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# PERU COUNTRY SNAPSHOT



OCTOBER 2022

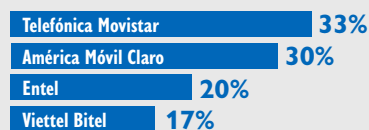
The [Digital Ecosystem Country Assessment \(DECA\)](#), a flagship initiative of the Digital Strategy, supports USAID Missions to better understand, work with, and support country digital ecosystems. The DECA looks at three pillars of a country’s digital ecosystem: (1) Digital Infrastructure and Adoption; (2) Digital Society, Rights, and Governance; and, (3) Digital Economy. The [Peru DECA](#) was carried out between July 2021 and February 2022. It included desk research, 63 key informant interviews, and 9 focus group discussions with USAID/Peru project participants, and was guided by [USAID/Peru’s 2020-2025 Country Development Cooperation Strategy \(CDCS\)](#).

Peru’s digital ecosystem is one of many contrasts. While it was one of the [first countries in Latin America](#) to establish a permanent connection to the internet in the early 1990s, bringing connectivity to Peruvians in rural and Amazonian regions remains a challenge. Policy implementation capacity gaps and administration changes slow efforts to remedy digital divides and to ensure important safeguards are in place. Civil society organizations’ (CSOs) support for the protection of digital rights is fragmented and small-scale due to a lack of technical capacity and resources. While Peru was one of the first in the region to [enact an electronic money law](#) in 2013, the marketplaces for digital financial services, e-commerce, and digital talent are Lima-centric and dominated by commercial banks.

## PERU’S DIGITAL ECOSYSTEM AT A GLANCE

### INTERNET ACCESS & USE

**MNOs:** (market share 2020)



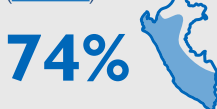
**Active mobile broadband subscriptions:** (ITU 2020)



**Mobile phone ownership:** (ITU 2020)



**Population covered by at least 3G mobile network:** (ITU 2020)



**Smartphone penetration:** (smartphones as a % of total connections; GSMA 2020)



**Cost of 1GB of mobile broadband data as percent of GNI per capita:** (A4AI 2021)



### INTERNET AND DIGITAL GOVERNANCE



**UN E-Government Development Index:** (2020)



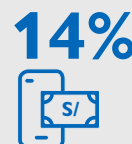
**Global Cybersecurity Index:** (2020)



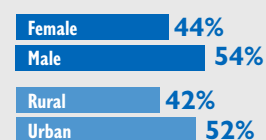
### DIGITAL FINANCIAL INCLUSION

(Findex 2021)

**Mobile money account:**

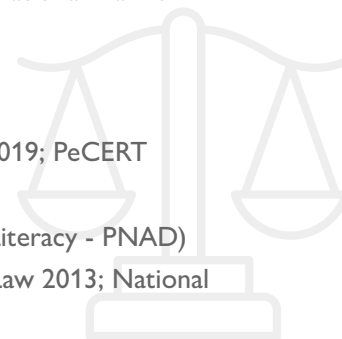


**Made or received a digital payment:**



## RELEVANT POLICIES, REGULATIONS, & LEGISLATION

- **Key government entities:** Ministry of Transport and Communications (MTC); Telecom Sector Regulator (OSIPTEL); Secretary of Government and Digital Transformation (SEGDI)
- **Digital Strategies:** 2011 Digital Strategy 2.0; Digital Transformation Law 2020; National Plan for Competitiveness and Productivity 2019-2030; Law of Digital Government 2018
- **Telecommunications:** Telecommunications Law; 2012 National Broadband Law
- **Universal Services Fund:** National Telecommunications Program (PRONATEL)
- **Cybersecurity/CSIRT:** No national cybersecurity strategy; Cyberdefense Law 2019; PeCERT
- **Data Protection:** Personal Data Protection Law 2011
- **Digital Literacy:** National Strategy Plan of the Government of Peru on Digital Literacy - PNAD)
- **Digital Finance:** Law to Regulate Electronic Signatures 2000; Electronic Money Law 2013; National Policy for Financial Inclusion 2019-2030



### KEY FINDINGS

**Connectivity:** Peru faces sizable connectivity gaps in rural and Amazonian areas. MTC is committed to expanding internet access through initiatives like Rural mobile infrastructure operators ([OIMRs](#)). Internet service providers (ISPs), civil society, and private sector actors are experimenting with innovative solutions for last-mile connectivity. However, many solutions are small-scale or rely on technology that may not be cost- or output-efficient.

**Civil Society:** CSOs struggle to fully engage in Peru's digital ecosystem due to technical capacity gaps and fragmentation. As a result, CSOs are unable to effectively protect themselves from public and private initiatives that may threaten their digital rights.

**E-commerce and the Digitalization of MSMEs:** The [share of informal MSMEs increased](#) from 68 percent to 83 percent in Peru since the start of the COVID-19 pandemic. MSMEs that use digital tools and platforms, such as e-commerce, are [more likely](#) to be resilient to economic shocks. Digitalization can serve as a [pathway to formalization](#).

### RECOMMENDATIONS

**Promote alternative connectivity solutions that foster digital inclusion:** There is a need for greater coordination around last-mile connectivity. Creating a public library of alternative connectivity case studies could help identify opportunities for scale and promote receptiveness amongst decision makers. Examples include [Project Napo](#), an [Andest and Intelsat](#) partnership, and [Internet Para Todos](#), which use WiFi for Long Distances, a revenue sharing model, and [Open RAN](#), respectively.

**Support digital skills capacity building for CSOs:** There is a need to strengthen CSOs' abilities to protect their digital rights. This can be done through coupling funding with capacity building such as cyber hygiene and digital skills training. CSOs can be encouraged to partner with each other to maximize their respective comparative advantages.

**Support the digital transformation of MSMEs:** There is opportunity to unlock the potential of social commerce ([informal e-commerce](#)) to [expand economic opportunities](#) for businesses. MSMEs can be supported to enter the digital economy through digital skills and financial literacy training that helps onboard them to social commerce.

For more information, please see the [Peru DECA](#) report.