Diaspora engagement is a stepwise process and requires a concerted effort across a broad front. In essence it entails the further strengthening of the contribution of the diaspora to development in their countries of origin. It also means recognizing the diaspora as a potential resource, as well as key partners in the development of the country. Cultivating a mutual partnership between diaspora and governments in their countries of origin will require developing a comprehensive policy approach at different levels and with defined goals. From the outset, the engagement should be set right and be guided by the right steps in a logical and sequential order. Furthermore, diaspora engagement strategy works best as a two-way street, in which all parties see the clear benefits of working together. A key strategy for diaspora engagement starts with a clear “road map” or a blueprint laying out the steps for engaging the diaspora in homeland development. Generally, creating an enabling development environment is a precondition for engaging diaspora for homeland development. This is an environment which is conducive for diaspora participation in development activities on a considerable scale in the homeland. For example, the governments of the home countries that have been successful in engaging the diaspora in the overall domestic development in a meaningful manner, are those that have undertaken a number of critical steps towards this objective.

The first and the foremost step is the existence of political will at the highest level of government for the engagement of the diaspora and in homeland development. This is a committed leadership that sees the diaspora as a force for positive change that should be partnered with for the development of the homeland. In this regard, a dedicated champion such as a president or a prime minister can make a difference, as the experiences in Mexico and India testify. Both countries have made the diaspora a key enabler for achieving development goals on poverty reduction. Likewise, both countries have accumulated a wealth of experience that other countries can learn from and with a possibility of adopting in their own context. A good example in the context of Africa is the leadership role played by the president of Nigeria, Olusegun Obasanjo, with the establishment of the Nigerians in Diaspora Organization (NIDO) in 2001. He personally appointed a special advisor for diaspora issues, tasked with mainstreaming diaspora-driven development within key government...
ministries. He also instructed Nigerian Embassies and High Commissions around the globe to encourage Nigerian diaspora to come together under the platform of NIDO and contribute to development efforts in Nigeria. The establishment of NIDO has significantly helped the institutionalization of cooperation between the diaspora and the government, and it has deepened the involvement of the Nigerian diaspora in the development of the country, particularly in knowledge-intensive parts of the economy such as the private sector.¹

The second step is the creation of a diaspora-friendly environment on the ground coupled with sound domestic institutions both public and private. In practice, this means putting in place sound legal, regulatory, and/or institutional frameworks that encourage the increased participation of the diaspora in homeland development. It also means improving the investment climate in the homeland, by, for example, reducing administrative burdens, bureaucratic red tape, creating greater transparency in regulations and licensing requirements and more consistent application of property law. Another enabling policy act could be the devising of institutional mechanisms aimed at supporting diaspora returnees with administration, registration, logistical support and business counselling for those who wants to set up development related projects or businesses in the country. The creation of a diaspora-friendly environment is indeed a precondition for engaging the diaspora in the overall development of the homelands. Having a diaspora-friendly environment will, in turn, motivate the diaspora to contribute more to the development of their countries of origin. It is also an important step since, generally, diaspora are of the view that positive rapprochement from the governments of their respective countries of origin often encourage them to relate to the situation back home in new, different and, most importantly, constructive ways.

The third step is to have in place a national diaspora policy, as well as the capacity to translate it into feasible strategic interventions and realisable actions. As every action starts with a defined policy strategy, developing a national diaspora policy beforehand remains a key priority from the outset. This is a policy that helps policymakers to plan strategically and, from the beginning, establish a workable plan with short-medium- and long-term goals in the process of engaging the diaspora in homeland development. Furthermore, the existence of such a policy will guide policymakers to focus on easier and more realizable actions that are less expensive (instead of bigger and costly ventures), in order to demonstrate quick and tangible results to the potential diaspora that would like to connect to the development of the country. More importantly, having a national diaspora policy can help to contribute to building, strengthening, and institutionalizing the relationships between a country of origin and its overseas migrants in a productive and sustainable manner. However, a number of IGAD member states still lack the capacity to design effective policies and implement them on a meaningful scale. This is due to the limited knowledge in the field of migration and development that they currently possess, which is insufficient to develop appropriate policy

proposals. Yet, since diaspora engagement in the development of their respective homelands cuts across different ministries and sectors, effective policy will be needed for coordination purposes among diverse stakeholders active in this area. It also needs a government entity dedicated to diaspora issues that can facilitate inter-ministerial communication, coordination and coherence. Furthermore, diaspora members must be involved in the designing process of the policy strategy, as they are the ultimate stakeholders and therefore any diaspora strategy must be inclusive of their views and ideas.

The fourth step is the setting up of a **consultation mechanism** with the diaspora. This is a mechanism which facilitates a regular consultation with the diaspora for confidence and trust building with the homeland government. The mechanism will also facilitate the development of formal channels of communication between the diaspora and the homeland government, which would make it possible to direct the input of the diaspora into the formulation of sound diaspora and development related policy in their respective countries of origin. Until now, communication with the diaspora has been ad-hoc and fragmented. This is due to the fact that there are no reliable channels of communications that could facilitate a constructive dialogue between the diaspora and homeland governments in most of the IGAD member states. Organizing annual homecoming summits as well as formalizing standing diaspora leadership task forces or setting up diaspora advisory councils similar to that of Mexico could contribute to this process. In this regard, having a reliable channel of communication between diaspora and homeland governments is imperative. It would allow formal recognition of the diaspora as credible and indispensable agents for development in the homelands in established development circles. Additionally, formal and strategic cooperation with homeland governments would endow the diaspora with a voice and political clout in decision-making processes regarding migration and development related issues. The increasing participation of the diaspora in homeland development makes it more urgent than ever that their voices, views and perspectives are sufficiently heard in the deliberations regarding migration and development in their respective countries of origin. Diasporas are the most important strategic stakeholders in the migration and development field. It is essential, therefore, that they are involved in policy debates, since the practical implementation of any policy proposal requires diaspora to play a leading role in the process. In fact, a recent study we conducted reveals that establishing reliable channels of communication and dialogue with the Diaspora motivate them to contribute more to the overall development of the homeland. Eventually, such partnerships can foster the systematic integration of diaspora-driven development into the homeland development

---

2 The Mexican Diaspora Consultative Council makes recommendations to the government about its diaspora policies and advises it on diaspora-related matters. It also operates as a key trust-building organ between the diaspora and the government.

agenda. It would also contribute to widening the development constituency in the homeland, in which the diaspora play a role as a valuable partner in the process.

The fifth step is to develop an effective outreach mobilising strategy geared at reaching out to the diaspora and to connect them structurally with the homeland development. There are several mobilisation strategies that can be utilized by governments in order to reach out to the diaspora and engage them in homeland development effectively. The first is knowing your diaspora. In other words, the government policymakers should know beforehand how diaspora in the host countries are organised, their locations, the key sectors they are involved in, in the development of the homeland, the diverse ways in which diaspora are mobilising themselves for homeland development, etc. They should also know the needs, interests, skills, capabilities and potential of the diaspora in order to design workable engagement policies and practices. The second is informing your diaspora. This is done by producing and disseminating information aimed at informing the diaspora about the local social and economic conditions, development needs and opportunities in the homelands. Likewise, the setting up of a “one-stop shop” facility that provides much needed information for the diaspora returnees contributes to the mobilization strategy. 4 Also, developing a ‘Diaspora Guide’ at national level, as completed by the government of Rwanda, is essential in this regard. The advantage of the Guide is that it provides relevant information for the diaspora, such as rules and procedures, investment opportunities, return provision and so on. It also provides information about how diaspora can contribute to the development of the homeland and what the government can do for them. 5 The third instrument that can be utilized to reach out to the diaspora are the Embassies and Consulates located in host countries. Embassies and Consulates are in a strategic position to play a role in the efforts of identifying, mobilising and connecting potential diaspora returnees to development in the homelands. They are strategically located to facilitate formal links between diaspora and homeland institutions and to facilitate the active participation of the diaspora in the development of the homeland. There are various ways in which this can be achieved. For instance, Embassies and Consulates can provide regular information to the diaspora about the development situation in their home country. Moreover, they can provide information about policy changes in home countries that are favourable to the needs and interests of the diaspora, and also information about business and investment opportunities through organising occasional get-togethers and meetings. Such meetings would not only build bonds between the diaspora and the Embassy staff, but would also enable the Embassies to cultivate a diaspora-friendly image and win the trust and confidence of the diaspora. In addition to that, Embassies and Consulates can collect information and compile a database of diaspora members’ critical skills not available in the homelands and then make them

4 For instance, the India’s Ministry for Overseas Indian Affairs has set up a “one-stop shop” for diaspora investors.

available to both private and public sectors and institutions in the home countries. They can also actively promote the fostering of formal links between the diaspora and homeland governments through mediating and assisting in contact-building, for example through enabling homeland business and governmental delegations to meet diaspora groups in the host countries they visit. In this regard, Embassies and Consulates are in a better position for reaching out to the diaspora and making it easy for them to return, set up businesses, transfer badly needed knowledge, expertise and resources and thereby remain deeply engaged with the development of their countries of origin. The fourth instrument are the diaspora development organizations set up to contribute to the homeland development. Diaspora development organizations are in a better position to identify, reach out and mobilize their members to participate in homeland development in an effective manner. They can also host meetings with homeland government officials visiting the countries in which they are located. In fact, such face-to-face meetings could nurture good will, win trust and confidence between the diaspora and the homeland government officials and thereby contribute to building strong bonds between the diaspora and homeland government.

The sixth step is to develop diaspora-oriented programmes on the ground. Diaspora development organizations, professionally organized groups and individuals are already involved in the development of the homeland in different ways. Yet, their intervention in homeland development still remains informal, ad-hoc and fragmented. As a result, the development work of the diaspora is not structurally aligned with key economic and social sectors of the national development agenda, sectors such as health, education and private development (i.e. SMEs), etc. Fortunately, the newly agreed Post-2015 Agenda on Sustainable Development Goals (SDGs) offers a window of opportunities for the homeland governments to seize. Migration targets were explicitly incorporated under the goals on economic growth, employment and decent work (SDG 8), inequality (SDG 10), and means of implementation (SDG 17). In this regard, homeland governments, in partnership with the diaspora, can translate the migration-related goals and targets into realizable national development programmes within a foreseeable period of time. This means that each homeland government should identify key priority areas and develop strategies through which diaspora can tangibility contribute to their realization through different means. In addition to goals and targets, homeland governments need to develop indicators to monitor the precise contribution of the diaspora to the achievement of the SDGs within the context of each country.

---

6 See also Rannevig D. (2009), Closing the Distance: How Governments Strengthen Ties with their Diasporas. Washington, DC: Migration Policy Institute.

7 This is a major breakthrough in the new global development agenda as migration has been incorporated into mainstream global-development policy, rectifying the omission made 15 years earlier in the Millennium Development Goals (MDGs).
The steps listed above are what successful countries have adopted to fully engage the diaspora in homeland development. They have invested more political and institutional resources in creating an enabling environment on the ground beforehand. Effectively addressing the steps listed above is not an easy task. They require both time and a dedicated political commitment with a long-term goal. This is important since diaspora engagement requires serious preparation. Likewise, diaspora engagement is best approached as a process rather than one, or even a series, of one-time actions. In short, getting the process right beforehand is a recipe for successful diaspora engagement in homeland development.

**Objectives of the Consultation Meeting**

The objectives of the consultation meeting can be divided into three interlinked parts. Firstly, it will provide a platform for senior policy makers and heads of Diaspora units and departments set up by the governments of the IGAD member states to convene, come into direct contact, establish viable networks and build up strategic partnerships in the field of migration and development. It will also facilitate the development of a reliable mechanism through which the diaspora-oriented policymakers and practitioners can share and exchange examples of good practices (policies and programmes) regarding diaspora engagement activities on a regular basis. More importantly, the event will provide an opportunity for countries new to this area to learn from the wealth of experience of those at the forefront of the field. Furthermore, the gathering is aimed at strengthening the policymaking capabilities and practical operations of diaspora-oriented government officials dealing with diaspora and development related issues.

Secondly, the meeting will present and share successful diaspora engagement models. A number of cases will be showcased, derived from experiences in Africa and beyond. It will be a joint examination of the key ingredients that contribute to the success, particularly the opportunities of matching domestic and diaspora champions. To put it differently, the potential of matching dynamic segments of diaspora with dynamic and better performing segments of local institutions, both private and public, for homeland development. Furthermore, the concept of key drivers for diaspora engagement will be presented. Here cases will also be showcased which highlight the importance of homeland governments to identify their own key drivers, in which the engagement of the diaspora can further development goals, and investing in resources and focus policy in these sectors in order to help advance tangible cooperation with the diaspora. The identification of specific sectors that are key drivers for diaspora engagement makes it possible to undertake initiatives geared towards targeted interventions in this area. It also helps the homeland governments to focus and concentrate their efforts on limited sectors that could make a difference in the development partnerships between diaspora and homeland institutions.

Thirdly, the meeting will contribute to the IGAD efforts to operationalize strategic recommendations emanating from the IGAD Regional Migration Policy Framework on migration and development and corresponding activities from the IGAD Migration Action
Plan 2015-2020 strategy priority 11. In particular, the event will kick-start an **Action Plan** which will support the strengthening of the existing IGAD Regional Consultative Process (RCP) that offers the member states a platform for dialogue and cooperation in various aspects of migration. The Action Plan will also support the governments of the IGAD member states to build up national institutional capacities for effective migration governance. Furthermore, the initiative will provide technical assistance to the governments of the IGAD member states to put in place both policy and practical instruments geared at mainstreaming migration-driven development into national development policies and plans through the IDDRSI and the Country Programming Papers. In this regard, the meeting will offer an opportunity for the government representatives to identify capacity development needs, the nature of policy and institutional challenges they are confronted with and the specific technical support they require to address them effectively. The IGAD region-wide initiative is committed to support the building up of a robust institutional capacity on migration and development related matters at regional, national, sub-national and local levels.

**Outcomes of the Consultation Meeting**

The consultation meeting is expected to contribute to the following outcomes:

1) To facilitate the exchange of information and experience sharing on the nature of policy and institutional challenges hindering governments of the IGAD member states from benefiting adequately from the development potential of the diaspora;

2) To identify the capacity development needs of the newly-formed diaspora-oriented units, directorates and departments set up by the governments of the IGAD member states and the specific technical support they require in the field of migration and development;

3) To present proposals regarding the generation of new knowledge that improves the evidence-based policies of engaging the diaspora in three critical sectors such as health, education and private development (i.e. SMEs) – badly affected by the flight of skilled personnel from the region; and,

4) To share examples of proven outreach strategies designed to develop channels of communication that facilitate a constructive dialogue and regular conversations with the diaspora (i.e. organizing yearly consultation meetings or home coming summits). It has been observed that establishing reliable channels of communication and dialogue with the diaspora motivate them to contribute more to the overall development of the homeland. Diaspora engagement is a two-way street. Thus, developing a ‘**Diaspora Guide**’ which provides information about how diaspora can contribute to the development of the homeland and what the government can do for them is a good starting point in this direction.
Implementing partners

The consultation meeting will be jointly organized by IGAD and the African Diaspora Policy Centre (ADPC).

Participants

Each country will designate two senior level officials to the meeting who are directly involved in engaging the diaspora in the homeland development. The selected participants should represent Diaspora units/departments and the Ministry of Planning.

Number of participants: 16 in total.

Period

June 6-7, 2016

Location

The meeting will take place in Addis Ababa.

NB. This initiative is supported by the Netherlands Ministry of Foreign Affairs.