

# The Economic and Developmental Value of Diaspora Mapping

PRESENTATION

FOR

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MONA SCHOOL OF BUSINESS AND MANAGEMENT  
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# OVERVIEW OF PRESENTATION

This presentation on Diaspora mapping is based on the following premises:

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## Premises

1. Diaspora Mapping is a significant process for engagement and involvement of the Diaspora to maximize its value to the economic and social development of the country of origin.
2. The success of Diaspora Mapping Approaches is directly linked to effective engagement strategies.
3. The Diversity of the Diaspora in terms of global geographical distribution and demographics should be key considerations in Diaspora Mapping approaches

# OVERVIEW OF PRESENTATION

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The presentation will focus on four principal points:

1. Strategic Value of the Diaspora to Economic and Social Development of Countries of Origin
2. Diaspora Mapping as a facilitator for Economic growth and Development
3. Approaches to Diaspora Mapping
4. Way Forward: Recommendations

# Strategic Value of Diaspora to Economic and Social Development of Countries of Origin

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The strategic value of the Diaspora to countries of origin provides the compelling case for policies in these countries which seek to maximize this value. Within this framework Diaspora mapping becomes an important process for both informing the development of these policies, as well as facilitating the achievement of specific results related to these policies.

# Strategic Value of Diaspora to Economic and Social Development of Countries of Origin

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It is for these reasons why we start the examination of Diaspora Mapping with an identification of the major areas of strategic value of the Diaspora and the size and impact of these areas on the economic and social development of the country of origin.

# Strategic Value of Diaspora to Economic and Social Development of Countries of Origin

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The strategic value of the Diaspora is reflected in the significant contributions it makes to the economic and social development of countries of origin. **Two of the most significant contributions that are usually highlighted are remittances and philanthropy in particular healthcare and education.**

# Strategic Value of Diaspora to Economic and Social Development of Countries of Origin

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In addition to these, however, there are other current and emerging areas of important contributions of the Diaspora to economic and social development. Remittances because is an important source of foreign exchange for homeland countries that are developing countries and make a significant contribution to their GDP. Consequently remittances are constantly tracked and valued.

# Strategic Value of Diaspora to Economic and Social Development of Countries of Origin

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The World Bank Brief on Migration and Remittances, by Dilip Ratha, April 2014, indicate that remittances have remained strong in 2014 and suggest that this trend will continue.

This Brief estimates that remittances to developing countries **over the next 3 years will increase at an annual rate of 8.4% raising flows to \$436 billion in 2014 and \$516 billion in 2016.**



# Strategic Value of Diaspora to Economic and Social Development of Countries of Origin

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The three countries which are the largest receivers of remittances in rank order of highest to lowest are **India, China and the Philippines, with figures ranging from US\$27 billion to US\$ 70 billion.**

The USA is the largest sending country for remittances of the order of US\$48 billion.

# Strategic Value of Diaspora to Economic and Social Development of Countries of Origin

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Remittances also make a significant contribution to the GDP of countries of origin that are developing countries.

# Strategic Value of Diaspora to Economic and Social Development of Countries of Origin

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**Table 1:** Remittance Contribution to GDP of Country of Origin

	<b>Country</b>	<b>Percentage of Remittances to GDP</b>
1.	Liberia	19.7 %
2.	Philippines	9.8 %
3.	St. Kitts & Nevis	6.7%
4.	Haiti	21%
5.	Jamaica	15 %

# Strategic Value of Diaspora to Economic and Social Development of Countries of Origin

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A set of observations from the World Bank in 2014 is that *migrants living in high-income countries hold savings in excess of \$500 billion, and several countries, such as Nigeria, are readying diaspora bonds to tap into this large pool of funds.*

Developing countries like Jamaica should therefore aim to attract more Diaspora Savings for investments in development projects. Also, *Diasporas can be an important source of trade, capital, technology, and knowledge for countries of origin such as Jamaica.*

# Strategic Value of Diaspora to Economic and Social Development of Countries of Origin

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**The Strategic value of the Diaspora to countries of origin is summed up in this presentation in the following areas to reinforce the case for Diaspora Mapping:**

1. Remittances
2. Diaspora Savings and Investments Potential
3. Diaspora Tourism
4. Diaspora Corporate and Individual Philanthropy
5. Diaspora Skills and Expertise
6. Diaspora as an Export Market

# Strategic Value of Diaspora to Economic and Social Development of Countries of Origin

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The strategic value can be illustrated using Jamaica as a case.

# Strategic value of the Jamaican Diaspora

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The overall situational analysis for the new Diaspora Policy indicates the strategic value of the Diaspora to Jamaica (Ying N. December 2014):

# Strategic value of the Jamaican Diaspora

The Diaspora is of strategic importance to Jamaica in its quest for sustainable development. The major indicators of its value in this process are reflected in the following major areas:

1. Remittances
2. Diaspora Savings and Investments Potential
3. Diaspora Tourism
4. Corporate and Individual Philanthropy
5. Diaspora as an Export Market



# Strategic value of the Jamaican Diaspora

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## Remittances

In the case of Jamaica, remittances is the dominant source of net foreign exchange earnings with an average annual amount of US\$2billion. This represents a contribution of 15% to Jamaica's GDP.

The intention of the new Diaspora Policy is to convert a significant portion of the use of remittances from consumption to investments and business development. Some related initiatives have started.

# Strategic value of the Jamaican Diaspora

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## **Diaspora Savings and Investments potential**

An important source for tapping into for Diaspora Investments is Diaspora Savings. Some important related strategies are attracting diaspora investments in the Jamaica Stock Exchange main and junior markets, venture capital for SMEs and investments in economic priority areas such as projects related to the Global Logistics Hub, Agro Parks and the redevelopment of Downtown Kingston and Montego Bay. Diaspora Mapping will facilitate identification of diaspora locations and members to target for investments.

# Strategic value of the Jamaican Diaspora

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Diaspora Tourism

The Jamaican Diaspora represents about 11-15% of visitors to the island.

Strategically it is important for Jamaica to increase this level of Diaspora contribution. The further opening up of Cuba's Tourism Market for instance makes this an urgent imperative. This can be addressed in the Tourism Master Plan, intended outcomes for Tourism in the Vision 2030 Sector Plan, related areas of the Medium Term Socio-Economic Policy Framework (MTF) the draft Community Tourism Policy of the Ministry of Tourism and Entertainment, the Sports Policy and the Strategic Plan of the Ministry of Health.

# Strategic value of the Jamaican Diaspora

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## Diaspora Tourism

These together provide opportunities for diaspora targeted initiatives for which Diaspora Mapping will play a critical role. These include, planned strategies related to the Cultural and Creative Industries, such as the 90 days of summer, as well as strategic initiatives related to Sports Tourism, Health Tourism and Heritage Tourism.

# Strategic value of the Jamaican Diaspora

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Diaspora Mapping will assist us to leverage the worldwide size and geographical distribution of the Jamaican Diaspora to maximize the value of these strategic initiatives for Tourism.

# Strategic value of the Jamaican Diaspora

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## Diaspora Corporate and Individual Philanthropy

### Health and Education

An estimated 132 healthcare groups send 200 missions on average annually from the USA and Canada to Jamaica. They provide free healthcare services especially in rural communities as well as donate medical equipment and Pharmaceutical supplies and contribute to infrastructure development to hospitals and health centres.

# Strategic value of the Jamaican Diaspora

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## **Diaspora Corporate and Individual Philanthropy**

### **Health and Education**

Education interest groups in the Diaspora in particular alumni associations make significant contributions to a variety of educational institutions island wide for areas such as scholarships and student welfare, educational supplies.

# Strategic value of the Jamaican Diaspora

## Diaspora Corporate and Individual Philanthropy

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A conservative \$ value estimate of Diaspora support for Healthcare and Education is in the Region of U\$10million – N.Ying & M.Manderson, Jamaica Diaspora Institute, 2014

These contributions are important supplements for limited budgetary provisions for these important areas of social and community development.

The Diaspora is also being targeted for investment in health and education infrastructure.

Diaspora Mapping will facilitate development of initiatives for sustainability of these contributions.



# Strategic value of the Jamaican Diaspora

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## **Diaspora Skills and Expertise**

The successful implementation of economic development priority projects in countries of origin also need the specialized skills of the Diaspora in areas such as Science, Technology, Engineering, International Marketing, Music and Entertainment.

In the case of Jamaica accessing Diaspora Skills for economic priority projects such as the Global Logistics Hub, and Agro Parks will be important contributors to their success. DM will facilitate this.

# Strategic value of the Jamaican Diaspora

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## Diaspora as an Export Market

An important area for Jamaica is **Non-traditional Food Export**.

In Jamaica Draft Diaspora Policy, Neville Ying (2014) data cited from Performance of non-traditional food exports for the period 1987-2013.

# Strategic value of the Jamaican Diaspora

## Diaspora as an Export Market

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Social and Economic Survey, Planning Institute of Jamaica and Total Export Value of Non-Traditional Crops to Export Partners 2005 – 2012 , Ministry of Agriculture and Fisheries, point to the following :

1. The influence of the Diaspora on the value of Jamaica's Non – Traditional Food Exports shows that the Non-traditional Food exports are of strategic value to Jamaica.

# Strategic value of the Jamaican Diaspora

## Diaspora as an Export Market

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With the steady increase in the number of Jamaicans residing in the United Kingdom, the USA and Canada from the 1950s, the demand for Jamaican domestic produce increased giving rise to a market for local fruits, vegetables, ground provisions, sauces, condiments and bakery products. From the 1970s, the Government began to actively encourage the export of non-traditional products in order to diversify agricultural exports. DM is important in this effort for targeting Diaspora location markets.

# Strategic value of the Jamaican Diaspora

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## **Diaspora as an Export Market**

Top agricultural exports to the UK, USA and Canada are yams, sweet potatoes, papaya, dasheen, pumpkins, mangoes, breadfruit, callaloo, and ackees. Between 2005 and 2013, the major market for agricultural exports was the USA, since 2010 this was overtaken by the UK.

# Diaspora Mapping as a facilitator for Economic growth and Development

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## **Diaspora Mapping as an Engagement strategy**

The success of Diaspora Mapping depends on the initiation and sustainability of the engagement strategies of the home country. In this regard, its success depends on the continuous focus on building of social capital and paying attention to the key elements of: Communication and inclusiveness.

# Diaspora Mapping as a facilitator for Economic growth and Development

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## Diaspora Mapping as an Engagement strategy

Communication is the most critical component of the engagement process. The elements of communication that the new Diaspora Policy seeks address, Jamaica Draft Diaspora Policy (Ying, December, 2014) are therefore important to note:

*“Strengthening communication between the Diaspora and Jamaica with a view to building trust, raising awareness, strengthening partnerships and securing buy-in from the Diaspora and other relevant stakeholders on issues of national importance.”*

# Diaspora Mapping as a facilitator for Economic growth and Development

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## Diaspora Mapping as an Engagement strategy

*“This includes:*

- i) communication between the Government of Jamaica and the Diaspora on national goals and priorities;*
- ii) the ways in which the Diaspora can become engaged;*
- iii) avenues for the Diaspora to communicate their concerns to the Government; and*
- iv) the role of government in responding to the interests and wellbeing of the Diaspora to ensure that they are empowered to achieve their fullest potential.”*



# Diaspora Mapping as a facilitator for Economic growth and Development

## **Diaspora Mapping (DM): Linking the Diaspora with Economic growth and Development**

DM can be an effective process for linking the Diaspora with Economic and Social priority development areas of Developing countries. These include:

1. Investment and Trade
2. Health and Education
3. Community Development
4. Job Creation and Employment
5. ICTs
6. Agriculture
7. Tourism

# Diaspora Mapping as a facilitator for Economic growth and Development

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## **Diaspora Mapping (DM): Linking the Diaspora with Economic growth and Development**

The key strategies and expected results for Diaspora Data and Information in Jamaica Draft Diaspora Policy (Ying, 2014 and Minto- Coy, 2013) point to these benefits of Diaspora Mapping and its use as a facilitator for economic growth and development.

# Diaspora Mapping as a facilitator for Economic growth and Development

## Diaspora Mapping (DM): Linking the Diaspora with Economic growth and Development

The Diaspora Mapping Project is a central strategy which will seek to:

1. reduce the gaps in information on the Diaspora population;
2. increase the government's knowledge and understanding of the facilitators and obstacles which affect Diaspora engagement;
3. establish improved, and more accessible and transparent communication; and sharing of data and information across all stakeholders.

# Diaspora Mapping as a facilitator for Economic growth and Development

## Diaspora Mapping (DM): Linking the Diaspora with Economic growth and Development

1. The project will focus on creating a database on the location, size, resource level, areas of interest, appetite for investment and trade etc. of the Jamaican Diaspora.
2. This database will be reviewed and updated annually.
3. The database is to be created within the short term, using both online and print media and face to face interactions.

# Diaspora Mapping as a facilitator for Economic growth and Development

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## Diaspora Mapping (DM): Linking the Diaspora with Economic growth and Development

4. Where necessary there may be need to consider incentivizing participation of especially third and fourth generation of the Diaspora (e.g. free air fare, holiday packages or business advice) to increase interest in being captured in the database, bearing in mind issues of privacy and data protection;
5. The database will have special subsections for persons with focus on Business and investment, philanthropy and specialized skills and expertise to contribute to economic environment and economic development in Jamaica.

# Diaspora Mapping as a facilitator for Economic growth and Development

## **Diaspora Mapping (DM): Linking the Diaspora with Economic growth and Development**

An important aspect of Diaspora Mapping is leveraging the global distribution of the Diaspora. The size and geographical distribution of the Diaspora is an important area of focus for Diaspora mapping. This will for instance provide information for companies targeting the ethnic export market, the Tourist Board seeking to increase the number of diaspora tourists, and JAMPRO and the Jamaica Stock Exchange (JSE) targeting the Diaspora for investments.

# Diaspora Mapping as a facilitator for Economic growth and Development

## Diaspora Mapping (DM): Linking the Diaspora with Economic growth and Development

Using Jamaica as a case the Summary of size and Geographical Distribution of Jamaican Diaspora provides base information for capitalizing on the value of the Diaspora.

This is shown in the Table 2 below (showing data from, *Estimating the Size and Geographical Distribution of the Jamaican Diaspora*, Ying N, February, 2014, Jamaica Diaspora Institute):

<b>Table 2: Size and Geographical Distribution of the Jamaican Diaspora</b>				
<b>USA</b>	<b>UK</b>	<b>Canada</b>	<b>Other locations</b>	<b>Total</b>
1,700,000	800,000	300,000	200,000	3,000,000
<b>Source: N. Ying, JDI, 2014</b>				

# Diaspora Mapping as a facilitator for Economic growth and Development

## ~~Diaspora Mapping (DM): Linking the Diaspora with Economic growth and Development~~

Ying (2014) makes the following comments on the estimates:

### **1. Size and geographical distribution of Diaspora**

The diaspora consists of Jamaicans and descendants of Jamaicans who reside outside Jamaica in various locations worldwide.

A working estimate of the size of the Jamaican Diaspora is 3 Million. The following features related are related to the size and geographical distribution of the Diaspora:

The major concentration of the Jamaican Diaspora is in the USA, which is estimated to be 1.7 million persons.



# Diaspora Mapping as a facilitator for Economic growth and Development

**Diaspora Mapping (DM): Linking the Diaspora with Economic growth and Development**

## **2. Concentrations of expatriate Jamaicans**

### **United States**

The United States of America shows the largest concentrations of expatriate Jamaicans. Jamaican expatriates are largest in the North East United States (an estimated 1.1 M) mainly in Maryland, New Jersey, New York, and Connecticut.

The next largest concentration in the Southern United States (an estimated 450,000) mainly in Miami Metro, Atlanta, Orlando and Tampa, and

The least concentration in other areas including West and Midwest (an estimated 150,000) with most persons in Los Angeles.

# Diaspora Mapping as a facilitator for Economic growth and Development

**Diaspora Mapping (DM): Linking the Diaspora with Economic growth and Development**

## **2. Concentrations of expatriate Jamaicans**

### **United Kingdom (UK)**

The next largest concentration of the Diaspora globally is the UK. The size of the UK Diaspora is estimated to be 800,000 with most of these persons living in London (an estimated 480,000) with the next highest concentration in the West Midlands (an estimated 200,000) with most of these persons living in Birmingham and other areas including locations such as Manchester, Bristol and Wolverhampton (an estimated 120,000).

# Diaspora Mapping as a facilitator for Economic growth and Development

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## Diaspora Mapping (DM): Linking the Diaspora with Economic growth and Development

### 2. Concentrations of expatriate Jamaicans

#### Canada

The next area of concentration for the Diaspora globally is Canada .It is estimated that the size of the Diaspora in Canada is 300,000 with most of these persons (about 70%) living in Toronto.

# Diaspora Mapping as a facilitator for Economic growth and Development

**Diaspora Mapping (DM): Linking the Diaspora with Economic growth and Development**

## **2. Concentrations of expatriate Jamaicans**

### **Other Countries**

There are other locations worldwide with concentrations of Jamaicans. These include: CARICOM countries, the Cayman Islands, Turks and Caicos Islands, the Netherland Antilles, some countries in Africa, and Central and South America in particular Brazil, the Middle East, Asia and Oceania. The estimated size of the Diaspora in these other regions is (200,000).

# Diaspora Mapping as a facilitator for Economic growth and Development

Demographics are also important in the Diaspora Mapping process

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Two examples of areas to consider are:

1. The need to focus on the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> generation for sustainability of the strategic value of the Diaspora
2. The age composition of the Diaspora – this will require a mix of ICT and face to face, paper based strategies in the DM process to cater to both the older and younger members of the Diaspora.

# Diaspora Mapping as a facilitator for Economic growth and Development

## International Approaches for Diaspora Mapping

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A variety of approaches to DM have been utilized. These include:

1. The OMNIBUS approach where the exercise seeks to capture detailed information on each diaspora member.
  - E.g. Jamaica EU Project focussing on the UK, and IOM /MFAFT Project, Guyana IOM project
2. Targeting sector and Interest Groups in the Diaspora – special groups such as engineers, persons in S&T, ICT, Business, Economics , Medicine and Media are targeted
  - E.g. South African Network of Skills Abroad, Haitian Network of Business Foundation, Dominican Republic American Professional Associations, American Israel Joint Distribution Committee

# Diaspora Mapping as a facilitator for Economic growth and Development

## International Approaches for Diaspora Mapping

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A variety of approaches to DM have been utilized Cont'd:

3. Leveraging affiliations in the diaspora– e.g. Alumni Coalitions, Home town associations, Chambers of Commerce, Church
  - E.g. Mexico Hometown Associations, Indian Institute of Technology Alumni,
4. Clustering of Diaspora members using a mix of census data and GPS e.g. Geoinformatics initiatives at UWI, Mona

# Way Forward: Recommendations

## 1. Pay attention to Issues that have critical impact on the success of Diaspora Mapping. These include:

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- Data protection and privacy vs access
- Privacy laws in Diaspora locations
- Management and security of DM data
- Incentives for participation in DM
- Continuous communication to build trust and provide timely and accurate information
- Diversity of Diaspora members
  - eg generational gaps – older diaspora members and 2<sup>nd</sup> , third and 4<sup>th</sup> generation diaspora members



# Way Forward: Recommendations

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2. Focus on the following approaches in the DM process:

- Targeting sector and Interest Groups in the Diaspora
- Leveraging Affiliations in the Diaspora
- Clustering diaspora members using a mix of census data and GPS

**3. Establish country of origin environment which facilitates the benefits of DM.**

Examples:

- Employment opportunities for Diaspora including consultancies
- Improving Ease of Doing Business

# Way Forward: Recommendations

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## 4. Implement activities that complement and facilitate DM

Create Database with information related to size, location geographical distribution, age, willingness to engage, choice of engagement, areas of expertise, income levels, cash and in-kind donations, and investments(actual and potential).

# Way Forward : Recommendations

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**Implement activities that complement and facilitate DM**

**Research and provide updated and reliable estimates of the size and Geographical distribution of the Diaspora worldwide.**

# Way Forward: Recommendations

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## **Implement activities that complement and facilitate DM**

Establish Websites in country of origin and the Diaspora that are linked and provide central repositories with information on jobs, consultancies, investment opportunities for the Diaspora, and as a platform for philanthropists at home and in the Diaspora to connect, and include provision of opportunities for crowd-funding, both within country of origin and the Diaspora.

# DIASPORA MAPPING

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Let us move forward with Diaspora Mapping to assist in the process of maximizing the Strategic Value of the Diaspora to Jamaica's sustainable Development

THANK YOU !!!!!