Supporting Government Diaspora Engagement Strategies

Michael Newson
Labour Migration & Human Development Specialist RO MENA
Marseille, France – 29 May 2015
IOM Offices in the Middle East and North Africa

- 15 countries with IOM presence
- 11 IOM Missions
- 25 offices; 14 sub-offices
- Over 500 staff
- 2014 expenditures of 238m USD

Names and boundary representation are not necessarily authoritative.
Branding – Maintaining Consistent & Relevant Communication

- **Market Knowledge**
  - Insufficient knowledge on *target* diaspora communities – both qualitative and quantitative
  - Inability to segment market in order to concentrate efforts

  ➔ IOM supports diaspora mapping and analysis

- **Ineffective Communications Strategy**
  - Lack of coordination or central responsibility for coordinating communications initiatives
  - Lack of consistency/sustainability in the development and use of communications tools
  - Misunderstanding the type and level of communication required for different segments
  - Pleas overly emphasize national support – different messaging from philanthropy

  ➔ IOM supports development of communications strategies and government capacity building on engagement with diaspora
Branding – Maintaining Consistent & Relevant Communication

• Market Knowledge
  – Insufficient knowledge on target diaspora communities – both qualitative and quantitative
  – Inability to segment market in order to concentrate efforts

  ➔ IOM supports diaspora mapping and analysis

• Ineffective Communications Strategy
  – Lack of coordination or central responsibility for coordinating communications initiatives
  – Lack of consistency/sustainability in the development and use of communications tools
  – Misunderstanding the type and level of communication required for different segments
  – Pleas overly emphasize national support – different messaging from philanthropy

  ➔ IOM supports development of communications strategies and government capacity building on engagement with diaspora
Engaging & Creating Opportunities for the Larger Diaspora Population

• Limited Resources Turns Focus to “the Elites”
  – Occasional high visibility events with limited audience
  – Limited institutional follow-up from high profile events

  ➔ IOM operates projects to facilitate diaspora engagement in starting a business in CoO (MEDMA2, IMIS III) as well as initiatives to mainstream migration into development planning

• Limited Use of Technology
  – No use of crowdsourcing & other mechanisms to cost-effectively leverage smaller diaspora contributions to development and/or investment
  – Lack of social media presence/strategy severely limits opportunities for interaction with diaspora

  ➔ IOM and partners will launch a crowdfunding site for MENA diaspora to support micro-entrepreneurs in the region; runs site in Morocco to facilitate business startup
Engaging & Creating Opportunities for the Larger Diaspora Population

- **Limited Resources ("The Elites")**
  - Occasional high visibility events
  - Limited institutional follow-up

  ➔ IOM operates projects in starting a business in CoO (MEDMA2, IMIS) as well as initiatives to mainstream migration into development planning

- **Limited Use of Technology**
  - No use of crowdsourcing & other mechanisms to cost-effectively leverage smaller diaspora contributions to development and/or investment
  - Lack of social media presence/strategy severely limits opportunities for interaction with diaspora

  ➔ IOM and partners will launch a crowdfunding site for MENA diaspora to support micro-entrepreneurs in the region; runs site in Morocco to facilitate business startup
Government to Play a Facilitory Role, not a Founding Role

- Building from scratch instead of leveraging what’s working
  - Lack of awareness of what already exists that could be up-scaled with government support
  - Reluctance of government to commit to projects initiated/controlled by diaspora groups
  - Lack of trust among diaspora to support government involvement

Korean Wig Industry

- Korean diaspora: (1) established shops in key locations to build market (2) shared market information with manufacturers on changes in style, etc

- Korea’s share of American wig industry increased from 5% in 1965 to 89% in 1974 and market grew 50 fold

- In 1970 wigs were Korea’s third largest export by revenue, representing 11.2% of total exports

- In LA, Korean wig importers increased from 57 to 152 between 1972 and 1975
Thank You

Michael Newson – mnewson@iom.int
www.iom.int