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Executive Summary

Wales has the opportunity to be a World leader in 'Diaspora Engagement' and enlisting the support of its GlobalWelsh, to help transform the Welsh economy.

An increasing number of countries (circa 200) around the world are actively engaged in leveraging the knowledge, expertise and financial support of their diaspora. Some, such as India, believe diaspora engagement is strategically important to the success of their country and the alleviation of poverty. Closer to home the Irish have recently appointed a Minister for Diaspora and announced a new diaspora strategy to take their, already considerable, diaspora benefits to the next level. Diasporas are essentially about place. That place could equally be a country, city, a county, a town, a village or a region.

Why Diasporas are Important – Kingsley Aikins Blog Post, 13th May 2013

There is increasing references to the distinction between the 'nation' and the 'state' and that in this era of globalisation we have to redefine the concept of the nation. Former Jamaican Prime Minister Portia Simpson Miller could have been speaking of many countries when she said:

"We have to redefine the concept of the nation. The nation today is not territorial; it is not bounded by physical space. The nation is a social and political construct. In a borderless world, the nation is no longer confined by geography. There are 2.6 million people in Jamaica but there are approximately another 2.6 million living overseas. We also have to redefine patriotism. Patriotism can no longer be seen as necessarily synonymous with residence in the country of one's birth. The fact that you are not physically located here does not make you any less committed to this country and its development nor does it make you, in this globalized era, disconnected from Jamaica."

The project has studied five countries in detail (Scotland, Ireland, Portugal, New Zealand and India) and taken the learning and best ideas from all of them in order to formulate recommendations for a Welsh diaspora programme. We have also engaged with a number of Welsh Universities and enlisted their cooperation and support.

Diaspora engagement spans all areas of a nations activity including wealth and job creation, tourism, sport, art and culture to name a few. Wales has lost its fair share of talent and continues to struggle to retain and entice back many of its brightest and best. A diaspora programme will not immediately reverse the loss of talent or necessarily have our expats flocking back to Wales but it will have a noticeable impact over a 5 – 10 year period. Moreover a Welsh diaspora programme will immediately provide the vehicle to engage with and leverage the huge resource of talent, knowledge and wealth of our 3+ million people of Welsh birth, ancestry or affinity for this unique country.

Of the countries that provided focus for the project, our nearest neighbours Scotland and Ireland, implemented diaspora programmes over fifteen years ago. By contrast, Portugal only began their diaspora journey in 2012 in response to the global financial crisis. The size of a country's diaspora is equally contrasting; New Zealand's is estimated to be 1 million and India's between 23-30 million. Irrespective of the total diaspora population, a small number of country's diaspora can have a disproportionate affect on the fortunes of their mother country. It is estimated that as few as 20 – 50 GlobalWelsh could have a major impact on the economic prospects of our country, within a 10 year period. While Wales could achieve significant economic benefits from its diaspora, we must also give to them by providing opportunities that meet their, often very personal, desire to contribute, be that via legacy projects, knowledge sharing or philanthropy etc.

The value that a GlobalWelsh connection could bring to Wales is wide and varied.

- Their network and contacts
- Be the 'tipping agent' and nudge FDI/DDI investments Wales's way when investment decisions are finely balanced
- Understanding and help in targeting a foreign market
- Market Intelligence
- Knowledge of the cultural differences between the customer and the seller that greatly facilitates the selling process - International Trade
- Potential source for capital and sounding board for a new idea or concept, making game-changing introductions – Start-Up/Growth Funding and Entrepreneur Mentoring

The results of this project suggest a strong latent desire exists within the Welsh diaspora to significantly 'give back' to Wales and contribute in many areas, especially business and entrepreneurship. However implementation of a full diaspora programme is a journey that will take many years. While a full ten-year roadmap is defined, as one of the outputs of the project, the first year, with many set activities to perform, will focus on assisting Welsh businesses to trade internationally and provide global mentoring for a cohort of our brightest and best entrepreneurs.

Our first year metrics will be: XXXXXXXXXXXX

Made up of:

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In this globally competitive and networked world nations need to utilise all the resources at their disposal. While in the past emigrants were seen as gone for ever and lost to their place of birth, we now have the methods of communication, both physical and virtual, to stay connected and engaged with all our non-resident Welsh. Wales has languished for far too long in the lower regions of economic performance tables. While there are many local initiatives that will positively impact our league status, a well-implemented diaspora programme has the potential to drive Wales to unprecedented levels of prosperity.

We have learnt from some of the best exponents of diaspora engagement. Wales, with a clean sheet, has the opportunity to become a leader in 'Diaspora Engagement'. The report recommends we grasp the opportunity with both hands and move immediately to the implementation phase of its diaspora journey.

Next Steps

- Review responses to final report
- Agree how best to utilise final report?
- Build a detailed GlobalWelsh Business Plan
- Produce a short list of potential operational board and international advisory board members
- Continue to build stakeholder support and enlist input from key organisations and individuals.
 - Hay Festival, Magic of Diasporas & First Minister Reception events on Friday May 22nd and Monday 25th May respectively
 - Wales Report - Wednesday June 3rd

Note: all of the above events proved hugely successful and we are already engaged in discussing GlobalWelsh events at next years Hay Festivals in Wales and overseas.

- Complete Crowd-Funding evaluation and begin fund raising
- Plan GlobalWelsh launch in London

Background

The creation of indigenous businesses is a key component of Wales's economic development strategy. Especially important are those businesses with export potential that have a scalable business model. Taking a business to a global market is hugely challenging especially as new, culturally diverse, markets open up and provide exciting new growth opportunities.

"The world economy is all about 'connected clusters of creative people' - Wales isn't on the map. Moreover, there could be as few as twenty 'Diaspora Entrepreneurs' that could fundamentally change the economic fortunes of Wales." Kingsley Aikins, Diaspora expert & CEO Diaspora Matters

As globalisation continues apace, countries are increasingly recognising the potential value of their diaspora.

One of the themes of the 'Entrepreneurs Wales' Conference 2012 (and a continuing theme for #EntWales 2013/14) was to facilitate and support 'Entrepreneurs helping Entrepreneurs'. Connecting this economically important group, many of which are based in rural areas, with their Welsh diaspora could play a vitally important role in achieving this objective.

Objective

The objective of the GlobalWelsh project is to determine and validate 'best practice' for the implementation of a Welsh diaspora programme. The initial focus is on economic benefits of connecting to our diaspora entrepreneurs and business leaders but consideration is also given to the wider diaspora benefits relating to tourism, philanthropy etc.

Wales should aim to be recognized as a leader in 'Diaspora Engagement' and leveraging its global talent to the benefit of the Welsh economy.

Introduction

Throughout history, diaspora networks have played powerful roles in the development of nations. Recent evidence suggests this is increasing as technology and communications allow diaspora members to participate without returning to their home nations. New Zealand diaspora organisation, KEA, has clearly demonstrated the power that social networks can have on building, developing and sustaining a global diaspora.

Although there is no 'one size fits all' diaspora strategy, countries tend to pursue similar initiatives, with much in common in terms of philosophy and approach. Obviously, countries differ greatly in terms of their macroeconomic circumstances, the history of their diaspora, their size, geography and general resources available to successfully pursue a diaspora strategy.

Today the world is more globalised, interconnected and interdependent than ever before. The recent global economic crisis shows us that it is no longer possible for any nation state to consider itself an 'island', nor is it possible to be immune from the ebbs and flows of global economics. In order to be in a position to fully leverage the advantages of interdependence,

companies and countries are looking at creating, developing and engaging complex networks of people to generate social, cultural and economic benefits.

“In a globalised world, with increasing movement of people, huge numbers live not within the boundaries of the state of which they are citizens, but in other countries. More governments are recognising that these citizens represent a great asset abroad. But for these assets to be supported and mobilised effectively, governments need to be able to engage with their overseas populations in a coherent and strategic way.” Global Brit: Making the most of the British diaspora, published by the British Think Tank, the Institute of Public Policy Research in 2010 (authors: Tim Finch with Holly Andrew and Maria Latorre).

The report suggests the British population overseas has the following characteristics, which qualify them as a diaspora:

- They are a clearly identifiable and self-identifying national group
- They have a sense of empathy and connection with other Britons in their country of residence and in other countries overseas
- They retain an attachment to the UK and an interest in its affairs
- They demonstrate at least some ‘diasporic consciousness’, through setting up British clubs or business networks
- They mobilise collectively or show a willingness to be mobilised

Types of diaspora

Victim Diaspora: A class of people who have been banished from their place of origin and sent to another land. Usually a result of a traumatic event, like conquest, persecution, enslavement, genocide or exile e.g. Africans in the North Atlantic Slave Trade

Trading Diaspora: A community, often members of an extended family, that goes abroad to conduct trade in a host society. The ‘family firm’. They receive permission from the host government, learn local language and customs, but do not assimilate e.g. Jews, Armenians, Chinese, Arabs, Indians

Imperial Diaspora: Migrants who go to another land that has been conquered by their own nation and enjoy higher status on account of their ethnic ties to the ruling power. Do not adapt to customs, locals adapt to their customs e.g. the Spanish and the Indians, Mexico's caste system

Labour Diaspora: Indentured servants and labour migrants

Labour Diaspora: Indentured servants and labour migrants e.g. colonial America

According to Wikipedia we have approximately the following number of Welsh people or of Welsh origin/ancestry living outside Wales:

- United States – 2,000,000
- England – 600,000
- Canada – 500,000

- Australia - 125,000
- Argentina - 50,000
- Scotland – 17,000
- New Zealand – 10,000

Types of diaspora engagement vary widely. The Global Brit report provides an exhaustive list of all possible diaspora engagement.

- Providing pre-departure information for emigrants
- Registering emigrants
- Providing documentation and re-documentation services
- Providing emergency assistance and crisis support (including return where necessary)
- Providing welfare assistance to the diaspora living abroad
- **Providing ongoing advice and information of interest to the diaspora**
- Extending and upholding citizenship rights
- **Promoting and supporting remittance transfers**
- **Encouraging direct diaspora investment in the home state**
- **Encouraging philanthropy to support the homeland**
- **Supporting schemes of skills and knowledge transfer to the home state**
- **Encouraging and facilitating short-term and tourist home visits**
- **Programmes for return migration (particularly of highly skilled or high value emigrants)**
- Supporting or signposting services that help with local integration (language or orientation classes, local voter registration, and so on)
- **Signposting, supporting or initiating opportunities for national celebration or bonding (such as receptions and events to mark independence days or national events and awards and citizenship ceremonies)**
- **Signposting, supporting or initiating business and employment networks to aid the diaspora in its pursuance of business and employment development in the overseas country**
- **Supporting diaspora community or charity groups**
- **Establishing business mentoring and student intern schemes**

-
- Voter registration and campaigns to encourage voting in home state elections
 - **Supporting emigrant knowledge, social and cultural networks**
 - **Mobilising diaspora to support home state interests and to project home state image abroad – political, economic and cultural**

Some of these activities are less relevant to UK and Welsh diaspora engagement than others, and of course a number can be bundled together. Those in **bold**, represent the focus of the project and resulting GlobalWelsh implementation plan/roadmap.

Jobs and Wealth Creation

There is much anecdotal evidence and specific examples of the economic benefits (jobs and wealth creation) that derive from a well-executed 'Diaspora Entrepreneurship' strategy. Tangible diaspora job and wealth creation is typically achieved through Diaspora Direct Investment (DDI) / remittances and reverse migration of highly skilled and motivated individuals who have achieved business success in their adopted country.

The body of published research, based on over 200 countries/regions, strongly supports the positive impact that 'Diaspora Entrepreneurship' can have on jobs and wealth creation. It is reasonable to expect Wales can also benefit significantly from a pro-active diaspora engagement.

An excellent summary of the role of a country's diaspora and economic development can be found in the following policy brief published by the Migration Policy Institute in 2013: What we know about diasporas and economic development, By Kathleen Newland and Sonia Plaza - <http://www.migrationpolicy.org/research/what-we-know-about-diasporas-and-economic-development>

Diaspora Entrepreneurs and Business Leaders

General definitions of 'diaspora entrepreneurship'

- The expat who, while abroad still has close business interest and may even own and run a company, in their country of origin
- The expat that returns to his native country and starts a business, leveraging the knowledge, expertise, innovation and networks of their former adopted country(s)

The following article gives a broader, more detailed overview of 'Diaspora Entrepreneurship':
Mobilizing Diaspora Entrepreneurship for Development -

<http://www.migrationpolicy.org/article/mobilizing-diaspora-entrepreneurship-development>

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Note: a study of the Irish software industry found that 75 per cent of indigenous Irish software companies were established by people who had previously worked abroad, mostly for large multinational corporations.

Visas for Entrepreneurs: How Countries Are Seeking Out Immigrant Job Creators - Other than attracting back your own diaspora entrepreneur, some countries are going to greater lengths to attract immigrant wealth creating entrepreneurs. The entrepreneur visa approach is used by countries such as Australia, New Zealand, Ireland and Singapore. The UK also uses this method.

See:

<http://www.migrationpolicy.org/article/visas-entrepreneurs-how-countries-are-seeking-out-immigrant-job-creators>

<http://www.migrationpolicy.org/article/top-10-2011-issue-5-substantial-investments-court-diaspora-entrepreneurs-development-gains>

This serves to illustrate another area where a GlobalWelsh Diaspora Entrepreneurship programme could contribute, by identifying and attracting immigrant entrepreneurs to locate in Wales once their entrepreneurs visa is granted.

Evaluating a Diaspora Programme

Evaluating the effectiveness of a diaspora programme is challenging in the traditional sense. While it is possible to measure the impact in terms of GVA (*Gross Value Added), many of the other benefits are unseen or difficult to attach an immediate value to.

The following is an extract from an evaluation of the Scottish diaspora programme, GlobalScot, carried out in 2007. GlobalScot is one of the diaspora programmes researched in this report. See Appendix 'A'.

"Just as GlobalScot is a different kind of economic development tool, so Scottish Enterprise's (SE) delivery role is also different; Scottish Enterprise takes a facilitating and enabling role rather than direct delivery. One of the project's core objectives sets out the need to avoid excessive direction and weaving a 'noose of control' around the project. Scottish Enterprise's role is to keep the network healthy and enable people to use it effectively in ways that work for them.

*Definition: <http://www.ons.gov.uk/ons/guide-method/method-quality/specific/economy/national-accounts/gva/relationship-gva-and-gdp/gross-value-added-and-gross-domestic-product.html>

There are a number of important issues in approaching this evaluation:

- It is innovative, so traditional measurement models do not readily cover the full extent of the value that GlobalScot creates
- There may be a considerable timing lag before an attributable output from a GlobalScot transaction can be observed
- It has substantial qualitative, as well as quantitative, impacts
- The outputs rely significantly on informal, rather than formal learning, and are therefore personal and context-specific for each participant

GlobalScot Evaluation Findings

"The GlobalScot network is found to be generating a range of 'soft' outcomes that are in turn generating 'hard' impacts. The report suggests that they're a significant 'lag' period between initially engaging with the network and achieving a quantified economic outcome. It reports that there is a lack of understanding about what GlobalScot can do, how it can be accessed and who it is appropriate for, which is limiting the number of enquiries. It estimates that despite the low number of users who were able to provide quantified impact, the net annual GVA figure attributable to the GlobalScot network for 2006 was £28,731,909, though if the highest net GVA value is removed, the net annual GVA figure is £2,792,889. Although the network is six years old (including a substantial set-up period), it is argued that it should still be considered a nascent network and therefore be expected to deliver only modest impacts at this stage."

The full report is available via:

<http://www.evaluationsonline.org.uk/evaluations/Browse.do?ui=browse&action=show&id=74&taxonomy=ITA>

Project Focus Areas

- Research how other countries engage with their Diasporas
- Identify and engage with at least 50 of Wales's leading Diaspora to determine their capacity and propensity to contribute to the shaping of a Welsh Diaspora initiative
- Determine the potential benefits to Wales of establishing its own Diaspora organisation
- Organise an inaugural GlobalWelsh reception at the 2015 Hay Festival. The event will involve:
 - A small number of Wales's diaspora
 - Project Stakeholders e.g. Welsh Government and private sector sponsors
 - Others committed to the future development of a Welsh diaspora

Note: The GlobalWelsh Hay festival event is scheduled for Friday 22nd May at 1pm.

See: <https://www.hayfestival.com/p-9554-tim-finch-julie-meyer-and-warren-east-talk-to-guto-harri.aspx>

Also a GlobalWelsh reception, hosted by First Minister, Carwyn Jones, is scheduled to take place at the Hay Festival at 12.30pm on Monday 25th May

Project Approach

- Understand how other countries established their diasporas in terms of identifying and building support from stakeholders and securing start-up funding
- Research the key motivation for someone to engage with its diaspora - the 'quid pro quo'
- Explore diaspora organisational structures and on-going funding models
- Understand what would constitute a realistic diaspora 'road map' in terms of building momentum, setting priorities and objectives
- Uncover the typical diaspora 'pit falls' as well as 'quick wins'
- Explore research methodologies and ways of identifying, connecting and profiling a countries diaspora
- Learn methods of engaging with and nurturing relationships with the 'top tier' of a countries diaspora

- Understand what kind of on-going initiatives and events are required to continuously engage, build and retain the support of a diaspora
- Define diaspora 'best practice' within the context of Wales

Research Activities

- Review relevant diasporas and produce a summary of their diaspora organisation and scope of operation – see Appendix 'A'
 - Review the available research and provide a summary of the current worldwide diaspora landscape – e.g.
 - o MPI (Migration Policy Institute)
 - o Diaspora Matters website
 - o EuroMed
 - o International Organisation of Migration
 - Draft a pro-forma interview document of questions for use during meetings with established diaspora organisations
 - Contact target diaspora organisations prior to meeting & agree schedule, objectives and agenda
 - Research the following diaspora organisations: Ireland, Scotland, India, Portugal & New Zealand
 - Interview one or more members of each of the above diaspora to understand their experience of being an active diaspora member
 - Produce a report summarising research findings and recommend the most effective way to start-up, structure, fund and create a realistic road-map for a Welsh diaspora programme
 - Organise a GlobalWelsh event at the internationally renowned Hay Festival in May 2015
- See: <https://www.hayfestival.com/p-9554-tim-finch-julie-meyer-and-warren-east-talk-to-guto-harri.aspx>

The following are links to some of the media coverage on the initiative.

<http://www.bbc.co.uk/news/uk-wales-31663419>

<http://www.walesonline.co.uk/business/new-project-seeking-find-welsh-8005958>

See also: Appendix 'H', GlobalWelsh Article from the North American Welsh Association publication, Ninnau

Review of Diaspora Research

An increasing number of national governments (circa 200) are introducing diaspora strategies and recognising the role that key members of their diaspora can play in improving the economies of their country of birth, ancestry or affinity, without having to return home permanently. Described as 'brain drain becoming brain gain and brain exchange'. Moreover, The World Bank estimates that diaspora groups from developing countries hold upwards of \$400 billion in savings. Global remittance flows were circa \$550 billion in 2013 – there highest levels ever.

Continual increases in the mobility of people, assisted by ever improving transportation and telecommunications, has intensified the international interest in diaspora studies. There is a growing body of academic research and policy formulation in this area indicating the scale and potential economic opportunity that the diaspora presents.

International organisations such as the World Bank, the European Commission and the United Nations have started to pay closer attention to the value of the diaspora in economic development and international relations. A country's diaspora serves as an important conduit, facilitating the two-way flow of capital. That capital presents itself in every form – human, social, intellectual, political, cultural and financial.

A recently announced initiative by US President Obama entitled: '[NEW INITIATIVE ANNOUNCED TO ENABLE DIASPORA INVESTMENT IN INDIA'S DEVELOPMENT](#)' serves to illustrate the growing importance of a country's diaspora and their economic development. See Appendix 'B'

Considering the diaspora as a national asset is not a new phenomenon, nor is it unique to the countries researched during this project. Many governments and private sector organisations are beginning to think about engaging their overseas populations in innovative ways. Historically, expatriates whether business, cultural, scientific or other were viewed as 'lost' to their countries of origin, now active efforts are being made to identify and link, highly skilled diaspora citizens back to their country of origin, ancestry or affinity.

Many countries are freely acknowledging the strategic importance of their diaspora in a nation's development. India believes their diaspora is key to the alleviation of poverty in their country. Portugal initiated their diaspora programme as a response to the recent global financial crisis and is using their diaspora to help increase international trade, Foreign Direct Investment (FDI) and Diaspora Direct Investment (DDI).

The development and increasing sophistication of social media platform, in particular, LinkedIn, Facebook, Twitter and YouTube means diaspora networks are becoming easier to establish and grow. Moreover mobile apps and video communication (FaceTime & Skype) are facilitating a more intimate and greater add-value relationship with diasporas. New Zealand's KEA app has allowed them to rapidly expand their diaspora network. In two years they managed to grow their network from 200,000 to 600,000 and plan to reach 1 million by 2016.

The topic is attracting increasing attention from governments, businesses, non-profit organisations and academics. Global knowledge networks are key to engaging the diaspora and providing opportunities for them to get involved in meaningful ways.

The role of government varies from country to country, from light engagement (e.g. Portugal) to heavy engagement (e.g. Scotland). The consensus from the research suggests that government should be a facilitator rather than an implementer of initiatives.

Successful engagement with a country's diaspora is a long-term 'hearts and minds' business and requires perseverance, professionalism and patience.

The role of diasporas in economic development is featured in the highly respected weekly magazine, The Economist that provides authoritative insight and opinion on international news, politics, business, finance, science, and technology.

Examples:

- Gone but not Forgotten <http://www.economist.com/news/international/21656176-governments-believe-their-diasporas-can-solve-all-sorts-problems-they-are-picky?>
- The Magic of Diasporas <http://www.economist.com/node/21538742> published in November 2011
- The British diaspora: And don't come back
<http://www.economist.com/news/britain/21611102-some-5m-britons-live-abroad-country-could-do-far-more-exploit-its-high-flying-expats-and>

The Oxford University, Oxford Diaspora Programme, led by, New Zealand based Dr Alan Gamlen has eleven current diaspora projects including: Diaspora engagement policies. The many publications by the staff involved in the programme can be found at: <http://www.migration.ox.ac.uk/odp/bibliography.shtml>

Dr Gamlen is also Editor in Chief of Migration Studies at the Oxford University Press.

Irish consultancy firm Diaspora Matters specialises in Diaspora issues and works with Governments, organisations, institutions, cities and individuals to develop and implement comprehensive strategies for them to connect with their Diasporas. Their website provide a rich source of research data on worldwide diaspora programmes and initiatives. Most interesting is their list of 75 Worldwide Diaspora Initiatives and 25 Irish Diaspora Initiatives, which testify, to the benefits and diversity of diaspora and the potential for Wales in pursue its own diaspora programme.

See:

<http://diasporamatters.com/75-international-initiatives/>
<http://diasporamatters.com/25-irish-initiatives/>
<http://diasporamatters.com/publications-resources-2/>

The key question is; Where can the diaspora help? The Irish in the following publication provide a compelling answer to this important question. Without meaning to be glib, replace Ireland/Irish for Wales/Welsh since much of the same issues apply in Wales. The worrying thing is that even though Ireland are held up as a great example to the world as a country that is well connected to its diaspora, the Irish are still looking to take it to the next stage and gain even more economic, social and political benefits from their global Irish. Their challenge, in taking it to the next level, is to bring together and integrate the large number of disparate diaspora related organisations and minimise duplication and exploit the synergies that undoubtedly exist.

The Global Irish Making a Difference Together – pages 23 -24
<http://www.irelandfunds.org/pdf/globalIrish.pdf>

Conversely, Wales has a unique opportunity to implement what the Irish are trying to do from a 'clean slate' position. A huge amount of research and practical implementation tools exist much of it originating from Ireland. For example: <http://www.theirelandfunds.org/philanthropy-toolkit>

Other rich sources of research include:

- MPI (Migration Policy Institute) - <http://www.migrationpolicy.org>
- EuroMed - [http://eeas.europa.eu/what we do/index en.htm](http://eeas.europa.eu/what_we_do/index_en.htm)
- International Organisation of Migration - <http://unitedkingdom.iom.int>

Developing a Diaspora Roadmap

When developing a diaspora roadmap there are a number of fundamental questions to be answered:

1. What are the priorities?
2. What are realistic objectives for the above?
3. Are we intending to focus on the elite diaspora (e.g. Scotland, Portugal) or anyone and everyone (New Zealand, Ireland) or both?
4. Who are the key stakeholders?
5. What is the most appropriate funding model?
6. What resources are required at start-up?
7. What will be the on-going funding model?
8. How will momentum be created and maintained?

See:

http://publications.iom.int/bookstore/free/Diaspora_Handbook_EN_For_Web_28May2013.pdf

The commonly held view on a strategic roadmap for diaspora engagement must include the following elements:

1. Identifying goals
2. Mapping diaspora geography and skills
3. Creating a relationship of trust between diasporas and governments of both origin and destination countries
4. Ultimately, mobilising diasporas to contribute to sustainable development

Specific Findings

Cambridge Network

In addition to the five countries that formed the basis of the project it was decided to explore a non-diaspora organisation to explore how a purely commercial oriented network operates. One of the most successful commercially orientated networks is the Cambridge Network:

<https://www.cambridgenetwork.co.uk/home/>.

Both the founder and current CEO were interviewed, see Appendix 'C'.

How other Countries Established their Diasporas

There are significant differences in the diaspora organisations that have been researched (. The Irish are naturally inclined diaspora members and hugely supportive of each other wherever they take up residence. Their diaspora is well established and diverse with many organisations engaged in every aspect of diaspora activities. By contrast, the Portuguese diaspora is a central organisation, focused on economic development and established as recently as 2012.

All the diasporas researched have the strategic support of their most senior politician (i.e. Prime Minister) and Minister for foreign affairs. The Indian Prime Minister is notable for his commitment to engaging with its diaspora and believes it is strategically important in alleviating poverty in their country. In addition, the importance of a country's diaspora is clearly demonstrated by Ireland and their appointment of a Minister for Diaspora.

See: <http://www.irishcentral.com/news/politics/First-ever-Minister-for-Diaspora-appointed-in-Irish-government-reshuffle.html>

The origins of a country's diaspora organisation vary widely. Scotland's main diaspora activities are administered by a purely public organisation, Scottish Enterprise, funded by the Scottish Government. By contrast Portugal's diaspora is a privately funded body. The funding model adopted will be influenced by the size, breadth and depth of the diaspora activity proposed and the speed at which a country wishes to implement their programme and achieve economic benefit.

The active support and commitment of senior politicians and heads of public bodies are important to attracting start-up funding, gaining wider stakeholder support and engaging with the top tier of a country's diaspora.

Motivation to engage with a Diaspora

When recruiting diaspora members there are several key questions to answer:

1. What is their capacity to contribute?
2. What is their propensity to contribute?
3. What do they want from their membership of a diaspora?

The most common reasons given for someone to become an active member of a country's diaspora are:

1. To 'give something back' and see their country succeed
2. The opportunity to internationally network with like-minded people
3. Support the next generation of entrepreneurs and business leaders
4. Improve educational opportunities and work/life experience
5. Intergenerational transfer of knowledge and wealth

See Appendix 'F', Foreign Diaspora Questionnaires

Diaspora Organisational Structures and Funding Models

There are no common or standard organisation structures identified in the countries studied. The Irish diaspora is made up of a number of country level and regional level diaspora organisations, funded in a various ways. Equally diverse is their 'in country' diaspora support organisation e.g. there are a long list Irish diaspora networking groups in London alone. See Appendix 'D'.

In India, states actively compete for the attention of their diaspora.

Start-up funding is likely to be different to on-going/sustainable funding.

GlobalWelsh start-up funding options include:

1. Public sector - Welsh Government, Councils, Universities
2. Private sector - Entrepreneurs, Anchor Companies, SMEs
3. Charitable sector
4. Crowd-Funding
5. Any combination of the above

The common ongoing/sustainable private sector funding model is a combination of sponsor and membership revenues. These are often supplemented by one-off project related fees. The other interesting funding model is the ConnectIreland inward investment organisation, which is private / public sector financed with a large, payment by results element.

Other, non-diaspora organisations researched include the Cambridge Network, they are a successful membership and sponsorship funded organisation. They also generate significant funds through the delivery of training to their members. See Appendix 'C'.

Most diaspora organisations tend to be made up of:

- small core team of full-time employees (2 – 13 people)
- number of active Non-Executives (2 – 4 people)

- international board of World Class diaspora members (5 – 8 people)

Diaspora organisations are typically hierarchical with a full-time or part-time CEO/Leader.

Diaspora 'Road Map', Momentum, Priorities and Objectives

It can take between 5-10 years to build and implement a broad range of diaspora initiatives. The obvious areas to start that requires the least amount of effort, ongoing administration and potential for short-term benefit is international trade. GlobalScot is almost exclusively focused on international trade. GlobalScot work closely with Scotland based SMEs to understand their 'readiness' to do business internationally and connect them with existing GlobalScots that have specific sector knowledge in their target market. They will also identify and recruit additional GlobalScots in the identified geography and segment if they do not already have one in their network.

The other areas that would need to be considered and built into a GlobalWelsh roadmap are:

Short /Medium Term

- Facilitating international trade
- Facilitating inward investment
- Mentoring and Coaching Welsh Entrepreneurs & Business Leaders
- Investing in Welsh based companies

Medium / Long Term

- Philanthropy
- Supporting GlobalWelsh in country of residence
- Education and development of the next generation of Welsh leaders
- Encouraging GlobalWelsh to return to Wales
- A GlobalWelsh Investment Fund
- A GlobalWelsh Research Function/Think Tank
- Project Offering

Typical Diaspora 'Pit Falls' and 'Quick Wins'

Typical pitfalls that have been identified include:

- Being too ambitious
- Not controlling membership
- Not ending membership when appropriate (GlobalScot allowed inactive members the title of GlobalScot and the associated benefits)

- Not setting targets
- Not fully exploiting the available resource and talent e.g. Investment/Venture Fund
- Not facilitating close collaboration with the charitable and education sector to allow more opportunities for philanthropy
- Duplicating effort (particularly acute in Ireland)
- Not recognising the doer's
- Not sharing 'best practice'
- Not treating foreign students as part of your diaspora (KEA focus on their Chinese students and have a person based in China)
- Not creating a diaspora handbook that defines the role, expected behaviors, commitments, processes etc.

Quick Wins

- Access to individual GlobalWelsh networks
- Match ups between individual GlobalWelsh and Entrepreneurs
- Geographical market intelligence and access
- Sharing global 'best practice'
- Raising a country's profile

Identifying, Connecting and Profiling a Diaspora

Several platforms exist for identifying and connecting with a countries diaspora, such as:

- Namsor, for identifying a country's diaspora through name recognition techniques
- Census database searches where ancestral data is available
- Diaspora Engager, which is a diaspora engagement social media platform that connects the international diasporas to each other and to opportunities with governments, nonprofits, businesses, laboratories, international institutions, schools, and research institutions
- LinkedIn, Twitter and Facebook, via manual individual or group searches using Welsh names and key words
- Existing Welsh networks e.g. Welsh North America Association, Wales in London
- Welsh Universities and their Alumni – see: Appendix 'E', Submission from Bangor University
- Welsh and UK Government e.g. Trade Missions
- Sports Clubs – Wales in Dubai, HK Wales Rugby team etc.

- Welsh companies with foreign operations
- Military/Forces

Engaging with the 'Top Tier' of a Country's Diaspora

Outside the 'usual suspects', identifying Wales's 'Top Tier' or 'A' or Power list is challenging. Equally challenging is making contact and ensuring a good 'first impression'.

A highly professional, personalised and tenacious approach is required. Once a conversation is initiated a good elevator speech is important in explaining what the GlobalWelsh initiative / programme is, its importance to Wales and the opportunities it is seeking to bring to its diaspora – what's in it for them?

See Appendix 'G', GlobalWelsh Diaspora Questionnaires

Note: an on-line survey is also collecting responses to the same questions and will be collated and reported at a later date.

GlobalWelsh recruitment would be greatly facilitated by segmenting recruitment of our World Class Welsh from the majority.

Majority Recruitment

- Advanced use of CRM and social media platforms, including mobile applications
- Conferences e.g. Digital Wales
- International trade missions
- Hay Festivals in Mexico and Spain
- National and international professional bodies e.g. IMechE
- Public relations, press media, partnerships (e.g. joint campaign with Visit Wales) and advertising

World Class Welsh Recruitment

- High profile events hosted by Wales's most notable resident and non-resident leaders and celebrities. Events can be associated with:
 - Sports, Art or Media related e.g. Rugby World Cup, Hay Festival
 - Celebrations or Anniversaries e.g. St David's Day (January 9th when the Indian diaspora annually commemorates the return of Mahatma Gandhi to India from South Africa)
- Government sponsored events and major launches or announcements e.g. inaugural Dylan Thomas day, celebration of 100 years since Roald Dahl was born (2016)
- University graduation days – awarding honorary degrees

- Joint GlobalWelsh and University Alumni campaign

Large diaspora such as India (they have circa 25 - 30 million), segment their diaspora by profession. They have circa 200,000 doctors in the USA with their own diaspora network group, making identifying a profession 'Power List' much easier.

Continuous Engagement and Support of a Diaspora

Every diaspora researched testify to the importance of regular events, both home and abroad. There is no substitute for getting people together to build close relationships and obtain commitment. India and Ireland have significant events on an annual and bi-annual basis respectively. The Scots tend to run parallel activities alongside major international trade events.

Events are great places to facilitate doing business and for fund raising.

There are many approaches to engaging and staying engaged with our diaspora. An important component is the creation of relevant, high quality content and empowering the community to participate in the shaping and growing of the GlobalWelsh.

Content can be created through:

- World Class Diaspora led events.
- Celebrating our World Class Welsh – through interviews, profiles, titles, digital hall of fame.
- Sharing newsworthy items with the community
 - Covering plethora of subjects: culture, sport, politics, business etc.
 - Publish GlobalWelsh success stories
 - Growth of GlobalWelsh (new members, events, new sponsors etc.)
 - History of Wales (i.e. Welsh message engraved on Abraham Lincoln's Statue)
 - Welsh based charity appeals and news to encourage philanthropy.

Ways in which this content and engagement can be delivered is through

- A first class website (Cambridge Network invested £60,000 in theirs).
 - The pinnacle (or top tier) or all Welsh related international communities
- Advanced use of Social Media platforms especially LinkedIn, Twitter and YouTube.
- Mobile Apps e.g. KEA
 - A tool to connect the community (P2P)
 - A communication tool for GlobalWelsh (B2C): push stories, events etc.

- Build data profile (location, interests etc.)
- Integrate/collaborate GlobalWelsh with existing initiatives and programmes.
- Educate the next generation of Welsh youth on the benefits of their diaspora and how they can assist them in accessing local and international opportunities

Welsh Diaspora 'Best Practice'

Wales has the opportunity to establish the worlds best diaspora programme by implementing a range of 'best practice' processes and policies, identified during this study.

Best practice for a Welsh diaspora programme should seek to implement the following:

- Facilitating international trade – adopt the same or similar model to GlobalScot
- Facilitating inward investment – adopt the same or similar to ConnectIreland
- Mentoring and Coaching Welsh Entrepreneurs & Business Leaders
- Investing in Wales based companies – establish a GlobalWelsh investment fund
- Philanthropy – adopt the same of similar to The Ireland Fund (<http://www.theirelandfunds.org/>)
- Education and development of the next generation of Welsh leaders – adopt the same or similar to the Washington Ireland programme (<http://wiprogram.org>) or Saltire Foundation (<http://www.saltirefoundation.com>)
- Encouraging GlobalWelsh to return to Wales – adopt the same or similar to Talent Scotland (<http://www.talentscotland.com/>)
- Adopt KEA's approach to leveraging Social Media and Mobile Apps

Recommendation for the creation of a GlobalWelsh Diaspora Programme

Introduction

While much detailed work is still required to build a robust GlobalWelsh Business Plan, the following represents the lessons learnt and best practice identified during the project. Interviews, surveys and review of diaspora publications have provided the background knowledge and evidence that will form the foundations for Wales to become the World leader in 'Diaspora Engagement'.

Stakeholders

GlobalWelsh will need to work in partnership with the following, Potential Funders / Collaborators / Supporters:

- Sport, Arts, Media institutions

- Welsh Government
 - First Minister & Minister for BET&S
 - International Trade and Inward Investment teams
 - [Entrepreneurship and Delivery Team](#)
 - Representatives located overseas (e.g. Consulate-General in Miami)
- Finance Wales / Wales Development Bank
- Anchor Companies, FastGrowth50, Accelerated Growth Programme
- Entrepreneur related initiatives
 - Communities, such as CardiffStart, TechHub Swansea, IndyCube, Sony Pencoed
- Universities – see submission from Bangor, Aberystwyth and Cardiff Universities in Appendix ‘E’
- Donors/Patrons
- Charities – Princes Trust
- Major industry and institutional initiatives e.g. Life Sciences Hub, Circuit of Wales

E.g.: The WRU, one of our high profile stakeholders, has stated they are supportive of the aims and objectives of the GlobalWelsh initiative. Likewise Cardiff Business Council, amongst many others.

First Year Staffing

- GlobalScot has 13 people. Seven focus on international trade and six for Talent Scotland (attracting talented people to come and live in Scotland). They also leverage 100, in country Scottish Government personnel
- KEA has an organisation of 11 Staff, including 1 in London, 1 in Shanghai and 1 in Dubai - <https://www.keanewzealand.com/the-kea-team>
- Advance Australia runs on a team of 8 people - <http://advance.org/team/>

The start-up headcount will depend on the business plan objectives.

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Legal Structure, Funding and Governance

Legal Structure

GlobalWelsh will be a not-for-profit organisation. It is therefore proposed to set GlobalWelsh up as a Community Interest Company (CIC)

A CIC is a limited company with special features to ensure that it works for the benefit of the community. CICs commit their assets and profits permanently to the community by means of an “asset lock”, ensuring that assets cannot be distributed to shareholders. They report to the Regulator of Community Interest Companies. A major advantage is that a CIC’s not-for-profit status is visible as well as assured.

It is proposed that GlobalWelsh adopt the Nolan principles of Standards in Public Life. Amongst other information, revenue generation, costs and employee remuneration etc. will be publically disclosed.

GlobalWelsh Crowd-Funding Limited (GCF)

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Philanthropy

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Road-Map

First Year

“Start small. Target 50 Diaspora across 3-4 sectors.” - GlobalScot

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- ## GlobalWelsh Organisation Structure & Ecosystem

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The evidence is overwhelming in support of Wales creating its own diaspora programme. Moreover, Wales has the opportunity to lead the World in 'Diaspora Engagement' and be the best at enlisting and leveraging the support of its GlobalWelsh to help transform the Welsh economy.

Diaspora engagement spans all areas of a nations activity including wealth and job creation, tourism, sport, art and culture to name a few. Wales has lost its fair share of talent and

continues to struggle to retain and entice back many of its brightest and best. A diaspora programme will not immediately reverse the loss of talent or necessarily have our expats flocking back to Wales but it will have a noticeable impact over a 5 – 10 year period.

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In this globally competitive and networked world nations need to utilise all the resources at their disposal. While in the past emigrants were seen as gone for ever and lost to their place of birth, we now have the methods of communication, both physical and virtual, to stay connected and engaged with all our non-resident Welsh. Wales has languished for far too long in the lower regions of economic performance tables. While there are many local initiatives that will positively impact our league status, a well-implemented diaspora programme has the potential to drive Wales to unprecedented levels of prosperity.

We have learnt from some of the best exponents of diaspora engagement. The report recommends we grasp the opportunity with both hands and move immediately to the implementation phase of its diaspora journey.

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Next Steps

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Appendices

Appendix 'A'

Scottish Diaspora

GlobalScot is the Scottish Diaspora organisation, which is fully funded and supported by Scottish Enterprise, which in turn is a part of the devolved Scottish Government. GlobalScot was founded on 2001.

They are most proud of their track record in improving the international preparedness of Scottish companies, maximising trade and fully exploiting Scottish innovation.

Members and Customers

Members are the GlobalScot Diaspora and customers the Scottish SMEs that are interested in utilising the GlobalScot network.

Initially any Scottish person overseas could apply and become a GlobalScot. Many just 'wanted the badge' and made little or no contribution to the objectives of the organisation. Membership was originally for life.

At its peak, membership reached 1,000 but since the change to invitation only, a managed reduction has taken place, which resulted in today's membership of approximately 630. Membership is now renewed on an annual basis and is perceived to be elite and of high status.

New members are officially welcomed to the GlobalScot community by receiving a letter from the First Minister. They also receive a GlobalScot member pack and T&C's. This is also the case for GlobalScot SME customers/

GlobalScot receives very committed support from all senior politicians within the Scottish Government. Diaspora is high on their agenda and of increasing importance. The recent Scottish referendum has had a positive impact on raising awareness within their Diaspora.

There is no fee associated with becoming a GlobalScot or for SME customers.

Members have varied backgrounds and experience. Typically, 'C' Level Executives, Entrepreneurs and Senior Operational Managers.

Members are typically 35+ years. Average is 40+ years.

- Females 15%
- Small % ethnic origin
- Entrepreneurs 20%
- 'C' Level Execs 50%
- Operational Managers 30%

They have specific guidelines for consultant GlobalScot members to ensure they do not exploit their membership or misrepresent GlobalScot in any way.

All members are approved by a panel based on sector and market demands.

Quid-pro-Quo

Members are largely driven to become good GlobalScots for altruistic reasons.

They want to make a difference and seek recognition for having added-value.

GlobalScot has instigated a 'Hall of Fame' for those that have made an exceptional contribution.

They have considered a co-investment fund but not progressed beyond the concept stage.

Focus of the organisation

The main focus of GlobalScot is on economic growth with an emphasis helping indigenous Scottish SMEs enter and export to international markets. Given their alignment with economic development DDI and FDI are both areas of focus for GlobalScot. TalentScotland focuses on attracting skilled talent to Scotland – both Scots and non-Scots.

All GlobalScot activities are aligned with the Scottish Government's Economic Growth Agenda within the Business-to-Business (B2B) area. International competitiveness is central to their activities. These activities are sector and market focused e.g. they have strong connections with the Oil Industry in Houston, Texas.

Activities

They have moved their event focus from running their own conferences (they held a Homecoming event in 2009, link below) to fringe/complimentary events during high profile events in Scotland (e.g. Commonwealth Games) and international sector related conferences and exhibitions.

All activities are closely aligned with key sectors.

<http://www.scottish-enterprise.presscentre.com/Press-releases/GlobalScots-enjoy-a-homecoming-in-Glasgow-16c.aspx>

Governance

Governance is via the Scottish Enterprise Board and their International Advisory Board.

No written Charter or Vision Statement exists.

GlobalScot Organisation

13 people

7 GlobalScot plus access to 100 Government International Sales people

6 Talent Scotland (<http://www.talentscotland.com/>) – they have an internship and fellowship (MBA like with University involvement) programme that leverages the GlobalScot network.

Their website and back-end CRM system is at the centre of their operation.

The GlobalScot LinkedIn Group is their only Social Media presence.

Next Generation

Scotland also has the Saltire Foundation – <http://www.saltirefoundation.com>

The Saltire Foundation accelerates the development of Scotland's most promising business talent by giving them unique opportunities to work with, learn from and network with the world's leading business players.

Saltire was founded and nurtured by the GlobalScot network, the Saltire Foundation is a registered, independent Scottish charity whose mission is to find, fuel and spark the next generation of business leaders in Scotland.

Important Issues in Creating a Diaspora Organisation

Clarity on Diaspora aims and objectives.

Closely manage expectations – written agreements.

Be clear on the role of each Stakeholder group, especially Government?

Good Diaspora members want continued involvement and dislike periods of inactivity. This is equally true of 'C' Level Executives, Entrepreneurs and Senior Operational Manager types.

Adopt a sector model from day one – start by asking top 10 sector companies for their biggest barriers/issues to expanding internationally?

Start small. Target 50 Diaspora across 3-4 sectors.

Define narrow objectives e.g. help Welsh Entrepreneurs scales their business internationally (need to engage early with Diaspora members)

Grow slowly.

Irish Diaspora

Unlike GlobalScot the Irish Diaspora is made up of many diverse organisations both public and private. Diaspora is very much embedded in Irish culture. Moreover, the Irish diaspora spans every aspect of Irish life including the arts, sport & tourism.

The main organisations are:

- a. Ireland Reaching Out (<http://www.irelandxo.com/about>) – pro-active parish-by-parish research to find the Irish abroad.
- b. The Ireland Fund (<http://www.theirelandfunds.org/>) – a philanthropic network that supports worthy causes in Ireland and around the world.

- c. ConnectIreland (<https://www.connectireland.com>) – a private sector driven inward investment programme to create new jobs by harnessing the power of the global Diaspora – at home and abroad.
- d. The Gaelic Athletic Association (<http://www.gaa.ie/>) – a 32 county sporting and cultural organisation that has a presence on all five continents. It plays an influential role in Irish society that extends far beyond the basic aim of promoting Gaelic games.
- e. Irish Executive Mentoring Programme (<http://www.iemp.org>)
- f. Tourism Ireland (www.tourismireland.com) – organisers of The Gathering
www.thegatheringireland.com
- g. Regional Diaspora organisations from counties such as Kerry, Limerick, Mayo and Donegal

The above organisations span the full range of Diaspora activities:

- a. International trade
- b. Inward investment
- c. Diaspora Direct Investment (DDI) / Remittances
- d. Encouraging Irish business people to return to Ireland
- e. Many other diaspora activities e.g. Washington Ireland Programme
- f. City centered diaspora – see Appendix 'A' Irish in London

The leading Irish Diaspora consultancy is Diaspora Matters led by CEO, Kingsley Aikins.

Diaspora Matters has published a list of 25 Irish Diaspora Initiatives –
<http://diasporamatters.com/25-irish-initiatives>

Funding

Funding models vary from public, private, philanthropic and collaborative partnerships.

Next Generation

Ireland has the Washington Ireland programme (<http://wiprogram.org>) to help develop the next generation of Irish leaders

It is a six-month program of personal and professional development that brings outstanding university students from Northern Ireland and the Republic of Ireland to Washington, DC for summer work placements and leadership training.

"The Washington Ireland program is a unique opportunity for Irish students to learn about the American political process and how Washington DC really works. Ireland's relationship with the United States is one of our most important and it is essential that future Irish leaders appreciate that relationship. WIP helps to make that happen." Ambassador Michael Collins, Irish Ambassador to the United States

"Many of WIP's four hundred alumni are now emerging as a new generation of leaders committed to peace, stability and prosperity in both Northern Ireland and the Republic." Secretary of State, Hillary Clinton

It also has The Farmleigh Foundation (<http://farmleighfellowship.com>) and their fellowship programme which is a unique and innovative Irish scholarship programme which was established by a small community of Irish business leaders in Singapore in 2010 to equip the next generation of emerging professionals with a world-class 'toolkit' for business success in Asia. The Farmleigh Foundations patron is former deputy Prime Minister & rugby international, Dick Spring.

Ireland also collaborates with many other networks in the area including US based Everwise Mentoring- www.geteverwise.com

Activities

The Irish Diaspora holds many national and regional events (see: <http://donealgathering.com/donegal-irish-diaspora-conference/>) both home and abroad.

The umbrella event is 'The Gathering', (www.thegatheringireland.com) held every two years. The Gathering is a tourism-led initiative aimed at mobilising the Irish diaspora to return to Ireland and be part of specially organised local gatherings and events during the year. It's a government-supported initiative driven primarily by Tourism Ireland. The concept relies on grassroots initiatives of private individuals, and non-governmental organisations. The Gathering is not a single event but provides an umbrella framework for varied activities throughout the year, from family reunions and clan gatherings to sports fixtures. While the initiative is primarily directed at the Irish diaspora, and those with other links to the country, the organisers hope the experience for the general tourist will also be enhanced.

Important Issues in Creating a Diaspora Organisation

Clarity on what you are asking and related tasks (ask & task).

Make any philanthropic giving tax efficient.

Emphasise the difference of Nation (geography) versus State (no borders)

Leverage existing professional networks and associations (Doctors, Engineers, Architects etc) – Israel does this well.

Enlist the support of all your high profile, international Rock Stars and Actors/Actresses etc e.g. Bono & Martin Sheen

Portuguese Diáspora

"The lobby was an "essential element" for the recovery of the Portuguese economy and for creating employment." - President of the Portuguese Republic, Aníbal António Cavaco Silva speaking at the launch of Portuguese Diaspora Council

See: <http://www.portugaldailyview.com/whats-new/diaspora-council-luxury-businessmen-to-spread-positive-image-of-portugal>

Founded in 2012 with its origins in the Portuguese Globalisation Council, a think-tank made up of 25-35 worldwide CEO's (non Portuguese).

There are approximately 5 million in the Portuguese diaspora. The main objective of the council is for its 24 founding members to create a network of Portuguese elites who live and work abroad. These leading business representatives have become ambassadors for their country, working to improve the image and reputation of Portugal abroad.

The President of the Portuguese Diaspora Council is the President of the Portuguese Republic, Aníbal António Cavaco Silva http://en.wikipedia.org/wiki/President_of_Portugal

The Vice President of the Portuguese Diaspora Council is the Minister for Foreign Affairs.

Membership

The current 'Portuguese of Influence' membership is 71. Their objective is to reach 100 by the end of 2015. Chelsea FC coach, Jose Mourinho is a member.

Structure

The council focuses on promoting Portugal's reputation in four main areas:

1. enterprise and the economy
2. science
3. the arts
4. citizenship.

The Diaspora Council facilitates cooperation between public institutions and the private sector by facilitating access to decision makers. The Council meets annually, near Xmas, to discuss strategies on how best to achieve their goals. See: <http://arteinstitute.org/posts/view/616/34>

Every year they identify two topic to focus on e.g. branding of Portugal, investing in Portuguese SMEs, Prevention of ill Health.

They have three themes to their activities:

1. Challenge the status-quo
2. Bring their diaspora back to Portugal in a friendly way (their words)
3. Act as a compliment to Portuguese Diplomacy and help Portuguese nationals be more successful abroad

Once a topic has been identified they appoint an owner/leader who then has responsibility to implement and make things happen.

The central focus of the day-to-day diaspora activities is their website membership area – <http://www.diasporaportuguesa.com/>

Funding

Funding is provided by members and sponsors.

They have close relationships to government and a high level of co-operation both home and abroad.

Successes

- Facilitating and arranging private meetings for members of the Portuguese Government when visiting foreign countries
- Diaspora funding of Portuguese University projects
- Diaspora Direct Investment / remittances into Portuguese SMEs

Indian Diaspora

The Indian diaspora is estimated to be 25 million, which makes it the second biggest next to the Chinese. 7 million of the Indian diaspora are located in the Gulf States.

To get a sense of the level of Indian Diaspora engagement visit:

<http://theindiandiaspora.com/news/conversations.htm>

They have had a formal diaspora engagement policy for 15 years.

The Indian diaspora are categorised into two main types:

1. Non-Resident Indians or NRI's
2. People of Indian Origins or PIO's

They have an annual jamboree on the 7th – 9th January. January 9th commemorates the return of Mahatma Gandhi from South Africa in Bombay in 1915. This year is the 100th anniversary of Gandhi's return.

http://en.wikipedia.org/wiki/Pravasi_Bharatiya_Divas

The Indian diaspora has unique political elements based on its history as a British colony and the dispersion of labour amongst Asian and South Sea island states such as Mauritius and Fiji.

See the following Economist article: <http://www.economist.com/node/12923760>

Given the size, distribution and influence of the Indian diaspora, it is not surprising that the Indian Prime Minister uses their diaspora to help define and implement economic and foreign policy.

There is a particular focus on the diaspora youth aimed at raising the aspirations of resident young Indians.

The formal aspects of the Indian diaspora initiatives focus on their 'High Achievers' and in areas that they have critical mass, e.g. Lawyers, Businessmen, Scientists (NASA have number of key Indian scientists and Engineers, IT Professionals and Doctors (of which there are 50 – 100,000 in the US alone).

Funding

Since the Indian diaspora plays such a central role in Indian politics, the government funds the high level out-reach activities, with the Prime Minister taking a leading role.

See the following Wall Street Journal article on Narendra Modi's visit to the US in September 2014: <http://www.wsj.com/articles/narendra-modi-taps-indian-diaspora-in-u-s-1411946161>

As with the Irish diaspora, India has the full range of diaspora related initiatives such as DDI (diaspora direct investment) remittances (low), international trade and mentoring.

On the issue of DDI, there are some concerns by resident Indian businessmen such that they are reluctant to accept DDI investment due the potential for hostile takeover.

Ways of engaging with their Diaspora

Many of the Indian diaspora are interested in contributing to projects on improving Education and Skills within India. Education related project funding and hosting students in their country of residence is common. However, there is intense competition between individual states (29 of them) for diaspora support.

The social media platform, LinkedIn is being used extensively to engage with their diaspora as a single group or by discipline: e.g. Indian Chartered Accountant in North America has nearly 700 members.

There is also a project under way to aggregate all the various Indian associations around the world. This is being carried out by The Society for Policy Studies (SPS). SPS is an independent think tank focused on public policy, international relations and human development and their strategic, security, economic and social impact on India and the larger South Asian region. It helps foster dialogue among opinion leaders and provides a non-partisan forum to engage with critical issues, affecting India and South Asia.

SPS started a global Indian Diaspora umbrella portal, www.theindiandiaspora.com

to:

- a). create the first-ever Database of the Indian Diaspora and its associations/bodies
- b). facilitate regular exchange of information, news, ideas and opinions between the diaspora and India and among Indian communities worldwide.

Focus of Diaspora Activities

There appears to be an on-going focus on identifying and engaging with the top level of the Indian diaspora in each country where they have a significant diaspora. They use the terms:

- Indians that Matter
- Indian 'A' List or Power List

The first completed project to identify the Indian 'A' / Power list will be launched in Canada in 2015.

New Zealand Diaspora

KEA (Kiwi Expats Association, Connecting, Enabling, Inspiring) was founded in 2001 and has quickly grown. With 1 million in their diaspora (NZ has a population of 4 million, similar to Wales) they have recruited 200,000 to their network and have a target of 1 million by 2016. They are using social networks extensively to build their diaspora membership. They have their own KEA App to assist in staying connected.

See

- <http://idealog.co.nz/venture/2014/12/keas-digital-platform-illustrates-how-technology-erased-borders-500000-online-members-connecting-kiwi-diaspora>
- https://www.youtube.com/watch?v=xECz3_UAUlg&feature=youtu.be

Building in-market networks and connection back to NZ

- 70% Government Funded – sponsored by Ministry of Foreign Affairs (close support from other Government departments e.g. education, trade)
- 30% Private Sector Funded – Corporate Sponsorship
- Established 13 years ago
- Start-up funding was provided by Sir Stephen Tindall – in 2012 this model changed to the current funding model
- Currently no subscription revenue
- The government (currently our main funders) would like to see the private sector funding to increase & public funding decrease. Kea however would like to see the reverse, as with limited resources it's an ongoing challenge to attract corporate funding and servicing our borderless nation at the same time
- 11 Staff including 1 in London, 1 in Shanghai and 1 in Dubai
- Actively run home and in-market events usually involving World-class New Zealanders (which there are 360 worldwide, aim to reach 1,000) as speakers – e.g. recent visit to NZ by Coco-Cola Executive
- Events are charged but as a not for profit organisation this is usually just to cover our costs (Food & Beverage etc.)
- Global Connections currently 580,000 with a goal to reach 1 million by June 2016
- Roughly 30,000 Connections in the UK – at the moment about 59 World Class New Zealanders in the UK (primarily London area)
- Membership numbers and engagement has been greatly enhanced by the development and deployment of the Kea Mobile App launched in 2014
- It is intended to formally 'White Label' the App in the near future and sell to other governments and/or diaspora organisations
- Kea makes extensive use of other social media platforms, mainly FB and LinkedIn, Weibo, Wechat

- Kea is involved in all aspects of Diaspora engagement and doesn't discriminate when recruiting, onboarding everyone irrespective of seniority – all Kiwi's (either in NZ or abroad) can become a Kea connection. World Class New Zealand-ers are only invited by our World Class New Zealand team after a careful selection process.
- Kea actively tracks and engages with former foreign student to its diaspora – especially Chinese
- Government funding is subject to a series of KPI's, for example % growth of our network, % growth in our World Class New Zealand network and % growth in Business Connections made through network introductions
- Continuous engagement is achieved through events, sponsor funded competitions, newsletters and extensive use of social media
- Inspire events usually have: Key Speaker (World-class New Zealander) with local diaspora and friends of NZ attending
- Kea also supports NZ Government International Trade events/missions

"The vision we developed at KEA was for New Zealand to operate as a globally connected nation of 5 million people, rather than a geographically isolated country of 4 million. It's a vision that favours the "brain circulation" over the "brain drain" argument where expats are concerned; that an engaged network of expats could be part of the "soft infrastructure" on which New Zealand builds a globally competitive economy. And there was always a belief that embracing our expats in this way would help bring many of them home sooner rather than later, with a good number of highly productive years left in the tank." Ross McConnell

See "Every Kiwi Counts" survey: <http://www.keanewzealand.com/ekc>

"The survey showed respondents estimate their earning power would be less in New Zealand, strong interest in the domestic housing and employment markets was revealed. 40 percent of respondents are currently considering purchasing property in New Zealand, while a further 13 percent already own residential property here. Over half of respondents actively look or are thinking about looking for jobs in New Zealand. Over 60 percent of respondents say that, with all factors taken into account, they believe New Zealand is one of the best places in the world to live."

Appendix 'B' USA/India Diaspora Investment Press Release

NEW INITIATIVE ANNOUNCED TO ENABLE DIASPORA INVESTMENT IN INDIA'S DEVELOPMENT

For Immediate Release

Monday, January 26, 2015

USAID Press Office

Telephone: +1.202.712.4320 | Email: USAIDPressOfficers@usaid.gov | Twitter: @USAIDPress

President Barack Obama announced today in New Delhi a new partnership among the U.S. Agency for International Development (USAID), Calvert Foundation and several private financial institutions in India to develop an Indian Diaspora Investment Initiative.

During his speech at the U.S.-India Business Summit, President Obama said, "Today, I'm also proud to announce a new public-private partnership to help millions of proud Indian-Americans directly invest in India's future. Our new Indian Diaspora Investment Initiative will allow folks back home to generate a new stream of financing for Indian businesses that are investing in non-traditional, and too often overlooked, markets-from providing healthcare to rural communities, to improving water and sanitation, to opening up those new bank accounts."

U.S.-based retail investors will be able to support this initiative by purchasing Community Investment Notes offered by Calvert Foundation. USAID will provide a Development Credit Guarantee to support Indian financial institutions lending to social enterprises, enabling them to raise critical investments from both Indian and U.S. investors. By purchasing these specially marketed and branded Notes, which will become available later in 2015, Indian Americans and other investors will be able to fund the growth of social enterprises in India while earning a financial and social return. The Note is an established security with a 20-year track record of performance, and is currently held by more than 5,000 investors. Investors can expect annual interest payments, and can select investment tenors from 1, 3, 5, 7 and even 10 years.

USAID Administrator Rajiv Shah said, "We'll match the diaspora community's immense passion and resources to the small businesses that form the backbone of India's economy. By creating a transparent investment vehicle, any investor can contribute to sustainable, social businesses that create jobs and train a new generation of local entrepreneurs."

"Diaspora members are playing an increasingly important role in economic development around the world. This Initiative goes beyond remittances, and beyond charity," said Calvert Foundation President and CEO Jennifer Pryce. "Our work with USAID will enable us to connect members of the Indian-American diaspora to development in their country of heritage through investment."

With this investment, Indian Americans and others will be able to support financing for businesses that tackle poverty across India, working in critical sectors like education, financial inclusion, agriculture, healthcare, water and sanitation, renewable energy and energy efficiency. By joining forces with the diaspora, USAID will unlock new sources of investment capital and strengthen bonds that help our countries prosper.

For more information on the Diaspora Investment Note, please visit <http://www.calvertfoundation.org/india>

Appendix 'C', Cambridge Network

- Branding is extremely important
- Have a grand vision!
- Become a Wales Promotion Agency
- Funding
 - Subscription
 - Conferences/events – sponsors/ticket sales (2 major events)
 - Project / Training related
- Other areas of activity
 - Recruitment
 - Strategic consulting and semi lobbying
- They invested heavily in their website and focus on driving traffic
- Making Cambridge Network an integral part of the fabric of the region
- When setting up a network it doesn't pay to over-specify how it will work or evolve. Define clear topics and themes that you intend to focus on. Outcomes that are defined in advance
- Convening power, i.e.: Government is important in establishing credibility and creating the image/brand
- Marketing hype leads to reality
- Include the non-orthodox e.g. hippies
- Find a way of attracting top sales and marketing talent
- A top class programme of events key to building and maintaining momentum
- Don't underestimate how keen large businesses are to network with small ones – Entrepreneur Country concept

The 12 Things Which Make Clusters Work

1. A Strong Pool of Founders
2. Local Capital
3. Killer Events
4. Access to Great Universities

5. Motivated “Champions”
6. Local Press / Websites / Networks
7. Alumni
8. Local Wins
9. Recycled Capital
10. Second-Time Entrepreneurs
11. Ability To Attract a Pool of Talent
12. ‘Marquee’ Local Companies

Appendix 'D' – Irish in London

NETWORKS:

Lawyers Business Development Club – founder Colin Carroll can be contacted via colin@lawyesbdc.com <http://lawyersbdc.com/>
London Irish Lawyers Association www.londonirishlawyers.co.uk
LIGN - London Irish Graduate Network - www.londonirishgraduatenetwork.com
LIBS - London Irish Business Society - www.li-bs.co.uk
Chartered Accountants Ireland London Society - <http://london.charteredaccountants.ie/>
The London Irish Construction network http://tlcn.com/event_details.php?id=5
Derry~London Connected - network to connect London with the Derry/NorthWest of Ireland.
Joe Doherty (based in Derry) is contact there. jomodoc@aol.com
IIBN - Irish International Business Network - <http://www.iibn.com>
Ireland Inc – www.irelandinc.com
Net-Eire – Morgan Stanley's in-house Irish network. Caroline.mclaughlin@morganstanley.com
London Irish network – www.londonirish.org.uk
Royal Institute Architects of Ireland London branch www.riai.ie
Women's Irish Network (WIN) – www.womensirishnetwork.com
Federation of Irish Societies/Irish in Britain www.irishinbritain.com
British Irish Trade Alliance (BITA) www.bita.ie
Tangible Ireland – Raymond Sexton www.tangibleireland.net
[Meet the Speakers](#) – for Irish professionals & entrepreneurs in London

MEDIA

IN-GB - www.in-gb.co.uk subscribe for their free monthly newsletter.
Irish Post Newspaper – www.irishpost.co.uk
Irish World Newspaper www.theirishworld.com
Willie Leaks – monthly newsletter from Willie Moone - willie.moone@upcmail.ie
#Craic-It London - email contact@craic-it.com to get on the free email distribution.

SPORT

London GAA - <http://www.londongaa.org/>
Green Isle Camogie – South East London www.greenislecamogie.co.uk

GOVERNMENT AGENCIES

Enterprise Ireland – <http://www.enterprise-ireland.com/en/>
Invest Northern Ireland – <http://www.investni.co.uk/>
Northern Irish Connections <http://www.niconnections.com/>
IDA London <http://www.idaireland.com/>
Connect Ireland www.connectireland.com
British Irish Chamber of Commerce – <http://www.britishirishchamber.com/>
All Party Parliamentary Group on Irish in Britain – chair: Chris Ruane MP (House of Commons)
contact martin.collins@parliament.uk

CHARITIES

Co-Operation Ireland - <http://www.cooperationireland.org/> - annual legal dinner at the
Dorchester Hotel in late April/early May it's a great event.
Ireland Fund of Great Britain - http://www.irlfunds.org/great_britain/

GOAL - http://www.goal.ie/GOAL_UK/330
CONCERN - <http://www.concern.net/en#>
iCap - <http://www.icap.org.uk/>
Hope for Northern Ireland - www.hopeforyouthni.com
Irish Youth Foundation - www.iyf.org.uk
Mind Yourself www.mind-yourself.co.uk
Southwark Irish Pensioners - www.irishinlondon.org
Darkness into Light <http://dil.pieta.ie/>

CULTURAL

Irish Heritage - www.irishheritage.co.uk
Irish Literacy Society - www.irishlitsoc.org/
Irish Traveller Association - www.irishtraveller.org.uk/
London (Camden) Irish Centre www.londonirishcentre.org
Hammersmith Irish Cultural Centre www.irishculturalcentre.co.uk/

EDUCATION

Queen's University City Leadership Group (CLG)
Irish University Alumni - all have networks in London
US-Ireland Alliance - www.us-irelandalliance.org

Bangor University recently launched (November 2014) the first academic centre in Wales to focus on the study of Welsh landed estates. The Institute for the Study of Welsh Estates (ISWE) is modelled on similar research institutes in Ireland and in England, and is intended to undertake research into the country's landed estates and the communities that surrounded them. ISWE will have the potential to contribute to a greater understanding of the story of Welsh diaspora over the last three hundred years. This is likely to be of direct relevance and interest to Welsh diaspora communities overseas, based on the experience of the Irish institute (the Centre for the Study of Historic Irish Houses and Estates at Maynooth University), with whom collaborative arrangements have been agreed. ISWE will draw upon the excellent collections of estate records within Bangor University's Archives (for example, the Penrhyn and Bodorgan estates) as well as on the expertise of many academic and research staff within the University.

Bangor University Archives

Wales has a powerful diaspora story to tell and the Archives at Bangor University could be used a basis for this story. The core of this story is the idea that the present day descendants of Welsh immigrants would be continuing the ideals of their fore fathers who saw freedom of conscience and religious freedom coupled with education as being important; this is as true today as it was when they left Wales. Also, the Welsh language flourishes in north Wales (yr hen iaith - the old language) despite being banished from official circles. Bangor University is a beacon of bilingualism which encapsulates the best of the Welsh nation's language, ethos and identity; this is likely to resonate with Welsh diaspora overseas.

It has been claimed that the Welsh forgot their language when they left Wales. Bangor University has evidence to suggest that in fact, the Welsh language flourished in America following the arrival of Welsh immigrants in the 19th century. A lively Welsh-language culture was maintained in the United States for generations. For instance, the State of Ohio published legislation in Welsh in the 1830s. By the 1850s the U.S. had a Welsh-language periodical press, the backbone of which consisted of *Y Drych* daily newspaper, and three robust monthly publications, *Y Cyfaill o'r Hen Wlad* (from 1838 on), *Y Cenhadwr Americanaidd* (from 1840 on) and *Y Seren Orllewinol* (from 1844 on). Bangor University's library and archive houses one of the best collections of these Welsh-American publications. Also right through the 19th century Welsh chapels were still conducting some of their Services through the medium of Welsh, and of course from this chapel culture sprang the reputation of the Welsh as good musicians especially male voice choirs.

Connections between North Wales and America

Welsh Quakers in Pennsylvania

It is known that Welsh Quakers played an important role in the founding of America. Following persecution at home notably from the ruling class i.e. the landlords, many Welsh Quakers notably from the Bala and Dolgellau area in North Wales left for Pennsylvania with a promise from William Penn that they would have a Welsh Barony. In 1684 what was called the first Merioneth Company from the Bala area left for the New World and settled on the banks of the Schuylkill river near the present day Philadelphia. More followed including Rowland Ellis a prominent Quaker from Dolgellau. He named his new home Bryn Mawr after his home in Wales. Later on it was on his estate that the famous Bryn Mawr College was established. The Welsh

also built the earliest Meeting House [still standing] and named it the Merion Meeting House. There are also place names such as Bala such as Cynwyd which remind us of the influence of the Welsh in Pennsylvania. A descendant of one of these Quakers was Abraham Lincoln. Bangor University's has experience of a regular level of interest with descendants of these Welsh settlers in Pennsylvania and holds the Caerynwch estate papers from the Dolgellau area which include documents signed by some of these Quakers.

Emigration from North Wales

Emigration from North Wales to the U.S. began to increase from the late 1700s and continued throughout the next century. Records show ships leaving Caernarfon in 1790 with several hundred emigrants destined for America. Again the main impetus for emigrating was to escape from the clutches of the landlords, to have land and to escape from religious persecution; later on, industrial emigrants moved to America attracted by the prospect of work and prosperity. Ohio, Wisconsin, Pennsylvania, Vermont and Upper New York became notable centres of Welsh migration. For example, emigrants from north Wales were attracted to the slate industry in upper New York State where it was the Welsh quarrymen from places like Bethesda who developed it. Strong links continue to exist to the present time between the slate industry in Gwynedd and the "Slate Valley" region of Vermont and upstate New York. Among the more famous of the descendants of these workers is Hillary Clinton, whose family on her mother's side came from Aberdare and are believed to have settled in Scranton.

One example of a Welsh emigrant who rose to prominence in America is Robert Everett. Born in Flintshire in 1797, he was a minister to Welsh-speaking Congregationalists in Ohio before being called to preach at the Bethesda Welsh Congregational Church in Utica in upper New York State in 1823. He became one of the leading reformers within the movement to abolish slavery, and he also published a Welsh edition of Harriet Beecher Stowe's novel *Uncle Tom's Cabin* in 1853.

Yale University

Another link between north Wales and America is that Elhiu Yale from Denbighshire gave the money to establish Yale University, which is named after him. Elhiu Yale is buried in Wrexham.

Harvard University

Celtic Languages and Literatures have been taught at Harvard University for well over a century, and the university library has an excellent collection of Welsh-language material, including rare Welsh-American publications. Bangor University has close connections with Harvard's Department of Celtic Languages and Literatures; Harvard's Professor Catherine McKenna is an Honorary Fellow at Bangor, and there is a PhD student exchange between this department and Bangor's School of Welsh.

Many other universities and colleges in North America have Welsh connections, some of them profound, ranging from Green Mountain College in Vermont (as their college anthem is based on a Welsh hymn and their choir regularly sings Welsh-language songs), to Welsh courses offered at universities such as Ottawa.

Connections between North Wales and Other Countries

Significant Welsh emigration to Patagonia in **Argentina** took place in 1865. The 100th anniversary of this event was marked with a concert in Bala in 1965; and this year sees its 150th anniversary. A nonconformist minister from the Bala area named Michael D Jones decided to lead a migration of Welsh people to escape the pressure on them to lose their culture and language. The Chubut Valley in Patagonia was selected as the Argentine government were seeking to colonise it in order to form a bulwark against their neighbours in Chile. While there was clearly a misunderstanding - as all the Argentine government were offering was land and not any form on independence - the first colonists from Wales landed in 1865. They found a windswept and barren land, and many gave up but those that stayed were able to persevere. With the help of the native Indians, they irrigated the land with canals and made it arable. In the 1880s a second colony was established to the west, at Cwm Hyfryd. The land was more fertile here, and this colony flourished. Welsh descendants still live there, and the Welsh language is still spoken there. Bangor University has a vast archive of information relating to Patagonia, and the University was part of a digitisation project sponsored by the Welsh Government a few years ago on this topic.

Australia is another country where potential exists to trace diaspora with Welsh ancestry. Apart from the usual emigration, the “in thing” at one time in Australia was to be descended from convicts. It is quite possible to follow the history of a convict from the time they were arrested to when they arrived in Australia through official papers. Bangor University has experience of research by descendants of convicts who used to visit north Wales quite regularly looking for information about their ancestors.

South Africa has a strong Welsh presence there but not much research work has been done on it to the best of our knowledge.

India is another potential place to look for Welsh diaspora especially the Khasi hills in the north-west where there was a strong Welsh influence through the impact of Welsh missionaries. There are papers relating to this in the Bangor University Archives.

XXXXXXXXXXXXXXXXXXXX Bangor University

Aberystwyth University

There is still a lot of interest at AU in being part of taking the project forward and we'd be happy for you to include something in your report to that effect. In particular, we anticipate that we could contribute to undertaken scoping research on Diaspora strategies and/or on the distribution of the Welsh Diaspora - as previously discussed - but also through our international alumni networks. As previously discussed whilst some funding would be required to cover any direct costs, the university would be prepared to waive overheads in recognition of the mutual benefit from collaboration, notably the potential of the Diaspora project to strengthen links with international alumni and to identify potential international partners for research, exchanges and student placements.

XXXXXXXXXXXXXXXXXXXX Aberystwyth University

Cardiff University

I am pleased to write in support of the GlobalWelsh Diaspora project. I am xxxxxxxxxxxxxxxxxxxx at Cardiff University, and my particular research specialism is the history of Wales's diaspora in the nineteenth century and the first half of the twentieth, that is the experiences of Welsh people who left Wales to make new lives for themselves outside the homeland. I have researched this history in several countries in the world and in the process I have met, and collaborated with, many first generation Welsh and their descendants who are living in those countries today.

Welsh people have been migrating from their homeland for centuries and have established émigré communities in many countries in the world. Welsh migrants have not been in such large numbers when compared to ethnic groups like the Chinese, Irish and Jews or even, in the UK context, the Cornish and the Scots. Nevertheless, the Welsh outflow was still sizeable and the story of its diaspora is a significant and fascinating chapter in Wales's history. Over the years natives of Wales have made important contributions to the business, cultural, economic, educational, entertainment, labour, political, religious and social lives of their adoptive countries. This is very evident in Australia, Canada, England, New Zealand, South Africa and the USA – and also, of course, in Argentina, as the diverse and extensive events organised this year to commemorate the 150th anniversary of the founding of the Welsh colony in Patagonia show. The history of the Welsh outside Wales is dotted with the achievements of Welsh entrepreneurs in a wide variety of spheres.

We know a good deal about when, to where and how Welsh people migrated in the past, why they made the decision to leave the homeland and how they adapted to their new environments. But even though the migration from Wales continues today, we know much less about these late- twentieth and early twenty-first century migrants than their predecessors. It seems that contemporary migration from Wales is far more of movement of unconnected individuals now rather than the 'mass' migration of occupational groups such as domestic servants, farmers, miners and slate workers that characterised earlier periods. It also seems that the Welsh living away from Wales today are scattered over many more destinations around the world than was previously the case. At one level GlobalWelsh Diaspora presents the opportunity to make the Welsh diaspora more visible and tangible to the Wales of today.

My experience is that, with some notable exceptions, people and organisations in Wales today do not have a strong awareness of its diaspora. Arguably, the consciousness that the history and contemporary profile of the Welsh people stretches across national boundaries and has an international presence – what is often called transnationality – was much stronger in the late nineteenth and early twentieth centuries. This was a time when significant numbers of people moved from Wales to live overseas, and a sense of transnationality was created and preserved by personal links between family and friends and by media such as the periodical press, personal letters and return visits. During the twentieth century, partly as a result of two world wars and economic depression in the 1920s and 1930s, many of these personal and institutional ties and networks were broken and Wales and its diaspora began to drift further apart. More recently, the tremendous growth of interest in family history and the new opportunities presented by social media have reconnected individuals and families and created new diaspora networks. This revitalisation has exciting potential also for identifying and harnessing the expertise of Welsh entrepreneurs living outside Wales at the present time.

There remain today important cultural links between the Welsh in Wales and those living outside it, fostered by the National Eisteddfod of Wales and organisations such as Undeb Cymru a'r Byd / Wales International as well as a large number of Welsh societies at national and local level in various parts of the worlds. Nevertheless, these organisations are necessarily largely concerned with cultural and linguistic aspects and not primarily with economic development. They may not always appeal to Welsh people living outside Wales who are proud that they are

Welsh but do not involve themselves in Welsh culture or become active in Welsh expatriate societies. Often, Welsh people who have become economically successful outside Wales are regarded only as potential benefactors for projects in Wales rather than as a potential resource for offering expertise and investment that could significantly benefit the Welsh economy. Although its diaspora is not as extensive, well-known or trumpeted as that of some other countries, Wales does have a one, and its commercial potential appears largely untapped. In its determination to promote and develop diaspora direct investment in the new circumstances of the twenty-first century, GlobalWelsh Diaspora is a very timely and exciting project. I welcome this excellent initiative and wish it every success.

XXXXXXXXXXXXXXXXXXXX, Cardiff University
25 April 2015

Appendix 'F', Foreign Diaspora Questionnaires

Scotland

Q1 – What was the single most important reason for wanting to become a GlobalScot?

Giving something back to the next generation ('if only I'd had access to the GlobalScot network when I was a young entrepreneur')

Q2 – What has given you the most satisfaction during your time as a GlobalScot?

Seeing Scottish companies succeed.

Q3 – What unforeseen successes /opportunities /contributions have you been involved in since becoming a GlobalScot?

Attending some fantastic events and meeting many interesting people, some that have become friends.

Q4 – Which of the following activities have you been involved in during your time as a GlobalScot?

- Facilitating: international trade? YES / inward investment? YES
- Investing in Scottish based companies? YES but not via GlobalScot (see Q10)
- Encouraging Scottish business people to return to Scotland? YES

Q5 – How would you describe success as a GlobalScot?

Seeing businesses become more aspirational, grow faster, become bigger and better.

Q6 – How would you describe the economic importance of a country's Diaspora?

Very important, especially bringing international knowledge and experience to help indigenous businesses succeed. Travel broadens the mind and horizons as well as stimulating new ideas and innovations. It would be a waste not to tap into that experience and resource.

Q7 – What role does the private sector have in running and sustaining a country's Diaspora?

Ensuring a country's Diaspora is used to optimum effect by setting goals, budgets and being more pro-active. The private sector may be able to do things that the public sector find difficult e.g Investment Fund, collaborate with Charities

Q8 – What role does central or devolved government have in running and sustaining a country's Diaspora?

A key funding role and to ensure the full range of Government resources are leveraged and aligned e.g international presence, links to embassies

Q9 – How important is it to have the opportunity to network with other GlobalScots and what format(s) works best?

Meeting interesting people and forming friendships is the attractive part. It's also a great opportunity to expand your own network. Being part of a global community that allows you to connect with GlobalScots whenever/wherever you travel is very rewarding. Conferences are the key events as well as doing some fun things.

Q10 – If you were running GlobalScot, what would you do differently and what new and innovative activities would you implement?

- *Control membership more proactively including de-selection*
- *Set request targets (in the range 6-12 per year)*
- *Use GlobalScots as a research resource e.g GlobalScot Index*
- *Establish a GlobalScot Investment fund (this is something a wholly public sector diaspora organisation would find difficult to do)*
- *Facilitate collaboration with the charitable sector to allow more opportunities for philanthropy*

Ireland

Q1 – What was the single most important reason for wanting to become an active member of the Irish Diaspora?

We do it naturally, part of our DNA. Irish people are always on the look for other Irish and to connect with them. No explicit business reason to do it.

Q2 – What has given you the most satisfaction during your time as an active Diaspora member?

Helping other Irish people, giving back and seeing others benefit. No reward is expected, based on goodwill (debts & credits). Helping others think 'outside the box'.

Q3 – What unforeseen successes /opportunities /contributions have you been involved in since becoming an active Diaspora member?

Working with xxxxxxxxxxxx and xxxxxxxxxxxx on an initiative to bring young people from Belfast and Dublin to London to participate in events, with potentially life changing results.

The benefits that can arise from getting involved in events lead by other disciplines other than the one you specialise in.

Q4 – Which of the following activities have you been involved in during your time as an active Diaspora member?

- *Facilitating: international trade? / inward investment?*
- *Investing in Irish based companies?*
- *Encouraging Irish business people to return to Ireland?*

All of the above.

Q5 – How would you describe success as a member of the Irish Diaspora?

Seeing the transformation / increased motivation in people that get involved in our networks and events.

Q6 – How would you describe the economic importance of a country's Diaspora?

In the scale of 1 (low) – 10 (high), the economic importance of a country's Diaspora is a 10!

Q7 – What role does the private sector have in running and sustaining a country's Diaspora?

Hugely important. The private sector is often more stable than the public sector and can provide consistency and continuity. Also the private sector gives impetus and urgency to getting things done and a focus on results/outcomes.

Q8 – What role does central or devolved government have in running and sustaining a country's Diaspora?

To help to fully exploit a country's broad range of resources e.g Embassy's. To open doors that the private sector wouldn't be able to.

Q9 – How important is it to have the opportunity to network with other active Diaspora members and what format(s) works best?

Very important. It's personally been important to me in achieving my life goals.

Q10 – If you were running the Irish Diaspora, what would you do differently and what new and innovative activities would you implement?

- *Integrate and promote collaboration between the private sector, charities and education.*
- *Avoid duplicating effort by bringing together / merging organisations that are doing similar things.*
- *Recognition for the doer's.*
- *Share 'best practice'.*
- *Build a good committee to ensure continuity.*

Portugal

Q1 – What was the single most important reason for wanting to become an active member of the Portuguese Diaspora?

- *Intrinsic desire to transfer what I'd learnt back to Portugal (I left Portugal in 1995)*
- *Be an ambassador for my country*

I always try and introduce my colleagues, customers and my wider network to Portugal e.g via selecting Portuguese wines at dinner.

The biggest issue for any country is being ignored. Portugal suffers in a similar way to Wales in that they are often overlooked because of their close proximity to Spain.

Q2 – What has given you the most satisfaction during your time as an active Portuguese Diaspora member?

- Learning there are many people around the world like me, that are committed and determined to help make Portugal a more successful country
- Strategic involvement in the development of our diaspora and the branding of Portugal (I am xxx)

Q3 - What unforeseen successes /opportunities /contributions have you been involved in since becoming an active Portuguese Diaspora member?

- *Learning there are many people around the world like me, that are committed and determined to help make Portugal a more successful country*

Q4 – Which of the following activities have you been involved in during your time as an active Portuguese Diaspora member?

- *Facilitating inward investment - no success to-date but continue to network with Swiss based investors and discuss the possibility of them investing in Portugal*
- *Investing in Portugal based companies - have invested in Portugal based companies*
- *Supporting other Portuguese Diaspora in your country of residency - providing mentoring support for Portuguese in my company*

Q5 – How would you describe success as a member of the Portuguese Diaspora?

Being instrumental in the creation of jobs via my investments and encouraging Swiss companies to invest in Portugal.

Q6 - How would you describe the economic importance of a country's Diaspora?

Encouraging the creation of wealth and the transfer of money back to Portugal is extremely important. Being a strong influencer in my country of residence and having the tools to become an more effective influencer / ambassador will allow me to increase the economic benefits to Portugal. The creation of 'Portugal is Ready' presentation is proving helpful in this regard.

Q7 - What role does the private sector have in running and sustaining a country's Diaspora?

The Key role. There is no need for society at large to be dependent on government. Governments come and go and change priorities, so we cannot depend on them. Diaspora requires a long-term plan which the private sector are able to focus on, take small incremental steps and deliver.

Q8 - What role does central or devolved government have in running and sustaining a country's Diaspora?

Their involvement should be kept to a minimum; they can play a supporting role. It is an opportunity for government to learn.

Q9 – How important is it to have the opportunity to network with other active Portuguese Diaspora members and what format(s) works best?

Very important. Finding common ground and collaborating with other diaspora members is extremely rewarding. The annual gathering in Portugal is a key event.

Our Internet platform allows me to network with others members and meet up when travelling.

Q10 – If you were running the Portuguese Diaspora, what would you do differently and what new and innovative activities would you implement?

Create clusters based on expertise, such as Banking and Healthcare, which will better vacillate FDI.

New Zealand

Q1 – What was the single most important reason for wanting to become an active member of the New Zealand Diaspora?

To reconnect with my roots and to give something back to the country that raised me and made me largely the person I am today

Q2 – What has given you the most satisfaction during your time as an active New Zealand Diaspora member?

Feeling the reconnection with Kiwi's and "becoming" a rejuvenated Kiwi in London after 28 years of being on a long backpack holiday

Q3 – What unforeseen successes /opportunities /contributions have you been involved in since becoming an active New Zealand Diaspora member?

Meeting a lot of amazing Kiwi's around the world who are doing amazing things and building out a fantastic network. Being invited to the great KEA events with high profile NZ politicians, business leaders and talent. My business has also benefitted from being back in the network with NZ Companies wishing to enter Europe.

Q4 – Which of the following activities have you been involved in during your time as an active New Zealand Diaspora member?

- Facilitating: international trade? / inward investment?

Helping NZ Companies go global

- Investing in New Zealand based companies?

None yet but always looking

- Supporting other New Zealand Diaspora in your country of residence?

On the board of xxxxx in xxxxxxxxxxxx and always being available to help other Kiwi's passing through London

- Encouraging your Diaspora to return to New Zealand?

Yes – and using the network to introduce them when they return

I should also be on the board of the NZ tourism office! Always telling people to visit!

- Supporting the next generation of New Zealand's leaders?

Yes- keen to get involved when asked

Q5 – How would you describe success as a member of the New Zealand Diaspora?

I have done well in business and in life since leaving NZ and I can credit some of this to my upbringing, education and personal values. I still value my first 22 years in a country of open, friendly and determined people.

Q6 – How would you describe the economic importance of a country's Diaspora?

It is without question a major resource for NZ and to engage with and connect properly has tremendous economic benefits. NZer's in all walks of business can and do open doors and this network needs to be encouraged forever.

Q7 – What role does the private sector have in running and sustaining a country's Diaspora?

Whilst the Government and associate public bodies are needed as the “glue” and to provide some funding assistance, the private sector must get involved and provide the impetus and feedback to keep this network as essential as opposed to a nice to have activity. The private sector should be invited in to share costs, take an active role in organising events and provided they fit an agreed criteria, they should be able to make money – and to share that revenue back.

However, it is important that the collaboration between state and private are well managed and kept apart where possible. Regular consultation is a must though.

Q8 – What role does central or devolved government have in running and sustaining a country's Diaspora?

Funding (some), connecting and promoting – and ensuring the role is not as gatekeeper but as facilitator

Q9 – How important is it to have the opportunity to network with other active New Zealand Diaspora members and what format(s) works best?

Targeted events are a must and this needs careful consideration around themes, venues and invitations to attend. Without these events the network will surely die.

Q10 – If you were running the New Zealand Diaspora, what would you do differently and what new and innovative activities would you implement?

More and better engagement with social media and targeted campaigns and to invite the private sector to be more closely engaged.

Appendix 'G', GlobalWelsh Diaspora Questionnaires

xxxxxxxxxxxxxxxxxxxx (USA)

Q1 – Are you interested in understanding what is currently happening in Wales? If so what particular areas are you interested in knowing more about?

- Business?
- Entrepreneurship?
- Education?
- Sport?
- Arts?
- Media?
- Environment?
- Tourism?
- Health?
- Charities?
- Other (please specify)?

Q2 – Do you have any on-going interests or activities in Wales?

I was an investor in a start-up business in xxxxxxxxxx but this is now sold. Extended family still live across North Wales. I was Chief Executive of small media company in xxxxxxxx in 2002 as an interim.

Q3 – How often to you come back to Wales and for what reason?

Half a dozen times a year, 50:50 family and watching rugby.

Q4 – Which of the following activities would you envisage being involved in as a GlobalWelsh?

- Facilitating international trade?
- Facilitating inward investment?
- Mentoring and Coaching Welsh Entrepreneurs & Business Leaders?
- Investing in Wales based companies?
- Philanthropy?
- Supporting other GlobalWelsh in your country of residency?
- Other – please specify

Q5 – What could any future GlobalWelsh organisation do to provide you with opportunities to fulfil your ambitions?

I'm not joining to fulfil my ambitions, but to put something back. However I guess networking with like-minded individuals might give me some opportunities. It would be a positive to have other reasons to be in Wales regularly and be productive.

Q6 – Would you be willing to get involved at this early stage to help shape the future of the GlobalWelsh initiative?

Yes, if I can help I will.

xxxxxxxxxxxxxxxxxxxxx (Hong Kong)

Q1 – Are you interested in understanding what is currently happening in Wales? If so what particular areas are you interested in knowing more about?

- Business?
- Entrepreneurship?
- Education?
- Sport?
- Arts?
- Media?
- Environment?
- Tourism?
- Health?
- Charities?
- Other (please specify)?

Answer: Business, entrepreneurship, tourism

Q2 – Do you have any on-going interests or activities in Wales?

Answer: Yes, I own xxxxxxxxxxxx xxxxxxxxxxxxxxxxxxxx and xxxxxxxxxxxxxxxxxxxx. Since 2009 I have invested £16 million in the purchase, operation and restoration of these properties to establish a new luxury tourist destination in my home town of xxxxxxxxxxxx.

Q3 – How often to you come back to Wales and for what reason?

Answer: Every 2 months to oversee the construction and operation of my luxury hotels in xxxxxxxxxxxxxxxxxxxx.

Q4 – Which of the following activities would you envisage being involved in as a GlobalWelsh?

- Facilitating international trade?
- Facilitating inward investment?
- Mentoring and Coaching Welsh Entrepreneurs & Business Leaders?
- Investing in Wales based companies?
- Philanthropy?
- Supporting other GlobalWelsh in your country of residency?
- Other – please specify

Answer: Facilitating international trade and inward investment

Q5 – What could any future GlobalWelsh organisation do to provide you with opportunities to fulfil your ambitions?

Answer: Provide me with a suitable mandate, title and recognition to enable me do the job of selling Wales. I am the owner of xxxxxx which is the xxxxxxxxxxxxxxxxxxxx. I have a platform to sell

architecture, not a country. With my xxxxxxxxxxx platform I work directly with and have access to the owners of most Asian real estate developers and investors.

Q6 – Would you be willing to get involved at this early stage to help shape the future of the GlobalWelsh initiative?

Answer: Yes, within reason given my location in Asia and my bi monthly visits to Wales.

Note: There is also and on-line survey in progress.

See: <https://www.surveymonkey.com/s/8GBGJY7>

Appendix 'H', GlobalWelsh Article from the North American Welsh Association publication, Ninnau

