Eighth Meeting of the Pacific Meteorological Council (PMC-8)

Weather Ready for a Secured and Sustainable Pacific

10, 11, 14 September 2026 | Nuku'alofa, Tonga

Agenda Item 19.3: Pacific Cell Broadcast Strategy

Purpose:

1. To **note the development of a Pacific Regional Cell Broadcast Strategy** as part of the Weather Ready Pacific (WRP) Programme.
2. To seek PMC endorsement to **support the development** of the Pacific Cell Broadcast Strategy as the regional strategic framework for the sustainable implementation, operation and governance of Cell Broadcast Services (CBS) across the Pacific.

Objectives:

1. The precursor to this paper was presented in the PMC 7.1 meeting as Agenda Item 10.1, and its purpose is to support decision-making at both national and regional levels regarding the implementation and long-term sustainability of mobile cell-broadcast for early warning across the Pacific Islands region;
2. Endorse a Pacific led regional strategy for Cell Broadcast Services (CBS) as a core component of Multi Hazard Early Warning Systems (MHEWS);
3. Strengthen regional coordination, interoperability, sustainability and operational capability for CBS implementation and operation.

Background:

Pacific Island Countries and Territories (PICTs) face some of the highest global exposure to natural hazards. Mobile Cell Broadcast Service (CBS) provides a proven, real-time, geo-targeted alerting capability that can significantly strengthen early warning systems and save lives. However, without coordinated regional action, current investments risk fragmentation and unsustainable outcomes.

- Over 10 CBS systems are already installed and/or planned across the Pacific, with rapid expansion underway;
- Only one country (Tonga) has fully operationalised CBS as of April 2026;
- Many countries lack the technical capacity, operational experience, and sustainable funding to manage CBS systems independently;
- CBS systems require significant capital investment and ongoing operational costs, exceeding the budgets of most national agencies.

A Regional Strategy is therefore essential to:

- Coordinate investment(s) and avoid duplication;
- Build shared technical capability and expertise;
- Standardise operating procedures and technologies;

- Enable collective engagement with vendors and telecom operators;
- Ensure long-term sustainability and value for money.

Recommendations:

The Meeting is invited to:

i. **Endorse** the development of the Pacific Regional Cell Broadcast Strategy and its role in strengthening early warning systems across the Pacific;
ii. **Support** the strategy, including regional coordination mechanisms;
iii. **Endorse** progression to pilot implementation to test, refine, and operationalise a tailored country-by-country approach;
iv. **Encourage** Members to integrate CBS implementation into national MHEWS, regulatory frameworks, operational procedures and capacity development programmes.