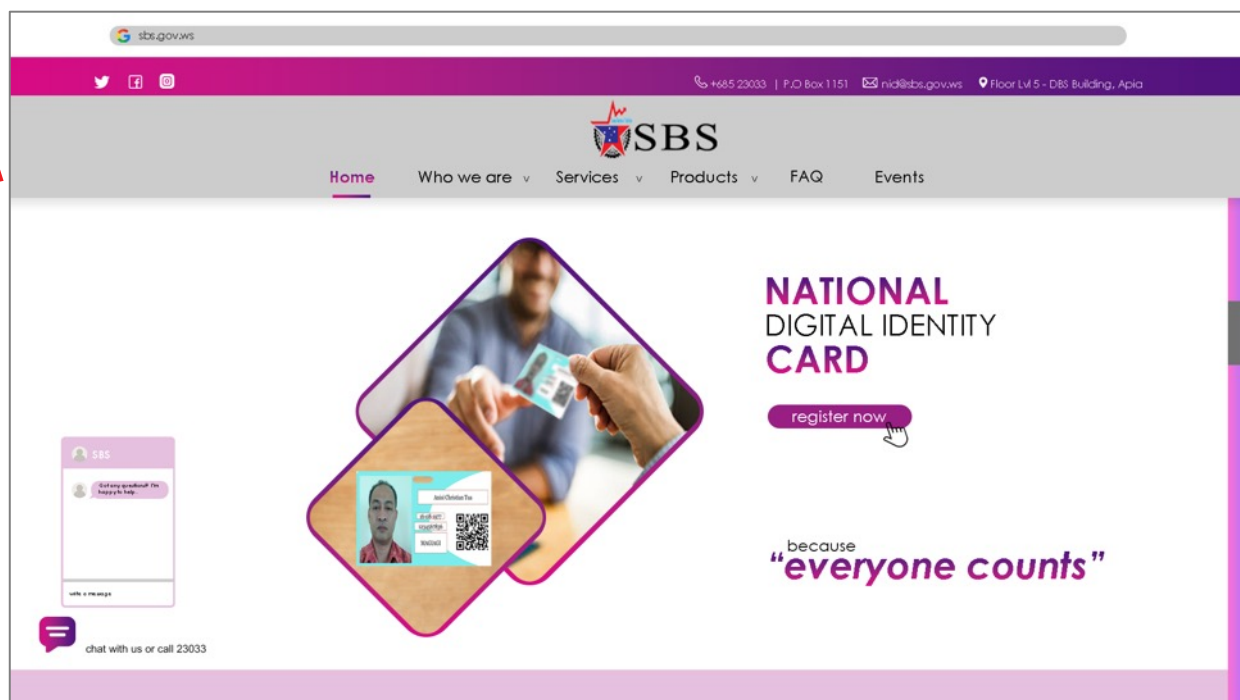


Fig.2 NDID homepage

5. The homepage content includes: Facebook, Twitter, Instagram (top left hand corner) and Chat Box (bottom left hand corner)

6. 'Events' section shall include information on dates, location etc of mass registration or campaign launch or project launch etc.

Posting electronic products on websites and social media

1. File size should be less than 2MB. Reduce resolution and zip files for easier downloading by the general public
2. Always show an image of the product. This can be a screenshot of the product.
3. Always have a title or name of the product listed under the image.
4. Always show file size under the name of the product.
5. Write a summary of the product so audiences will know what they are downloading

Title: NDIDS Communications Strategy and Costed Implementation Plan FY 2022- FY 2025

Summary: This is the 3yr strategy detailing communication activities and costs to implement awareness and campaign to enable the successful registration for a national ID, of at least 80% of population by 2025.

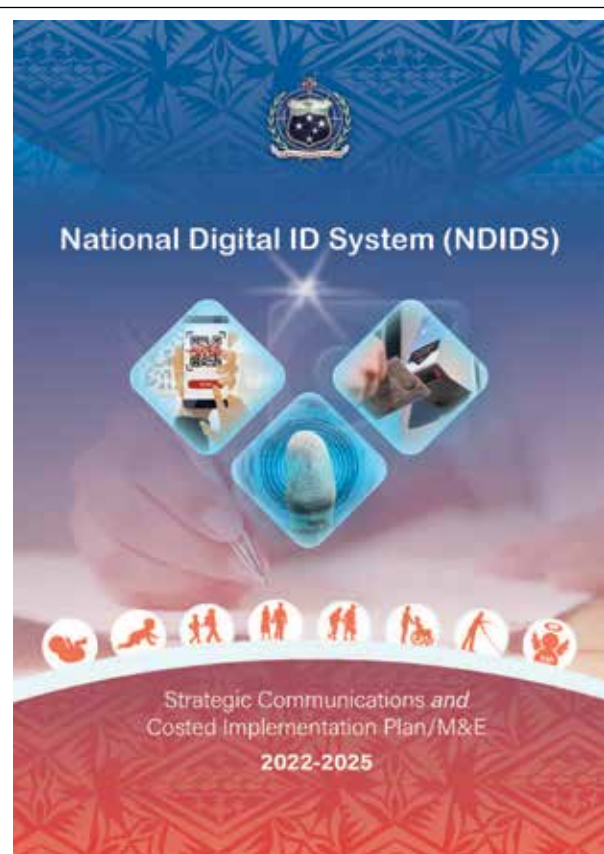


Fig.3 Sample electronic product

3 Social Media

1. A NID Facebook, Twitter and Instagram account shall be created.
2. These social media accounts shall be clearly displayed on the NDID webpage (see Fig.2)
3. Social media pages shall be updated twice (2x) a week or as often as possible when new stories and products are released
4. All new Facebook and Twitter releases shall be sent to the Government of Samoa Press Secretariat for posting on the official portal of the Government of Samoa
<https://www.samoagovt.ws/>

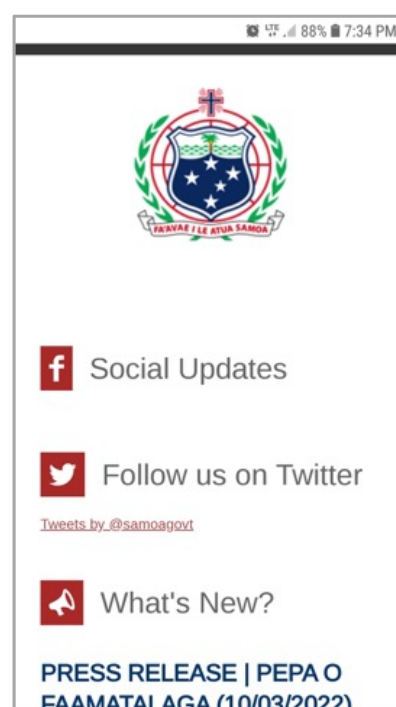


Fig.4

4 Pull up banner

A sample using the K.I.S.S. principle is in Fig.5. Note the consistent use of the slogan and interchangeable use of the sample national digital ID (physical ID) on different mediums (refer use in Fig.2 vs use in Fig.5)



Fig.5: Sample pull up banner

5 Billboard

Notice the consistent but interchangeable use of the same identity card. When you keep repeating a phrase or use of an image – it is a reinforcement of the message you are trying to communicate. The message associated with that repeated phrase (e.g., slogan) /image almost becomes hypnotic and therefore stays in the viewer's memory for a length of time.



Fig.6: Sample billboard

Simple but very effective!

6 Infographics

1. Mostly pictures, diagrams, charts, pictures used to explain. Very little text is used
2. Where text is used, it should be very simple, concise. Do not write a sentence. It is not the purpose of an infographic. Choose colours that blend well and are associated with the SBS/NID colours (red, blue, white)



Fig.7 Sample infographic 1

Use humour as a way to attract users' attention to the main message. Notice there is now a slight change to the content of this product. We are attempting to promote "how easy it is" to get a national ID knowing that we have a billboard that has asked "have you registered".

Sample infographics 2 & 3 (Fig.8 & 9) can also be used as pull up banners. Notice the use of information from the powerpoint presentation used for the draft NDID Bill consultations. Although the layout is different, the message- again, the use of consistent messaging- will ensure people will remember where they've seen or heard this message before and will probably want to enquire or ask for more information.



Fig.8 Sample infographic 2

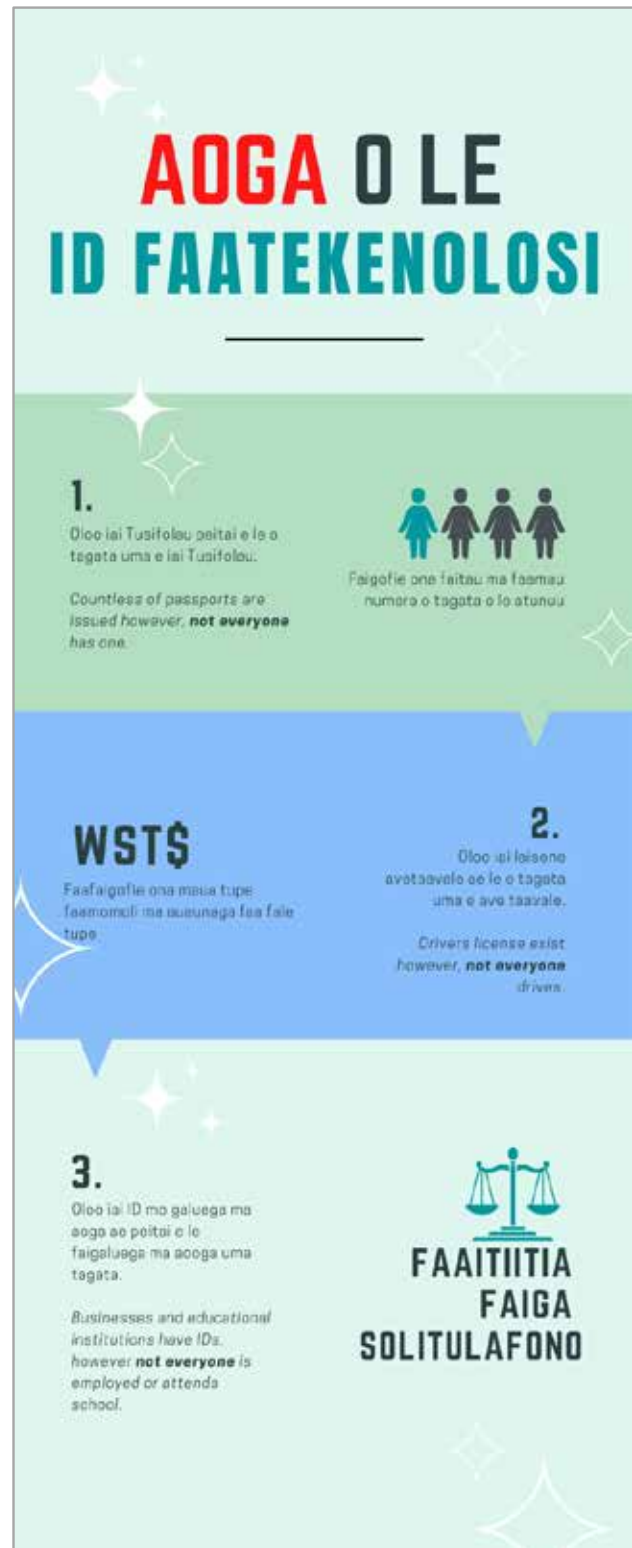


Fig.9 Sample infographic 3

The final sample infographic (Fig.10) is very important for public information. The GRM process needs to be made accessible and understandable as such:

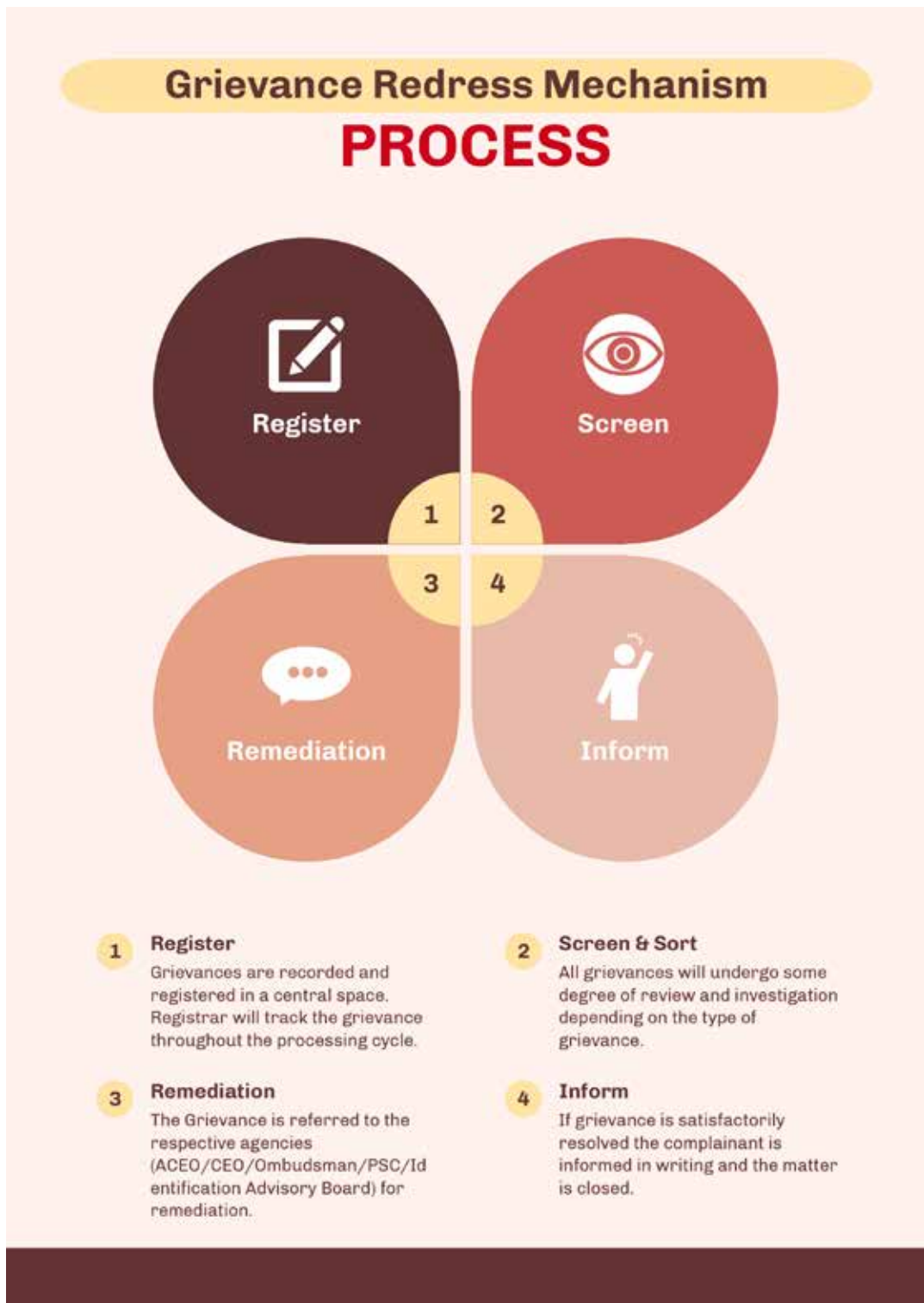


Fig.10 Sample infographic 5

The GRM process has been put into simple image with words as opposed to the diagram in the body of the Communications Strategy. Again, **Keep it Simple Simon!** No one wants to pore over a difficult process even if it's a diagram / drawing.

7 Stickers

The original timing for mass registration was to coincide with the Census 2021. These stickers (Figs. 11 & 12) would have been a good promo for the census team to stick to people's houses. However, noting the SDIN is issued at birth there is space for encouraging the interest of young children and young adults on the NDIDS. These children/youth are also 'influencer' audience and stickers would be an eye-catching campaign product that they can stick onto their school books, textbooks, bags etc



Fig.11 Sample sticker (stick person as "o" of national and "D" of Digital)



Fig.12 Sample sticker with plain ID

8 Powerpoint presentation layout

1. Placement of logos shall follow Branding guide in section 1. Choose a neutral colour (white is best) as background; text colour black. Use only 1 colour for headings. Size of fonts for Heading, Sub-heading and Content should be the same for every slide.

PLEASE do not cram information onto 1 slide. Limit lines per slide to a maximum of 5. This is quite important when planning the project launch or the NDID website launch.

Example: Slide 1

FAASOLOGA O LE FOLASAGA

1. Talaaga o le Atinae (Poloketi)
2. Aogā o le Atinae
3. Tulafono Taufaaofi
4. Faasologa o Fuafuaga o le Atinae

Slide 2...

AOGA O LE ATINAE

Samoa i le Taimi Nei:

O loo iai Tusifolau peitai e le o tagata uma e iai Tusifolau

O loo iai Laisene Avetaavale ae le o tagata uma e avetaavale

O loo iai ID mo galuega ma aoga peitai e le faigaluega ma aoga uma tagata

9 Press Releases

Remember: press releases are formal documents. Media use these to write their own stories about a subject matter.

1. Use for special events only (launching of project, launching of website, mass registration announcement etc).
2. Do not use to announce workshops, training or seminars.
3. All Press Releases must be sent to the Government Press Secretariat who will onforward to their media network
4. A contact **person and information** must be clearly stated. **Do not** put general contact information, example: ceo@sbs.gov.ws or info.stats@sbs.gov.ws
5. Press releases are to be uploaded onto Facebook, Twitter and Events section of the NID Website



PRESS RELEASE

Headline: Write a short catchy headline (10 words or less)

Example: “Everyone counts”: National Digital ID System launching

Date:

Author: [insert lead ministry, division]

Example: Samoa Bureau of Statistics, National ID Division

Body: what is the story and why should it matter to me (reader?) 1. Follow up on headline. 2. Who are the key parties involved. 3. Who is the project/message intended for (audience)? 4. Who does it benefit? 5. What is the project/message? 6. Why is there a need for this project/message? 7. Why is it important and why should people care? 8. When is the project planned for? Does the time add significance to the project/message? 9. Where will the project be based? 10. DO NOT repeat Opening Sentence here.

Example: 1. The National Digital ID System will enable the production of the long-awaited National ID Cards for all citizens of Samoa. 2. Under the jurisdiction of the Samoa Bureau of Statistics, its implementation is guided by a National ID Steering Committee. 3. The NDIDS is a culmination of over 5 years of planning by several government ministries, partner agencies, private and civil society sectors as well as donor agencies. 4. The production of national digital IDs will benefit all citizens of Samoa and is an inclusive project aimed at ensuring no one is left behind, hence the slogan “everyone counts”. 5. The use of a standard national ID will make for easier and user-friendly financial services (such as money transfer and banks), health and educational services as well as other government services. 6. Many citizens do not have any form of ID; whether it be a passport, birth certificate, employee ID etc. 7. The NDIDS will ensure everyone has access to a national ID to help expedite services that may normally take up to 2 weeks due to unavailability of identification. 8. The NDIDS is a 5 year project with the mass registration roll out targeted for mid-2025. 9. The NDIDS is housed at the National ID Division of the SBS, located at the Level 5 of the Development Bank of Samoa.

For more information contact [insert name of person/Focal Point – do not put SBS/NID, NID email and direct telephone line, website Chat Box link



10 Static e-newspaper ad

We need to look beyond traditional messaging when planning a campaign. Before producing an infographic, video, billboard, TV or social media advertisement for campaign purposes:

Step 1. Ask yourself – what message will motivate people to register?

Step 2. Develop engaging format and language to convey this

Example 1: campaign on mass registration

Step 1. What message will motivate people to attend the mass registration?

Answer1: Easier access to money (remittances) with use of National Digital ID

Answer2: Do not have any other form of identification

Step 2. Develop engaging format and language to convey this

Static ad design: Use the same image/message on the billboard. Reinforce the messages (i.e., school, hospital and bank 'watermark' on poster in addition to all the TV ads, talk back shows, presentations etc on services where the ID can be used and have it 'superimposed' over every article a reader clicks on, of the online Samoa Observer



This static ad will appear 15million times (impressions) over a period of 12months.

This is another form of getting people's attention – inundating them with ads that they've already seen before but through another medium

ANNEX 2

Grievance Registration Form

Grievance Registration ID:	SDIN:
Name:	Email:
Gender:	Phone No.:
Village:	P.O Box:
Date of Complaint:	
Do you wish to keep your personal details confidential? ☐ No ☐ Yes	
Complainant (check boxes) ☐ Affected Person/s (AP) ☐ AP Representative ☐ Relying Party ☐ Government Ministry/ Organisation ☐ Other (please specify) 	
Mode of Complaint: ☐ Letter ☐ Phone Call ☐ Email ☐ In-person Complaint (walk-in) ☐ Other (please specify) 	
Type of Complaint (check boxes): ☐ Identity theft ☐ Stolen NID Card ☐ Fake NID Card ☐ Fees ☐ Hackers ☐ Breach of confidentiality ☐ Wrongful release of information ☐ Misuse of information ☐ Inaccurate recorded information ☐ Wrongful cancellation of credentials ☐ Other (please specify) 	

Documents comprising the complaint *(letter from financing institution, photo of fake ID, etc.)*

- 1.
- 2.
- 3.
- 4.

Short description and SPECIFIC location of the problem.

Person/Agency responsible for causing the problem:

- | | |
|--|---|
| ☐ Village/Individual | ☐ Financing institution |
| ☐ Hospital/Clinic | ☐ Bank |
| ☐ Educational institution | ☐ Other <i>(please specify)</i> |
| ☐ Government agency | |

.....

Have you discussed or lodged this complaint with anyone else? If yes – what was their response?

Once your grievance has been resolved/responded to, how would you like to receive feedback/decision?
(tick boxes)

- | | | | |
|--------------------------------|---------------------------------|-------------------------------------|------------------------------------|
| ☐ Email | ☐ Letter | ☐ Phone Call | ☐ In-person |
|--------------------------------|---------------------------------|-------------------------------------|------------------------------------|

Signature of Complainant:

Date:

.....

.....

FOR OFFICE USE ONLY

Date received: _____

Name of Receiving Officer: _____ Signature: _____

Name & Signature of Person Lodging GRM: _____

ANNEX 3 -Communications linkage with NDID Strategic Implementation Plan

Specific Outcome	Specific Objective	Activity	Target Audience	Role in NDIDS Strategic Implementation Plan	What Do they Need in order to implement their Role	Most effective Mode of Delivery	IA Responsible	Partner Agency	Stage
1. Building Organization for NDIDS Operation	1.1. Building ICT function, capacity and continuity plans	1.1.3 Training and capacity building of the SBS ICT and Data processing staff in the technologies of the selected information system (operation, administration, help-desk administration, troubleshooting, etc.).	SBS (ICT), Data Processing Staff	Implementer	Powerpoint presentations, Operations Manual, Training manuals	Face-to-face Meetings (include trainings and briefings), Virtual meetings, Email, Webinar	SBS and Contractor	MCIT, MOF-PMU	Pre-registration
		1.1.4 Training and capacity building of the ICT staff of the Datacentre (cloud administration and further at MCIT)), on the tech. support of the servers, databases, and applications.	SBS (ICT), Data Processing Staff	Implementer	Powerpoint presentations, Operations Manual, Training manuals, Infographics	Face-to-face Meetings (include trainings and briefings), Virtual meetings, Webinar	SBS and Contractor	MCIT, MOF-PMU	Pre-registration
	1.2. Enforcing CRVS notification system	1.2.2 Notifiers are to be provided an equipment which is to be used to record notifications to digital CRVS system and can be followed up for registration. Training on use of digital web system is to be provided to all notifiers	SBS (Registration), Notifiers/Relying Parties	Planner, Implementer	Powerpoint presentations, Monthly reports, User Manual, Operations Manual, Regulation, Fact sheets, Infographics	Face-to-face Meetings (includes consultations), Website (chat box & watch video training), Webinars, Virtual meetings, Conferences, Email, Telephone	SBS and Contractor	MCIT, MOF-PMU	Pre-registration
		1.2.4 To develop clear procedural manuals for every authorized notifying organization. The manuals need to be very easy to use and include visual instructions (infographics) rather than texts and diagrams for professional users	Notifiers/Relying Parties	Planner, Implementer	Powerpoint presentations, Monthly reports, User Manual, Operations Manual, Regulation, Fact sheets, Infographics	Face-to-face Meetings, Website (chat box & watch video training), Webinars, Virtual meetings, Conferences, Email	SBS and Contractor	MCIT, MOF-PMU	Pre-registration
	1.3. Building CRVS and ID services related capacity and manuals	1.3.3 To strengthen capacity of the National ID functional division within the SBS for the operation of the population register and ID cards issuance, train the staff and ensure participation in the Regional events related to identification, as well as ID4D initiatives and best practices sharing. Increase of relevant staff members would be desirable	SBS National ID Division	Planner, Implementer	Training reports, Manuals, Powerpoint presentations, Monthly meetings/reports, Strategies, Regulation, Infographics, Fact sheets	Face-to-face Meetings, Technical Trainings & ToT, Website (chat & watch training video), Webinars , Virtual meetings, Conferences, Email	SBS and Contractor	MCIT, MOF-PMU	Pre-registration
		1.3.4 Develop clear and detailed organizational procedures for registration of each vital event, data changes and information requests handling on the civil registration. The procedures shall be end-user-centric, i.e. client shall have a role in the procedures as well, in order to see what the shall be doing and decrease the administrative burden on the client, reduce the number of visits s/he needs to make to the registration point	SBS (BDM & NDID)	Policy, Planner, Implementer	Training reports, Manuals, Powerpoint presentations, Monthly meetings/reports, Strategies, Regulation, Infographics, Fact sheets	Face-to-face Meetings, Technical Trainings & ToT, Website (chat & watch training video), Webinars , Virtual meetings, Conferences, Email, Telephone	SBS and Contractor	MCIT, MOF-PMU	Pre-registration
		1.3.7 Develop clear procedures and guidelines, organizational arrangement with regard to authentication services provision (data verification and authentication), following the needs and legal agreements with private and public sector organizational users. Information on the population should be kept confidential and revealed only to the authorized users, who commit to the contractual relations and confidentiality conditions. Information products should be specified and their delivery procedures from the reception of the request/inquiry to the final delivery of the data search result and remuneration conditions. Data disclosure mechanisms cover the technical implementation of ICT development needed to perform the queries, information delivery, user management and other functional requirements that are specified	Relying parties	Decision maker, Policy, Planner, Implementer	Procedural Guidelines, Manuals, Powerpoint presentations, Monthly meetings/reports, Strategies, Legislation, Regulation, MoU, Infographics, Fact sheets	Face-to-face Meetings, Technical Trainings & ToT, Website (chat & watch training video), Webinars , Virtual meetings, Conferences, Email, Telephone	SBS and Contractor	MCIT, MOF-PMU	Pre-registration
		1.3.10 Prepare re-usable professionally designed templates for the periodic reporting on the vital statistics, for producing digital reports and dissemination to the stakeholders across the country and abroad	Politicians, Identification Advisory Board/National Digital ID Steering Committee, IAs, Donors & Development	Decision maker, Law maker, Policy planner	Policy brief, PK, Progress reports, Strategies, Legislation, Regulation	Face-to-face Meetings, Website , Webinars , Virtual meetings, Conferences, Email, Telephone	SBS and Contractor	MCIT, MOF-PMU	Pre-registration

Specific Outcome	Specific Objective	Activity	Target Audience	Role in NDIDS Strategic Implementation Plan	What Do they Need in order to implement their Role	Most effective Mode of Delivery	IA Responsible	Partner Agency	Stage
2. Development and Deployment of Fully functioning NDIDS		1.3.12 Establish the grievance redress mechanisms before the mass enrollment and further, strengthen the organizational capacity, train the staff. Grievance redress is important to address any claim on the errors on the Identity documents or process faults. It shall be a toll free service launched to open a possibility for clients to provide not only claims, but also general feedback on service delivery, as well as to get information on processes and procedures that have to be followed during the registration or issuance of identity documents, provision of services, basic legal requirements. Possibility for an ~~online option for a feedback should be also applied~~	ALL	Decision maker, Law maker, Policy planner, Influencer	Powerpoint presentations, Fact sheets, Infographics (GRM), Press Releases, Advertisements, Animated video	Face-to-face Meetings, Website, Virtual meetings, Email, Consultations, Telephone, Social media, TV	SBS and Contractor	PSC, Ombudsman Office, OAG	Pre-registration, Mass, Steady
		1.3.13 Establish internal communication network between SBS and regions involved in registration, notification and identification for continuous, regular information exchange and communication, that would facilitate smooth forthcoming reforms in registration process	SBS Service Centres, Relying parties, Notifiers, Clergy, IAs	Policy, Planner, Implementer, Influencer	Powerpoint presentations, Fact sheets, Infographics, Press Releases, Advertisements, Policy briefs, Progress reports	Face-to-face Meetings, Website, Virtual meetings, Email, Consultations, Telephone, Social media, TV	SBS and Contractor	CBS, MESC, MOH, MWCSO	Pre-registration, Mass, Steady
		1.3.14 Identity related credentials (birth certificate, death certificate, marriage certificate, divorce certificate, and other) templates need to be redesigned with introduction of SDIN. More user-friendly format needs to be considered, also minding the costs.	SBS (BDM & NDID), Government ministries (MJCA, MPMC)	Decision maker, Policy, Planner, Implementer	Powerpoint presentations, Templates, Fact sheets, Infographics, Advertisements, Policy briefs, Progress reports	Face-to-face Meetings, Website, Virtual meetings, Email, Consultations, Telephone, Social media, TV	SBS and Contractor		Pre-registration, Mass, Steady
	1.4. Procure goods and services for NDIDS	1.4.2 Procurement management will be needed for key and supportive activities, described in the strategic implementation plan: system development and deployment vendors (CRVS, enrollment & ID, population register), HW&SW supplies vendors, training and capacity building vendors, technical assistance services vendor, ~~awareness campaign consultants and dissemination vendors, etc~~	SBS National ID Division	Policy, Planner, Implementer	Quotations, Bids, ToRs, Specifications, Procurement policy, Strategies, Regulation	Face-to-face Meetings, Website, Virtual meetings, Email, Telephone	MOF-PMU	SBS, Vendors, Consultants	Pre-registration, Mass, Steady
	1.5. Develop business case and plans	1.5.2. The fees for services delivery shall take into regard the free of charge registration of vital events, and affordable certificates of registrations, extra services shall be charged extra fee. Information fees (authentication services) shall include the fees that cover the ~~costs of delivery and operation of the system~~	ALL	Users, Affected persons	Powerpoint presentations, Fact sheets, Policies, Regulation, Infographics, Advertisements, Consultations, Pull-up banners, ~~Static online ad~~	Face-to-face Meetings, Website, Virtual meetings, Email, Telephone, TV & Radio talk-back shows, E-Newspaper, Social media	SBS	MOF	Mass registration, Steady
	2.1. Development and deployment of CRVS	2.1.3 Web enabled computerized national CRVS system shall maintain a responsive web design and be accessible via the mobile tablet technology for notification activities or end-user application to register provision. Such mobile technology, shall also facilitate the civil registration of vital events in areas that are remote and shall support regular mobile registration days in all villages of each village (particularly aiming at registration of poor, people with disabilities, ~~and other marginalized groups~~)	SBS (BDM & NDID), Notifiers, Clergy	Policy Planner, Implementer, Affected person, Influencer	Powerpoint presentations, Fact sheets, Policies, Regulation, Infographics, Advertisements, Consultations, Pull-up banners, Static online ad, Tablets/laptops	Face-to-face Meetings, Website, Virtual meetings, Email, Telephone, TV & Radio talk-back shows, E-Newspaper, Social media	SBS and Contractor	MCIT, SITA	Pre-registration, Mass, Steady
		2.1.6 Civil registration system shall include SDIN, which is issued to an individual at birth and is generated by the Population register	ALL	Users, Affected persons	Powerpoint presentations, Fact sheets, Infographics, Advertisements, Consultations	Face-to-face Meetings, Website, Email, Telephone, TV & Radio talk-back shows, E-Newspaper, Social media, Billboard	SBS		Pre-registration, Mass, Steady

Specific Outcome	Specific Objective	Activity	Target Audience	Role in NDIDS Strategic Implementation Plan	What Do they Need in order to implement their Role	Most effective Mode of Delivery	IA Responsible	Partner Agency	Stage
	2.2. Development and deployment of and Population Register, SDIN and authentication functionality	2.2.2 The Population register shall collect and store data that are registered through the regular enrollment - national ID system: biographical data (birth name, birth family name, married name, matai titles, sex, birth date), biometrical data (photo and all fingerprints), signature, supporting documents to prove identity (Birth certificate, passport, driving license, testimony/letter by government representatives), metadata on the date stamps of the registration or changes, search logs and other data for audit trails. Additional data from the civil register shall be stored in the population register – place of birth (name of hospital or name of village where the birth was delivered), parents, place of residence and from the passports on the issued and valid passports. Medical status (if due to mental disease there are restrictions to perform legal actions) shall be stored after information is received from the	ALL	Decision maker, Policy, Planner, Implementer, Relying party, Affected person, Influencer	Powerpoint presentations, Fact sheets, Policies, Regulation, Infographics, Advertisements, Consultations, Pull-up banners, Static online ad, Tablets/laptops	Face-to-face Meetings, Website, Virtual meetings, Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media	SBS	Civil society, Clergy, Politicians	Pre-registration, Mass, Steady
		2.2.4 SDIN shall be generated for every individual whose data is entered in the Population register either after being initiated by the CRVS system during the birth registration or after being enrolled via the enrollment through ID system during the one-off enrollment. SDIN shall be generated following the legally established requirements, consisting of random generation of numbers without personal information SDIN shall be used throughout the life of the individual	ALL	Decision maker, Policy, Planner, Implementer, Relying party, Affected person, Influencer	Powerpoint presentations, Fact sheets, Policies, Regulation, Infographics, Advertisements, Consultations, Pull-up banners, Static online ad, Tablets/laptops	Face-to-face Meetings, Website, Virtual meetings, Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media	SBS	Civil society, Clergy, Politicians, Media	Mass registration, Steady
		2.2.5 All government institutions, public and private organizations shall use SDIN for provision of their services and include in their information systems, databases and be eligible following legal requirements and arrangement between them and SBS to verify the personal data of serviced individuals through the authentication module.	Relying parties	Policy, Planner, Implementer	Powerpoint presentations, Fact sheets, Policies, Regulation, Infographics, Consultations, Hardware & software	Face-to-face Meetings, Website, Virtual meetings, Email, Telephone, TV & Radio talk-back shows	SBS and Contractor	Identification Advisory Board, Politicians, MCIT, SITA, Private sector	Mass registration, Steady
		2.2.6 Population register shall have functionality to register new places of residence and newly awarded Matai titles and print-out corresponding certificates.	LTC, OEC, Community	Policy, Planner, Implementer, Affected Person	Powerpoint presentations, Fact sheets, Policies, Regulation, Progress reports, Infographics, Advertisements, Consultations,	Face-to-face Meetings, Website, Virtual meetings, Email, Telephone, TV & Radio talk-back shows, Social media	SBS and Contractor	LTC, OEC	Pre-registration, Mass, Steady
	2.3. Development and deployment of enrollment and ID card system	2.3.2 The system shall capture biographical, biometrical (photo, signature, fingerprints) data and encompass deduplication procedures.	General public, Communities	Users, Affected persons	Powerpoint presentations, Fact sheets, Policies, Regulation, Infographics, Advertisements, Consultations, Pull-up banners, Static online ad, Tablets/laptops	Face-to-face Meetings, Website (chat & animated video), Virtual meetings, Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media	SBS and Contractor		Pre-registration, Mass, Steady
		2.3.3 Enrollment shall be carried out during the census of 2021. System shall be developed and tested by the start of the census and be actively supported (24/7) during the census	General public, Communities	Users, Affected persons	Powerpoint presentations, Fact sheets, Policies, Regulation, Infographics, Advertisements, Consultations, Pull-up banners, Static online ad, Tablets/laptops	Face-to-face Meetings, Website (chat & animated video), Virtual meetings, Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media, Official launch event	SBS and Contractor		Pre-registration, Mass, Steady
	2.4. Establishment of ICT infrastructure	2.4.3 HW&SW for the operation of the one stop service centers needs to be procured, supplied and installed, according to the specified requirements	General public, Communities	Users, Affected persons	Powerpoint presentations, Fact sheets, Infographics, Advertisements, Pull-up banners, Static online ad	Face-to-face Meetings, Website (chat & animated video), Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-	SBS and Contractor		Pre-registration
	2.5. Execution of mass enrollment	2.5.1 During the next census (2021) to plan and carry out the mass enrollment campaign throughout the country and enroll all people physically present in Samoa during the campaign, excluding the diaspora for the initial phase of the National ID project. If the project is successfully implemented, then an extension to the diaspora will be reviewed in the future.	ALL	Decision maker, Policy, Planner, Implementer, Relying party, Affected person, Influencer	Powerpoint presentations, Fact sheets, Infographics, Advertisements, Consultations, Pull-up banners, Static online ad	Face-to-face Meetings, Website (chat & animated video), Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media, Official launch event	SBS and Contractor	Media, Civil society, Clergy, Private sector	

Specific Outcome	Specific Objective	Activity	Target Audience	Role in NDIDS Strategic Implementation Plan	What Do they Need in order to implement their Role	Most effective Mode of Delivery	IA Responsible	Partner Agency	Stage
		2.5.2 Carry out the mass enrollment, capturing data and biometrics. The strategy for mass enrollment shall be carried out “from scratch”, without building on the current databases, as none of them captures reliable data on the whole population	ALL	Decision maker, Policy, Planner, Implementer, Relying party, Affected person, Influencer	Powerpoint presentations, Fact sheets, Infographics, Advertisements, Consultations, Pull-up banners, Static online ad	Face-to-face Meetings, Website (chat & animated video), Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media, Official launch event	SBS and Contractor	Media, Civil society, Clergy, Private sector	Pre-registration, Mass, Steady
		2.5.4 Deduplication procedures shall be carried out during and after the mass enrollment and ID cards shall be issued to all enrolled adults and kids above 3 years old afterwards.	ALL	Decision maker, Policy, Planner, Implementer, Relying party, Affected person, Influencer	Powerpoint presentations, Fact sheets, Infographics, Advertisements, Consultations, Pull-up banners, Static online ad	Face-to-face Meetings, Website (chat & animated video), Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media, Official launch event	SBS and Contractor	Media, Civil society, Clergy, Private sector	Mass registration, Steady
		2.5.5 Birth certificates shall be issued after mass enrollment as well and shall include SDIN and be printed on the approved layout of new birth certificates. Births shall be registered if they were not registered earlier, new certificates printed for the registered births (including error correction if any).	ALL	Decision maker, Policy, Planner, Implementer, Relying party, Affected person, Influencer	Powerpoint presentations, Fact sheets, Infographics, Advertisements, Consultations, Pull-up banners, Static online ad	Face-to-face Meetings, Website (chat & animated video), Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media, Official launch event	SBS and Contractor	Private sector	Steady
3. Building NDIDS Enabling Legal Environment	3.1. Drafting and approval of the National Identification (ID) law	3.1.1 The national ID law would have to cover (next to key and other relevant aspects of identification of persons) system related aspects: ▪ The scope and purpose of the identification in Samoa ▪ Eligibility requirements ▪ System specifications (e.g., that it will involve the establishment of a population register with a unique, random identifier, which data will be collected, etc.) ▪ The creation, mandate, independence, and budget of the entity that oversees the identification system ▪ The form, role, and process of appointments of any governance mechanisms ▪ The Interoperability of the ID system with other systems (other government systems, and private sector actors) to be able to identify, target and reach populations for government assistance programs, including social assistance, social protection, housing assistance, disaster insurance, and others ▪ Data sharing and transfer policies ▪ Grievance redress mechanisms ▪ The mutual recognition of the ID within the country and across borders ▪ Whether the ID system will be bound by open standards and	ALL	Decision maker, Policy, Planner, Implementer, Relying party, Affected person, Influencer	Powerpoint presentations, Fact sheets, Infographics, Advertisements, Consultations, Pull-up banners, Static online ad	Face-to-face Meetings, Website (chat & animated video), Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media, Official launch event	SBS and Contractor	Private sector	Pre-registration, Mass, Steady
4. Raising Awareness and Accessibility of Services	4.1. Preparation and execution of awareness raising campaigns	4.1.1 In order to increase public awareness and knowledge about importance of civil registration, identity documents and what benefits it brings, few public awareness campaigns need to be carried out. It is important to note that before launching awareness campaigns, the services need to be in place and operational or the campaign has to have clear date indicated when the registration, enrollment, ID cards will be available and what is the start dates of the processes	ALL	Decision maker, Policy, Planner, Implementer, Relying party, Affected person, Influencer	Powerpoint presentations, Fact sheets, Infographics, Advertisements, Consultations, Pull-up banners, Static online ad	Face-to-face Meetings, Website (chat & animated video), Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media, Official launch event, Animated video	SBS and Contractor	Private sector	Pre-registration, Mass, Steady
		4.1.2 During the consultative process participants have selected slogan for the awareness raising and communication activities related to NDIDS – “ Every person is important in Samoa ”. This slogan may be used as re-occurring during all three campaigns so to show connection between all awareness raising activities	ALL	Decision maker, Policy, Planner, Implementer, Relying party, Affected person, Influencer	Powerpoint presentations, Fact sheets, Infographics, Advertisements, Consultations, Pull-up banners, Static online ad	Face-to-face Meetings, Website (chat & animated video), Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media, Official launch event, Animated video	SBS and Contractor	Private sector	Pre-registration, Mass, Steady

Specific Outcome	Specific Objective	Activity	Target Audience	Role in NDIDS Strategic Implementation Plan	What Do they Need in order to implement their Role	Most effective Mode of Delivery	IA Responsible	Partner Agency	Stage
		4.1.3 Awareness raising campaign on importance of civil registration should focus on those target groups that currently are not registering birth. Separate messaging needs to be developed for all target groups about the importance of registering death. Universal civil registration that registers all birth and all death is a fundamental for digital identity in the country. When individual is registered, his legal identity is established, and (s)he obtains rights as a person. Samoa Digital Identity Number is assigned at birth and digital identity of individual is created.	ALL	Decision maker, Policy, Planner, Implementer, Relying party, Affected person, Influencer	Powerpoint presentations, Fact sheets, Infographics, Advertisements, Consultations, Pull-up banners, Static online ad	Face-to-face Meetings, Website (chat & animated video), Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media, Official launch event, Animated video	SBS and Contractor	Private sector	Pre-registration, Mass, Steady
		4.1.4 National awareness raising campaign on introduction of digital identity - Samoa Digital Identity Number and possibilities that digital identity brings. National campaign needs to be carried out before the NDID system is developed with an aim to inform about the SDIN and to showcase examples of how different sectors will be in a position to use this digital attribute for verification, save time and costs for citizens when receiving government and public sector services. It also <u>opens possibilities to receive services online.</u>	ALL	Decision maker, Policy, Planner, Implementer, Relying party, Affected person, Influencer	Powerpoint presentations, Fact sheets, Infographics, Advertisements, Consultations, Pull-up banners, Static online ad	Face-to-face Meetings, Website (chat & animated video), Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media, Official launch event, Animated video	SBS and Contractor	Private sector	Pre-registration, Mass, Steady
		4.1.5 Information campaign on mass enrollment needs to be carried out before it starts. It is initially foreseen that the mass enrollment will take place during the census of 2021. Information about the process, scope, importance, timeline, outcome (ID card) needs to be communicated and adjusted to different target audiences. Well targeted, comprehensive and informative campaign serves as enabler of the process.	ALL	Decision maker, Policy, Planner, Implementer, Relying party, Affected person, Influencer	Powerpoint presentations, Fact sheets, Infographics, Advertisements, Consultations, Pull-up banners, Static online ad	Face-to-face Meetings, Website (chat & animated video), Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media, Official launch event, Animated video	SBS and Contractor	Private sector	Pre-registration, Steady
		4.1.6 For all awareness campaigns media (both traditional as print, radio (or TV) and social is to be used, planned in a way to best reach target audiences that are using the specific channels for information. Inclusion of government Ministries, village representatives, non-governmental organizations, leaders of religious confessions and other opinion leaders in the awareness raising process is an important element of it	ALL	Decision maker, Policy, Planner, Implementer, Relying party, Affected person, Influencer	Powerpoint presentations, Fact sheets, Infographics, Advertisements, Consultations, Pull-up banners, Static online ad	Face-to-face Meetings, Website (chat & animated video), Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media, Official launch event (tents, t-shirts), Animated video	SBS and Contractor	Private sector	Pre-registration, Mass, Steady
	4.2. Establishment of one window service centers for identity services	4.2.1 Enforcement of digital Civil registration system, introduction of ID card (with enrollment system as part of it), provides solid basis for improving service quality of identity related services. Civil registration and ID cards are to be handled by SBS , and passports remain within MPMC responsibility. Both organizations are under the Ministry of Prime Minister ?) and therefore it is a good opportunity to build one window service (or one stop shop) for identity services in Samoa. Representatives of both organizations are to be sharing service provision premises, where individuals could come to register civil events, apply for ID card or passport. Since for efficiency purposes passports system is to use the same enrollment system as ID card, it would be most efficient to use same premises	ALL	Decision maker, Policy, Planner, Implementer, Relying party, Affected person, Influencer	Powerpoint presentations, Fact sheets, Infographics, Advertisements,	Face-to-face Meetings, Website (chat & animated video), Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media, Official launch event	SBS and Contractor	Private sector	Mass registration, Steady
		4.2.2 One window for Identity Services to be in both islands, best practices of service provision to be applied: increasing accessibility to services, minimizing the time of service provision, addressing concerns and complains by individuals, etc.	ALL	Decision maker, Policy, Planner, Implementer, Relying party, Affected person, Influencer	Powerpoint presentations, Fact sheets, Infographics, Advertisements, Consultations, Pull-up banners, Static online ad	Face-to-face Meetings, Website (chat & animated video), Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media, Official launch event	SBS and Contractor	Private sector	Pre-registration, Mass, Steady

Specific Outcome	Specific Objective	Activity	Target Audience	Role in NDIDS Strategic Implementation Plan	What Do they Need in order to implement their Role	Most effective Mode of Delivery	IA Responsible	Partner Agency	Stage
		4.2.3 One window service center is suggested to be hosted in existing premises with greater space capacity or new premises to be established. One window service would be organized as front office (where applications are accepted and documents issued, including related enrollment procedures for ID card and passport), and back office (within each organization, where applications are processed). One window needs to establish service provision quality standards, that aim at decreasing to minimum time (duration) of documents issuance and ensure quality service provision for all citizens and residents. MoU (or other relevant legal document) between SBS and MPMC to be signed to agree on key aspects of ~~service provision, responsibilities, cost sharing, etc.~~	ALL	Decision maker, Policy, Planner, Implementer, Relying party, Affected person, Influencer	Powerpoint presentations, Fact sheets, Infographics, Advertisements, Pull-up banners, Static online ad	Face-to-face Meetings, Website (chat & animated video), Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media, Official launch event	SBS and Contractor	Private sector	Pre-registration, Mass, Steady
	4.3. Development and distribution of information materials	4.3.1 Information materials should be prepared outlining importance of registration (and enrollment), foreseen benefits for individuals and communities, procedures for registration, timing for registration and other relevant aspects.	ALL	Decision maker, Policy, Planner, Implementer, Relying party, Affected person, Influencer	Powerpoint presentations, Fact sheets, Infographics, Advertisements, Pull-up banners, Static online ad	Face-to-face Meetings, Website (chat & animated video), Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media, Official launch event	SBS and Contractor	Private sector	Pre-registration, Mass, Steady
		4.3.2 The information (in form of brochures or one pagers) is to be developed using infographics, visual information and descriptions, so to be understood by different target groups, with different backgrounds and needs	PWD, Vulnerable groups	Affected person, Influencer	Powerpoint presentations, Fact sheets, Infographics, Advertisements, Static online ad	Face-to-face Meetings, Website (chat & animated video), Email, Telephone, TV & Radio talk-back shows, TV & Radio ads, E-Newspaper, Social media, Official launch event	SBS and Contractor	NOLA, Private sector	Pre-registration, Steady
	4.4. Development of service delivery materials	4.4.1 Service delivery materials for officers working in service provision to population centers, where different potential situations with actions needed to be taken are described. Service delivery standards allows at quality of service provision at the one window for identity services centers	SBS Service centre staff	Implementer	Powerpoint presentations, Fact sheets, Infographics, Operational Manual, Procedural Guideline, Training & capacity building, Hardware & software	Face-to-face Meetings, Website (chat), Email, Telephone, Social media, Official launch event	SBS and Contractor		Pre-registration, Mass, Steady

ANNEX 4 -Budget summary

NDID Project & website launching	SBS	Launching of actual project and website is part and parcel of campaign	\$50,000.00	1	\$50,000.00
Capacity building & workshops	SBS/venue	1 SBS (all staff) specific, 1 steering committee orgs	\$3,000.00	1	\$3,000.00
Virtual meetings	SBS/Telecommunications	Supported by website server	\$0.00		\$0.00
Webinars	SBS/Telecommunications	Supported by website server	\$0.00		\$0.00
Advertisements (static ongoing mobile phone)	Samoa Observer	Online Ads Video or Banner - 12 Months for 15 Million Impressions	\$11,500.00	1	\$11,500.00
E te Silafia (Talk back show)	TV		\$5,000.00	1	\$5,000.00
Good morning Samoa (talk back show)	TV/Radio		\$5,000.00	1	\$5,000.00
EFKS Talk back show	TV		\$5,000.00	1	\$5,000.00
Infographics	Graphic artists		\$200.00	20	\$4,000.00
Pull up banners	Ti Saan Signs Studio	85cm x 200cm Pull Up Banner *Draft sample and send for approval *Colour print on PVC and fit onto display unit *Carry bag included	\$782.00	122	\$95,404.00
	Go Advertising	85cm x 200cm Pull Up Banner			\$0.00
Stickers	Commercial printers, Graphic artists				\$0.00
TV ads	TV1 Samoa	30 second advertisement	\$165.00	12	\$1,980.00
Dedicated NDID website (accessible via SBS Website)	Comptech (server, UPS, surge protector, server rack); UrbanTech (switch); ConnectIT (laptop); CSL (domain registration)	a. Hardware Requirements (server, switch, uninterrupted power supply (UPS), surge protector multiplug, server rack cabinet, 2x laptops); b. Software Requirments (domain registration, WordPress, Win10 Pro OS, Win Server 2012); c. Development & Maintenance	\$91,942.61	1	\$91,942.61
Dedicated internet connection	Vodafone	12month package only. Project to pay one-off cost and SBS to pay recurring yearly connection fee	\$3,350.00	12	\$40,200.00
Animated video	Adawaymedia	*30 seconds graphic animation TVC *Motion Graphics Element *Audio, Copyright Free Background Track	\$6,850.00	3	\$20,550.00
Sign language interpreter & PWD friendly booklets, infographics	NOLA	2 braille fact sheets & 2 braille infographics and sign language interpreter to accompany TV/social media ads	\$30,000.00	1	\$30,000.00
TV Screens	SSAB/Island Rock	25" HDMI TV screen	\$1,500.00	52	\$78,000.00
Mobile text services/phone autoscript	Telecommunication companies	Reminder text of dates/location of mass registration	\$5,000.00	1	\$5,000.00
Facebook ads	Sleeping Giant (Facebook animated ad)		\$20,000.00	1	\$20,000.00
Monthly SON & STN meetings	MWCSD, Communities				\$0.00
Tents (with NDID image)	Private sector		\$1,500.00	51	\$76,500.00
Fact sheets	Graphic artists, Commerical printers	Printed inhouse by NDID	\$0.00		\$0.00
Brochures	Graphic artists, Commerical printers	Printed inhouse by NDID	\$0.00		\$0.00
Heavy duty printer	Private sector		\$5,000.00	1	\$5,000.00
Laptops x 2	Private sector	2 laptops for design, trial & M&E of website (FAQs, survey monkey etc)	\$0.00		
NB: Pull-up banners, stickers, brochures, posters to target District Council offices					\$548,076.61
			Contingency	10%	\$54,807.66
			GRAND TOTAL		\$602,884.27

KEY

	Required Pre-registration stage, Mass registration & steady stages
	Urgent. Required NOW
	Mass registration and/or steady stage only
	Pre-registration stage only

