Georgian High-Profile Diaspora Engagement Programme

2015 - 2017

In cooperation with:
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I. Introduction

The Georgian High-Profile Diaspora Engagement Programme was developed in close cooperation between the Office of the State Minister of Georgia on Diaspora Issues and the International Centre for Migration Policy Development (ICMPD) within the framework of the EU funded “Enhancing Georgia’s Migration Management” (ENIGMMA) project, as well as the EU co-funded “Enhancing the Role of Georgian Migrants at Home” (ERGEM) project. The ERGEM project in particular revealed a need for stronger ties between the Georgian diaspora and their homeland. The experience and know-how of diaspora members could contribute greatly to development processes within Georgia.¹

High-profile diaspora members can be defined as:

...renowned women or men in a specific field, who work transnationally and who have the potential to improve the reputation of the country, to drive economic growth, to act as a role model in that field, and who can generally act as advocates for the country.²

In this document high-profile diaspora members are also referred to as migration champions, highly skilled migrants, high-profile migrants, etc. A brief glance at the profiles of Georgians living abroad reveals that there are highly skilled specialists and experts among them who are developing new ideas and interesting projects. It is also apparent that institutional knowledge about these Georgians and their potential engagement in development in Georgia needs improving. Hence, this programme focuses on gathering and structuring data on high-profile migrants — so-called “migration champions” — and explores the possibilities for engaging them in development processes and establishing connections with them both to increase their involvement in Georgia and for their own personal development (career growth, recognition, ties with Georgia, publicity, networking, etc.).

This programme was developed by the two partners mentioned above during joint working sessions. It was presented to representatives of the high-profile Georgian diaspora members (at workshops and online) and international experts working in the field of diaspora engagement. The experience of other countries, such as Ireland (“Connect Ireland”), Lithuania (“Global Lithuanian Leaders”), Scotland (“Global Scot”), Portugal (“Portuguese Diaspora Council”), Israel and Australia, was also taken into account. In addition, in the course of ENIGMMA project implementation certain components of the programme will be

² EUROMED-Migration Mapping Study “Champions of Migration,” working definition, http://www.euromed-migration.eu/events/event/?tx_seminars_pi1%5BshowUid%5D=32&cHash=246cad7e4bb16635a7b4a77ea42bfc3b.
piloted, and lessons learned will be analysed to ensure the Programme’s long-term sustainability.

The Programme takes into account the diversity of skills and backgrounds present in the Georgian diaspora and examines their potential contributions to Georgia’s development and positive image worldwide. Moreover, the Programme seeks to recognise the achievements of Georgian champions abroad and in Georgia, as well as their contributions to development in Georgia.
II. Programme Scope

a. Purpose and Structure

The engagement of high-profile Georgian diaspora members and Georgian youth abroad in development processes and activities in Georgia is of particular importance given the significant decline in Georgia’s population (3.7 million people in 2015 vs. 4.3 million in 2002, according to the 2014 General Population Census of Georgia\(^3\)) and the continuing emigration of highly qualified and well-educated individuals in their twenties and thirties.\(^4\)

The Diaspora Office maintains relations with the worldwide Georgian diaspora and keeps track of and stays in touch with specific individuals and cultural, arts, sports and educational organisations. However, a register of Georgian professionals working abroad, their occupations and fields of expertise, and their countries of destination has not yet been established. Thus, the potential of the Georgian diaspora to impact development processes in Georgia remains to be fully explored. Diaspora Office activities in this area are sporadic and unsystematic. There is a clear need to further develop this particular field and implement measures in a coordinated manner.

The High-Profile Diaspora Engagement Programme is being developed jointly by the Diaspora Office, ICMPD/ENIGMMA and representatives of the Georgian diaspora, Georgian state institutions and other relevant stakeholders with the aim of strengthening ties between prominent Georgians living abroad and the country of Georgia. International experts working in the field of diaspora engagement were involved in the drafting process, and the experience of other countries with high-profile diaspora programmes was examined and taken into account.

The primary aim of the Programme is to increase the involvement of high-profile diaspora members in development processes in Georgia. This is to be achieved by creating a network of professionals from diverse fields, implementing various pilot activities, recognising the achievements of prominent Georgian diaspora members and organising youth engagement activities. The Programme also aims to publicise diaspora achievements both abroad and within Georgia and to encourage prominent Georgians living abroad to promote Georgia using appropriate methods piloted and recommended by the Programme.

The active involvement of high-profile diaspora representatives in the Programme will facilitate networking, communication and the implementation of activities which benefit all parties involved. These activities will also serve to promote Georgia’s positive image worldwide. Youth engagement will help to reconnect diaspora youth with their homeland and increase their interest and involvement in everyday life and ongoing processes in Georgia while enhancing their professional and academic potential through mentoring and other initiatives envisaged by the Programme, as described below.

The Programme has the following framework:

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\(^4\) (National Statistics Office of Georgia 2014); (World Bank 2000).
This document is composed of seven sections: Sections I and II provide information on the Programme itself: its scope, structure, general and specific objectives, expected outcomes, stakeholders and their responsibilities, and Programme methodology. Section III gives a detailed overview of Programme components as they relate to specific objectives, activities and sub-activities. The modalities of implementation of the Programme, their duration, sustainability and ownership are described in Section IV, followed by a table of activities and responsible bodies in Section V, which also serves as a plan of action. Monitoring and evaluation mechanisms and concluding remarks are given in Sections VI and VII, respectively.

b. Objectives

The overall objective of the Programme is to facilitate the engagement of high-profile diaspora members and migrants in development in Georgia.

Specific Programme objectives are to:

- Map, build and maintain a professional diaspora network
- Develop and pilot framework activities which offer recognition of high-profile diaspora members’ and migrants’ professional achievements in fields such as science, sports, arts, culture, politics, business, education, etc., as well as their contributions to development in Georgia
- Strengthen ties between Georgia and Georgian youth residing abroad as a way of investing in future Georgian diaspora professionals, in order to sustain their interest in Georgian life and developments taking place in Georgia

c. Expected Outcomes

The expected outcomes of the Programme are the creation of a framework for engaging high-profile diaspora members in development in Georgia and the piloting of particular Programme components for the purpose of testing activities, analysing lessons learned and ensuring further sustainable implementation of the Programme. The Programme also seeks to provide benefits to high-profile migrants, such as assistance with career development and recognition of their contributions to development and of their professional achievements in...
Georgia and abroad. In order to have the greatest impact, the Programme focuses on quality of engagement rather than quantity.

d. Stakeholders and Responsibilities

The High-Profile Diaspora Engagement Programme is being developed and piloted by the Diaspora Office and the EU funded ICMPD ENIGMMA project team with the cooperation of the Secretariat of the State Commission on Migration Issues, Georgian state institutions, Georgian diaspora representatives and EU MS experts in cooperation with nongovernmental and international organisations.

The main coordinator of Programme implementation is the Diaspora Office, whose role it is to analyse, plan and implement Programme activities. The Diaspora Office is also responsible for:

- Encouraging all relevant state institutions to contribute to Programme implementation through the SCMI and its Secretariat
- Liaising with Georgian diaspora representatives
- Allocating human and financial resources to specific Programme activities and contacting donors (e.g. private institutions) for the purpose of establishing public-private partnerships, etc.
- Working with stakeholders to ensure successful planning and implementation of the Programme and its components

The ICMPD/ENIGMMA project team is responsible for:

- Backstopping the Diaspora Office throughout the development and piloting phase of the Programme
- Identifying and contracting experts to provide support in developing, planning, organising and implementing specific Programme activities
- Providing financial support for specific Programme activities from the ENIGMMA project budget and in accordance with the ENIGMMA project programme and donor requirements

Upon completion of the pilot phase of the Programme, the Diaspora Office and ICMPD will submit their conclusions and lessons learned during implementation to the State Commission on Migration Issues and its Secretariat to provide recommendations regarding further Programme implementation.

Throughout the planning and piloting stages of the Programme, the following state institutions will be involved:

- Ministry of Foreign Affairs
- Ministry of Sports and Youth Affairs
- Ministry of Education and Science
- Ministry of Economy and Sustainable Development

These state institutions will be involved in different stages, components and activities of the Programme. The involvement of all stakeholders will greatly benefit the mapping phase and facilitate the identification of prominent Georgian diaspora members residing abroad, as well as the planning and implementation of the award categories in Component 2 (recognition of Diaspora Achievements with linkages to existing diaspora projects/activities run by different institutions).

Active Georgian diaspora representatives and leading diaspora organisations will be reached out to in order to obtain their suggestions and recommendations on specific Programme
activities. Civil society, nongovernmental and international organisations working on diaspora issues will be contacted to secure their participation in Programme activities and to obtain information, suggestions and recommendations and share experience.

**e. Methodology**

The Programme methodology outlines specific steps and suggests tools and methods for different phases of Programme implementation.

The following tools will be used to help achieve the Programme’s overall and specific objectives:

1. Mapping high-profile diaspora members and migrants as a first step in developing a high-profile diaspora knowledge network. This includes continual, systematic information gathering:
   - Where are the most notable diaspora members geographically?
   - What are their interests and fields of expertise?

Before initiating mapping and identifying high-profile diaspora members, previously implemented Diaspora Office projects and activities organised in partnership with other IOs, NGOs and state institutions must be compiled and reviewed. The Diaspora Office has already accumulated a large amount of data on diaspora members which needs to be sorted according to their skills and professional achievements. Suggested tools and methods of obtaining and sorting data on high-profile Georgians include: desk research (research and analytical reports, social networks and media) and Georgian embassies abroad which can help in obtaining and clarifying information and establishing personal contact with diaspora members abroad and/or their families in Georgia.

The next step is to contact high-profile diaspora members identified, explain to them the general idea and concept of the Programme and encourage them to participate and become members of the Professional Diaspora Network.

2. Networking with high-profile diaspora members and migrants and with Georgian youth residing abroad. A network can be described as a group of actors who either know about or have the opportunity to learn about each other. Diaspora networks aim to establish and foster communication and exchanges between members living abroad and to link them with counterparts in their country of origin.

The process of building a network of high-profile diaspora representatives is closely connected with the mapping phase. Once highly skilled migrants are identified, they will be clustered into networks according to their professions and interests, if known.

The number of networks will depend on the number of high-profile diaspora members brought into the Programme.

3. Facilitation of exchanges between various groups of migrants and Georgian institutions/academia/civil society and individuals. Based on the results of mapping, clustering and networking, the Programme will facilitate exchange in the following areas and ways:
   - Developing new ideas for diaspora engagement in various fields
   - Providing advice and guidance to specialists in Georgia on developments in different fields (e.g. commentary on new legal acts, policies or strategy documents)
   - Identifying opportunities to connect innovative businesses in Georgia with global executives and experts to open new markets for Georgian services and products internationally
o Inviting C-level managers and businesspeople to become Investment Ambassadors for Georgia

o Establishing private-public partnerships in order to sustain network activities and functioning

o Mentoring Georgian diaspora students in their countries of destination or in Georgia, which could include in absentia advice on career planning, postgraduate studies, selection of research topics, finding internships and jobs, etc.

o “Twinning” of specialists abroad and in Georgia who work in the same fields

o Organising competitions and tournaments for Georgian youth residing abroad and in Georgia

(4) Activities to increase awareness and recognition of migrants’ achievements and their contribution to development in Georgia, including:

o Collecting information and regularly publishing articles on diaspora members’ achievements and contributions to development in Georgia in social and traditional media within Georgia

o Increasing the presence and activity of prominent diaspora members on social networks and media (Twitter, Facebook, blogs and forums, online articles, etc.) and in the media of their countries of destination

o Organising and implementing diaspora award programmes
III. Programme Components

While seeking to contribute to the overall objective – to engage high-profile diaspora in development in Georgia – the Programme contains three interrelated components which aim to achieve specific programme objectives:

- Specific Objective 1 / Component 1: Mapping, development and maintenance of the Professional Diaspora Network
- Specific Objective 2 / Component 2: Recognition of diaspora achievements in specific fields and of diaspora contributions to development in Georgia
- Specific Objective 3 / Component 3: Investment in youth through the strengthening of ties between Georgian youth residing abroad and youth in Georgia in order to reinforce their interest and engagement in Georgian life and developments in Georgia

All three Programme components make use of the same methodology and tools (e.g. mapping and networking). This makes the Programme more efficient, as three different results/objectives will be achieved through a single programming instrument. Moreover, the three Programme components are closely intertwined, meaning that findings and results from one component can be carried over to other components in order to produce the best results possible.

Component 1. Professional Diaspora Network

Diaspora networks aim to establish and foster communication and exchanges between members living abroad — whether in the same country of destination or in different countries — and to link them with counterparts in their country of origin. Diaspora networks are crucial in helping to build bridges between countries of origin and countries of destination. They accelerate the flow of information and foster trust. Furthermore, diaspora networks can greatly impact the transmission of know-how, remittances flows, tourism, trade, enterprise and business, philanthropy and development. The educational, social, cultural and professional advancement of members is also a priority of diaspora networks.

Many professional knowledge networks function online via platforms such as e-mail, newsletters, websites, blogs, forums, Facebook groups, etc. The benefits of these networks might not be as tangible and obvious as those of, say, foreign direct investment, but networks provide a space for persons of similar interests and backgrounds to interact with and support one another by sharing technological, scientific and cultural expertise.

Furthermore, professional networks of highly skilled diaspora members are able to contribute to the economies both of countries of origin and countries of destination by facilitating connections among people who have ideas, expertise and/or resources. This often leads to new collaborative endeavors and business projects. Other positive results of professional networks can include the facilitation of the temporary or permanent return of qualified diaspora members to their homeland. In the case of Georgia, it would be valuable to create

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5 EUROMED-Migration Mapping Study “Champions of Migration,” [http://www.euromed-migration.eu/events/event/?tx_seminars_pi1%5BshowUid%5D=32&cHash=246cad7e4bb16635a7b4a77eaf42bfc](http://www.euromed-migration.eu/events/event/?tx_seminars_pi1%5BshowUid%5D=32&cHash=246cad7e4bb16635a7b4a77eaf42bfc).
a professional network of Georgians who have achieved considerable professional success in their respective destination countries. Professional networks will be sector-specific (e.g. economics, law, international relations, academia, arts, etc.) with an aim to expand and develop the same sector in the origin country via knowledge exchange, mentoring, sharing of expertise and investment.

The network will be built on the basis of diaspora data collected during the mapping phase. Creation of the network is crucial for the achievement of two other specific objectives: recognising diaspora achievements and engaging Georgian youth.

The existing global diaspora network www.tanamemamule.ge will be used as a general platform where private professional exchange groups will be created according to the needs and interests identified. In addition, the Diaspora Office website, Facebook page and/or mailing list(s) can serve as useful tools for continuing exchange between group members, depending on the particular group.

The main Programme activities related to developing and maintaining the Professional Diaspora Network include:

### Establishment of the Professional Diaspora Network

<table>
<thead>
<tr>
<th>Programme Activity</th>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mapping</td>
<td>Identify relevant Georgian diaspora members in different countries according to their professional experience/background/interests</td>
</tr>
<tr>
<td>Clustering</td>
<td>Cluster diaspora members into sector-specific groups and identify prospective group functions</td>
</tr>
<tr>
<td>Working Groups</td>
<td>Hold working group meetings among experts to decide on possible technical solutions for connecting mapped and clustered groups (e.g. a register, e-mail lists, online platforms, etc.), promoting the network(s) among stakeholders, the public, etc.</td>
</tr>
<tr>
<td>Technical Solutions</td>
<td>Develop an internal Diaspora Office register (internal case management system) of diaspora organisations, diaspora professionals, etc. based on the decisions of the working groups</td>
</tr>
<tr>
<td>Operationalisation</td>
<td>Professional network activities may include the following, depending on the decision of the working groups above:</td>
</tr>
<tr>
<td></td>
<td>Develop new ideas for diaspora engagement</td>
</tr>
<tr>
<td></td>
<td>Provide advice and guidance to specialists in Georgia on developments in particular fields (e.g. commentary on new legal acts, policies or strategy documents)</td>
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<tr>
<td></td>
<td>Provide mentoring to diaspora youth abroad or in Georgia (linkage with Investment in Youth, Component 3)</td>
</tr>
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<td></td>
<td>“Twinning” of specialists abroad with counterparts in Georgia</td>
</tr>
<tr>
<td></td>
<td>Publicise Georgian diaspora achievements via social media, etc. (linkage with Recognition of Diaspora)</td>
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</tbody>
</table>
Achievements, Component 2).

<table>
<thead>
<tr>
<th>Publicity</th>
<th>Promote the network(s) among stakeholders and the public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monitoring</td>
<td>Plan, implement and monitor specific activities related to networking and exchange</td>
</tr>
</tbody>
</table>

## Component 2. Recognition of Diaspora Achievements

The Diaspora Office is in contact with Georgian diaspora communities, individuals and organisations around the world and receives updates on a regular basis about the achievements of diaspora members abroad. Until now, the Diaspora Office has granted awards to diaspora members on an ad-hoc basis in both countries of destination and in Georgia. There have been cases where successful diaspora organisations were awarded certificates or trophies for achievements in specific fields. The piloting of the High-Profile Diaspora Engagement Programme aims to lay the groundwork for a regular and systematic award procedure for prominent diaspora representatives.

The achievements of award recipients deserve to be honoured, celebrated and recognised within the Georgian community and by the state as a whole.

The main objectives of recognition of diaspora achievements are to:

- Bring attention to the positive contributions of the Georgian diaspora abroad and in Georgia
- Acknowledge and reward the contributions of migrants to their communities in their countries of destination
- Highlight partnerships and joint achievements of diaspora members and Georgian residents
- Celebrate the academic, scientific and cultural spirit and perseverance of the Georgian diaspora
- Recognise the personal and professional achievements of Georgian migrants abroad which contribute to Georgia’s positive image and reputation abroad.

The cornerstone of this component is the Diaspora Awards event – a prestigious event that pays tribute to Georgians of all walks of life who have made outstanding achievements, wherever they may be in the world. The event draws attention to inspirational role models in the fields of diaspora engagement, science, academia and research, business, sports and others. The Diaspora Awards celebrate diversity, transnationalism and multiculturalism, and the achievements of contemporary and historical Georgian diaspora communities. The award will bring greater recognition to the diaspora’s positive contribution to Georgia’s development and to their countries of destination.

Prior to the selection process, prominent Georgian diaspora representatives from around the world will be nominated for awards in different categories. Based on the decision of the working group described above, Diaspora Award categories may include:

- Tanamemamule Status Award – for active participation and successful work in diaspora engagement and for contributing to Georgia’s positive image abroad. For outstanding achievements in the preservation and promotion of Georgian language and culture.

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- **Friend of Georgia Award** – given to an individual not of Georgian descent for their outstanding support of Georgia or the Georgian diaspora in the cultural, artistic, scientific or economic realms or for actively promoting Georgian culture and Georgian achievements abroad.

- **Honorary Ambassador Award** – for representing Georgia in a dynamic and positive way. These can be high-profile individuals involved in the cultural, economic or scientific fields who have advocated, or are in a position to advocate, for Georgia’s interests and positive reputation. In this way, recognition is granted to high achieving diaspora members as primary gatekeepers in shaping relations between countries of origin and countries of destination.

- **Diaspora Organisation Award** – awarded to the best diaspora organisation.

- **Education/Academia Award** – for an individual’s or organisation’s outstanding achievements in education or academia.

- **Science Award** – for an individual’s or organisation’s outstanding scientific achievements.

- **Business Award** – for outstanding achievement of a diaspora business or business leader/entrepreneur during the past year.

- **Media Award** – for an individual’s or organisation’s outstanding achievements in media, e.g. a Georgian newspaper, radio, TV programme, etc. abroad.

- **Philanthropist of the Year Award** – awarded to a diaspora representative for their outstanding moral, financial and/or resource support and investment in their community within their country of destination or country of origin.

- **Honourable City Titles Award** – granted to a migrant who either contributed to development in his or her town/region of origin or actively brought attention to his or her town/region abroad (through photo exhibitions, volunteer work, etc.).

This component of the Programme also envisages a great deal of publicity and increased visibility for the diaspora community as a whole, which is key to successful implementation of the Diaspora Awards. The awards are envisaged as a major event in Georgia to be organised as part of the annual Global Diaspora Week and with active government support.

The main Programme activities related to implementation of the Diaspora Awards include:

<table>
<thead>
<tr>
<th>Programme Activity</th>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mapping</td>
<td>Identification of relevant Georgian diaspora members in different countries according to their professional experience/background/interests. Identified experts will be involved either as members of the selection panel or will assist in disseminating information on the Diaspora Awards.</td>
</tr>
<tr>
<td>Working Groups</td>
<td>Working group meetings will be held to discuss and finalise the selection process and criteria, jury members, advertisement and public outreach tools and methods, identification of media sources, etc.</td>
</tr>
<tr>
<td>Selection</td>
<td>Nominations will be accepted from individuals and organisations or from the nominee themselves. Those nominated will need to submit a completed application</td>
</tr>
</tbody>
</table>
form (a template will be prepared beforehand and posted on the Diaspora Office website) detailing their background, activities, benefits of their activities for Georgia, recommendations, etc. The jury, consisting both of representatives of state institutions and of diaspora members, will select award winners according to the criteria established earlier.

Publicity

Information campaigns will serve two purposes:
- advertise the award ceremony and publish information on the nominations, and later on the award recipients themselves
- periodically publicise diaspora achievements in traditional, electronic and social media in Georgia

Event

Diaspora Awards Day – an event with high-level Georgian government officials present. Ideally, nominees will receive their awards from the Prime Minister and/or President of Georgia personally. The event should draw special attention from the media.

Monitoring

Plan, implement and monitor specific activities related to networking and exchange

Component 3. Investment in Youth

Around the world, diaspora youth involvement activities generally seek to foster and maintain diaspora youth’s sense of identification with their country of origin, their recognition of its achievements and cultural heritage, and their sense of belonging to that culture. Such activities or programmes combine both emotional and learning experiences. The experience of Israel (all expenses paid 10 day educational tours to Israel) and many other countries provide successful case studies of youth engagement through activities such as building youth leader networks abroad, engaging youth in knowledge transfer and enhancing their educational and professional development through mentorship and exchange programs.

The Programme aims to involve diaspora youth in activities in Georgia with the purpose of strengthening their potential for future engagement in professional diaspora networks and connecting them with high-profile leaders.

The Programme plans to review, analyse and institutionalise all youth engagement activities currently implemented by the Diaspora Office, namely:

- Share your experience with Georgia competition for youth.\(^7\)
- Diaspora – bridge to Georgia video contest featuring video messages for Georgian audiences. The winning video, “Georgia on My Mind,” was submitted by a Georgian student living in the Czech Republic.
- Internship opportunities at Georgian state institutions for Georgian students living abroad.\(^8\)

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\(^7\) Share Your Experience with Georgia is a youth competition for sharing professional experience and advice in written form. http://diaspora.gov.ge/?p=4460

\(^8\)
Georgian High-Profile Diaspora Engagement Programme

- Georgian Young Ambassadors Programme, launched in 2014 by the Ministry of Sports and Youth Affairs of Georgia in coordination with the Diaspora Office with the title Become Your Country’s Young Ambassador. The programme is currently being implemented in ten countries around the world — the US, UK, Austria, Germany, Turkey, Lithuania, Poland, France, Ukraine and the Czech Republic — with plans to add five more.\(^9\)

The main Programme activities related to implementation of Investment in Youth include:

<table>
<thead>
<tr>
<th>Programme activities for Investment in Youth</th>
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<tbody>
<tr>
<td><strong>Activity</strong></td>
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<tr>
<td>Mapping</td>
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<td>Clustering</td>
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<td>Working Groups</td>
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<td>Operationalisation</td>
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<tr>
<td>Monitoring</td>
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</tbody>
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8 Internship opportunities at Georgian state institutions are available for young Georgians living abroad. The internship lasts for four weeks and takes place in Tbilisi, Georgia. [http://diaspora.gov.ge/?p=6245](http://diaspora.gov.ge/?p=6245)

9 Become Your Country’s Young Ambassador is a programme whose purpose is to strengthen ties with young Georgian professionals residing abroad. Participants of the 2014 programme have conducted activities in their host countries promoting Georgian culture, values and society. [http://msy.gov.ge/index.php?lang_id=GEO&sec_id=1356&info_id=12511](http://msy.gov.ge/index.php?lang_id=GEO&sec_id=1356&info_id=12511)
Throughout implementation of the High-Profile Diaspora Programme it is important to
preserve and foster the link between diaspora youth leaders (Component 3) and the
professional knowledge network (Component 1) in order to maintain the contacts necessary
for mentoring and sharing of knowledge. The Youth Leaders Programme can also be linked
with Recognition of Diaspora Achievements.
IV. Implementation Phase, Duration and Sustainability

a) Implementation and Duration of the Programme

The Programme implementation phase begins on November 1, 2015, first in pilot mode in order to determine the efficacy of the programme components and their impact on further fine-tuning of diaspora engagement policy in Georgia. The pilot phase of the Programme will be completed by June 1, 2017. The exact timeline and list of persons responsible for programme implementation are given in the Section V. Action Plan of the Programme.

b) Sustainability and ownership of the Programme

The technical benefits of the Programme include significantly enhanced knowledge in the field of high-profile diaspora engagement on the part of participating government agencies, the improved capacity of these agencies to develop and maintain a professional diaspora network, and strengthened ties between high-profile diaspora representatives and relevant agencies. The Programme also aims to foster synergy between all research and analysis activities pursued in order to build an evidence based diaspora engagement programme.

The economic benefits of the Programme include greater knowledge about high-profile and youth diaspora in different fields and how they can be engaged to benefit the development of Georgia. This will include data both on the places of residence of notable diaspora members and their fields of expertise and interest.

The impact of the Programme will be expressed through the establishment of a professional diaspora network, the development of a framework for recognition of high-profile diaspora members and strengthened ties between Georgian professionals and youth residing abroad and in Georgia.

The social benefits of the Programme are closer ties between high-profile and youth diaspora members and government institutions in Georgia. These ties will foster increased trust and cooperation.

The policy benefits of the Programme include heightened awareness among a wide range of government institutions of the benefits of closer ties with and better knowledge of high-profile and youth diaspora members and of ways of engaging them. This increased awareness will lay the foundation for future policy development, even though the Programme does not include this among its activities.

Following the pilot phase, the Diaspora Office and ICMPD will analyse the lessons learned and evaluate Programme implementation in order to draw conclusions and fine-tune further implementation of high-profile diaspora engagement activities. Continuous, systematic implementation of the Programme will remain the responsibility of the Diaspora Office in coordination with ICMPD.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Stakeholders</th>
<th>Deadline</th>
<th>Funding</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mapping and clustering of notable diaspora and youth – countries and</td>
<td>Diaspora Office/ICMPD</td>
<td>November – December 2015</td>
<td>No additional funding is</td>
<td>The number of study visits, participants and countries of visit will be</td>
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<tr>
<td>expertise/field of interest</td>
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<td>required</td>
<td>discussed and decided in coordination between implementing partners</td>
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<tr>
<td>Organisation and implementation of study visit(s) to the EU MS on High-</td>
<td>ICMPD and Diaspora Office</td>
<td>November 2015 – March 2016</td>
<td>ENIGMMA project</td>
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<tr>
<td>Profile Diaspora Engagement</td>
<td></td>
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<td></td>
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<tr>
<td>Finalisation of mapping, collected information on high-profile diaspora</td>
<td>Diaspora Office with ICMPD support</td>
<td>January 2016 - continually</td>
<td>No additional funding is</td>
<td></td>
</tr>
<tr>
<td>representatives and youth organisations</td>
<td></td>
<td></td>
<td>required</td>
<td></td>
</tr>
<tr>
<td>Outreach to the notable diaspora and youth introducing the Programme</td>
<td>Diaspora Office/ICMPD</td>
<td>January 2016</td>
<td>No additional funding is</td>
<td>Key contact persons to be identified during the first working group</td>
</tr>
<tr>
<td>WG meeting to cluster mapped diaspora members/organisations into groups</td>
<td>Diaspora Office with ICMPD</td>
<td>January 2016</td>
<td>No additional</td>
<td></td>
</tr>
<tr>
<td>Possible (available) Technical Solutions</td>
<td>Support</td>
<td>Funding is Required</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Implementation of the technical solutions to register and maintain data on Georgian professional diaspora</td>
<td>Diaspora Office with ICMPD support</td>
<td>November 2015 – February 2016</td>
<td>Diaspora Office and ENIGMMA project</td>
<td></td>
</tr>
<tr>
<td>Advertisement of the Diaspora achievements, award ceremonies, events related to youth engagement</td>
<td>Diaspora office with ICMPD support</td>
<td>January 2016 - continually</td>
<td>ENIGMMA project</td>
<td></td>
</tr>
<tr>
<td>Working group meeting on organisation of the Diaspora awards</td>
<td>Diaspora office with ICMPD support, other stakeholders</td>
<td>February 2016 and consequent meetings according to the needs</td>
<td>No additional funding is required</td>
<td>Award categories, decision on selection committee, inclusion and liaison with Government for the ceremony, etc.</td>
</tr>
<tr>
<td>Launch of the Award Campaign</td>
<td>Diaspora office with ICMPD support</td>
<td>February – August 2016</td>
<td>ENIGMMA project</td>
<td></td>
</tr>
<tr>
<td>Selection Committee decision</td>
<td>Selection Committee</td>
<td>August 2016</td>
<td>No additional funding is required</td>
<td></td>
</tr>
<tr>
<td>Award Ceremony</td>
<td>Diaspora office with ICMPD support</td>
<td>October 2016</td>
<td>ENIGMMA project and other identified donors and contributors</td>
<td>During the Global Diaspora week</td>
</tr>
<tr>
<td>Organisation of the specific activities for Youth</td>
<td>Diaspora Office with ICMPD support</td>
<td>January – December</td>
<td>Diaspora office and other identified donors and 2-3 activities, such as competitions, contests, exchange</td>
<td></td>
</tr>
</tbody>
</table>
## Georgian High-Profile Diaspora Engagement Programme

<table>
<thead>
<tr>
<th>Activity</th>
<th>Responsible Party</th>
<th>Duration</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support to the Professional Diaspora network exchange</td>
<td>Diaspora Office with ICMPD support</td>
<td>January – December 2016</td>
<td>Diaspora office and other identified donors and contributors, including ENIGMMA project, depending on needs identified through mapping and clustering, available budget and in possible combination with ICMPD activities (Summer School, etc.)</td>
</tr>
<tr>
<td>Quarterly reports to the State Minister of Georgia on Diaspora Issues on Action plan implementation</td>
<td>ICMPD/Diaspora office</td>
<td>February 2016 – September 2016</td>
<td>No additional funding is required</td>
</tr>
<tr>
<td>Mid-term evaluation and analysis of lessons learned of entire programme, recommendations for remaining activities in 2017</td>
<td>ICMPD/Diaspora office</td>
<td>November – December 2016</td>
<td>According to the Section V of the Programme</td>
</tr>
</tbody>
</table>
VI. Monitoring and Evaluation

All Programme activities will be closely monitored by the Diaspora Office and ENIGMMA teams in order to identify best approaches and practices, lessons learned and potential shortfalls. Monitoring ensures that activities move in the right direction and that milestones are met as planned. The implementing team will continuously monitor all Programme activities and, based on analysis, reporting and documentation, will evaluate whether each Programme objective is being met and propose necessary adjustments before additional components are implemented. Information obtained from monitoring activities will be used to suggest improvements and redesign future activities as necessary.

At the end of the Programme, an evaluation of the entire ENIGMMA project will be conducted measuring its achievements, successes and failures and highlighting lessons learned from these failures/successes.

In accordance with the Action Plan above, the implementing team will provide information on Action Plan implementation to the State Minister of Georgia on Diaspora Issues on a quarterly basis. This information will also be included in reports and will serve as a valuable foundation for the mid-term evaluation at the end of 2016.

The general evaluation and report on lessons learned will be submitted to the SCMI in May 2017 in order to assess pilot phase impact and provide recommendations to the Diaspora Office on future programme implementation.
VII. Concluding Statements

The pilot activities implemented by the Programme through the engagement of network members will help to build Georgia’s positive image, benefit the personal and professional development of Programme participants and feed the growing interest both of the Georgian diaspora and their countries of destination in establishing and deepening ties with Georgia.

The Programme is slated to operate in pilot mode in 2016, allowing its activities to be adapted and redesigned in the process according to the needs and priorities of the stakeholders involved. Implementation may also be limited by the financial and human resources allocated and made available by the Diaspora Office and the ICMPD/ENIGMMA project.

Programme implementation is designed to be in line with the international obligations of stakeholders, Georgian legislation and the internal regulations of the Diaspora Office.

Risk factors identified include a possible lack of responsiveness on the part of Georgian diaspora representatives abroad, the general political situation in Georgia and changes in the priorities of the Georgian government with regards to diaspora policy.