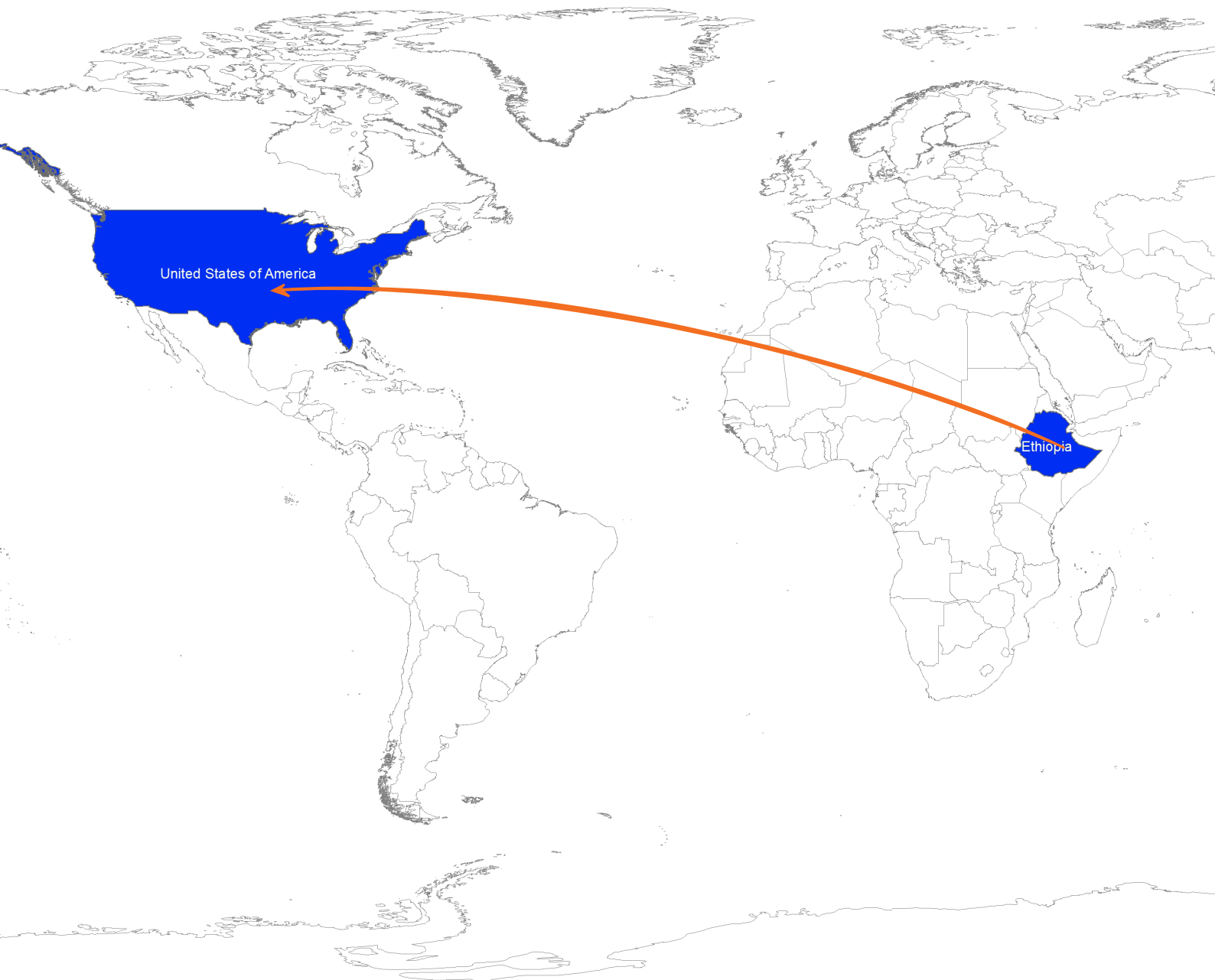


# Mapping of Ethiopian Diasporas Residing in the United States of America



ADDIS ABABA, ETHIOPIA  
November 2018



**IOM Development Fund**  
DEVELOPING CAPACITIES IN MIGRATION MANAGEMENT

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# Mapping of Ethiopian Diasporas Residing in the United States of America

This report was prepared for the International Organization for Migration (IOM) by the lead consultant Mrs Gillian Williams, Co-founder and Managing Director, Felix Williams Consulting, an International Consulting Company

ADDIS ABABA, ETHIOPIA  
November 2018



**IOM Development Fund**  
DEVELOPING CAPACITIES IN MIGRATION MANAGEMENT

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Additionally, we would like to thank the many diaspora organization leaders and diaspora members who met with the project team, shared their time, perspectives and network with us, contributed to the project outreach and completion of the survey. We could not have completed the study without this support.

## Mapping Project Team

The lead consultant on this project was Gillian Williams with Dr. Liesl Riddle as Project Advisor. Research assistance was provided by research assistants, Enku Negussie and Hien Chris Tran from the George Washington University's Center for International Business Education and Research (<http://business.gwu.edu/about-us/research/ciber/>).

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# I. EXECUTIVE SUMMARY

## I.1 OVERVIEW

The “Mapping of Ethiopian Diasporas Residing in the United States of America” project was conducted between February 1, 2018 and September 30, 2018. The Government of Ethiopia has now recognized more than ever the need for a structured mechanism on profiling and engaging members of the diaspora. It is estimated that more than two and a half million Ethiopian diaspora members are residing in North America, Europe, the Middle East, and Australia and within Africa. As an initial step, the Government of Ethiopia has prioritized mapping the Ethiopian diaspora and accordingly requested IOM to provide technical support in formulating and conducting extensive mapping studies. As one component of the Government of Ethiopia’s diaspora engagement policy, IOM, in partnership with the Ministry of Foreign Affairs and other stakeholders in and out of Ethiopia have requested a study of the Ethiopian Diaspora in Virginia, Maryland, and Washington, District of Columbia (D.C.), where significant concentrations of Ethiopians reside. This study focused on a mapping of the Ethiopian diaspora members and diaspora organizations in these three geographic areas to capture the potential and willingness of the diaspora to contribute to the development of Ethiopia. Additionally, using an online survey this study captured the views of the larger population of Ethiopian diaspora members residing in the United States of America. It should be noted that this project was conducted prior to announcements from the Prime Minister on diaspora engagement.

## I.2 MAPPING GOALS

The “Mapping of Ethiopian Diasporas Residing in the United States of America” project was designed to gather data on the following topics:

- To map out diaspora associations in the states of Maryland, Virginia and Washington, D.C. and gather detailed information on the demographic and socio-economic profile (including length of stay, educational background, work experience, professional capacity, income bracket, savings and remittance sending patterns, etc...) of the Ethiopian members
- To gather detailed information on the socio-cultural profiles (including participation in formal and informal social networks, frequency of interaction with family and friends, patterns of communication with Ethiopian society and development, etc.) of Ethiopian diasporas in the above noted states.
- To gather detailed information on the level of interest and areas as well as willingness among the diaspora to participate in the national development initiatives.
- To gather detailed information on their needs (demands) to participate in the identified areas or issues pertaining to the diaspora.
- To gather detailed information on potential challenges or conditions for diaspora participation in Ethiopian developmental efforts.

## I.3 SUMMARY OF FINDINGS

Project findings suggest that;

1. Feelings of pride tempered with frustration and wariness are prevalent in the mobilized Ethiopian diaspora community. The need to build trust, between the diaspora and the government of Ethiopia, and within any potential program, product or service that seeks to target the diaspora for investment in Ethiopia is a common theme in diaspora conversations.
2. The mobilized diaspora possess substantial and diverse human capital, robust middle-class income levels, and some limited available wealth for investment.
3. The mobilized diaspora is particularly interested in contribution/investment in the education, healthcare, and agriculture sectors as well as in other sectors associated with the country's general infrastructure and business-enabling environment. Most Ethiopian diaspora members are motivated by a combination of emotional and financial investment concerns.
4. Diaspora engagement is currently impeded by numerous perceived obstacles to investment, particularly issues related to government policy/practice, financial related obstacles, and some local human capital challenges. The top five diaspora-perceived obstacles to investment in Ethiopia are all related to government accountability, corruption and policies.

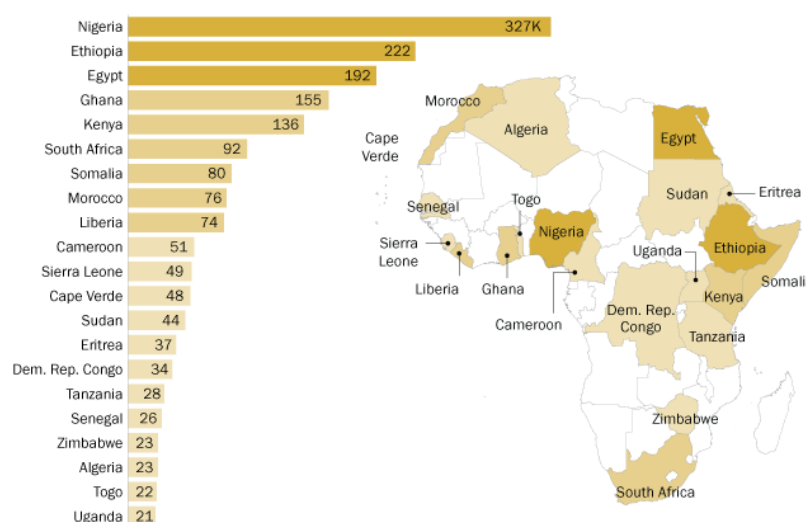
## I.4 DESK REVIEW OF THE ETHIOPIAN DIASPORA

### Summary

It is estimated that more than three million Ethiopians and persons of Ethiopian origin are residing in different regions of the globe - more than one million in the Middle East, more than 600 thousand in Africa, half a million and more in North America, and the rest in Europe, Australia and Asia (Ethiopian Herald March 2017). The current available US Census data from 2016 indicates that Ethiopian born immigrants constitute the United States second largest African immigrant group after Nigeria. Approximately 305,800 Ethiopian immigrants live in the United States. Of the 305,800 Ethiopian immigrants, approximately 49.6% are male and 50.4% are female with the median age at 30 years.

#### Nigeria, Ethiopia, Egypt are top birthplaces for African immigrants in the U.S.

*Leading countries of birth for the foreign-born population from Africa in the U.S. (2015, in thousands)*



Note: Africa includes North African and sub-Saharan countries as defined by IPUMS. Does not include unspecified or uncategorized areas.

Source: Pew Research Center tabulations of 2015 American Community Survey (1% IPUMS).

PEW RESEARCH CENTER

While the Ethiopian median annual income has increased since 2014 and is now \$41,357, it is still below the overall U.S. median income of \$50,000. In terms of educational attainment, more than 60% of the Ethiopian immigrants have a college, graduate or professional degree. In terms of occupation, the population is evenly distributed across management (24.6%), service (23.8%), sales and office (21.8%) and production (26.1%) type employment.

<b>Subject</b>	<b>Estimate</b>
Total population	305,809
<b>Sex and Age</b>	<b>305,809</b>
Male	49.60%
Female	50.40%
<b>Under 18 years</b>	<b>99,914</b>
Male	50.40%
Female	49.60%
<b>18 to 34 years</b>	<b>81,656</b>
Male	47.80%
Female	52.20%
<b>35-64 years</b>	<b>111,711</b>
Male	51.00%
Female	49.00%
<b>65 years and over</b>	<b>12,528</b>
Male	43.20%
Female	56.80%

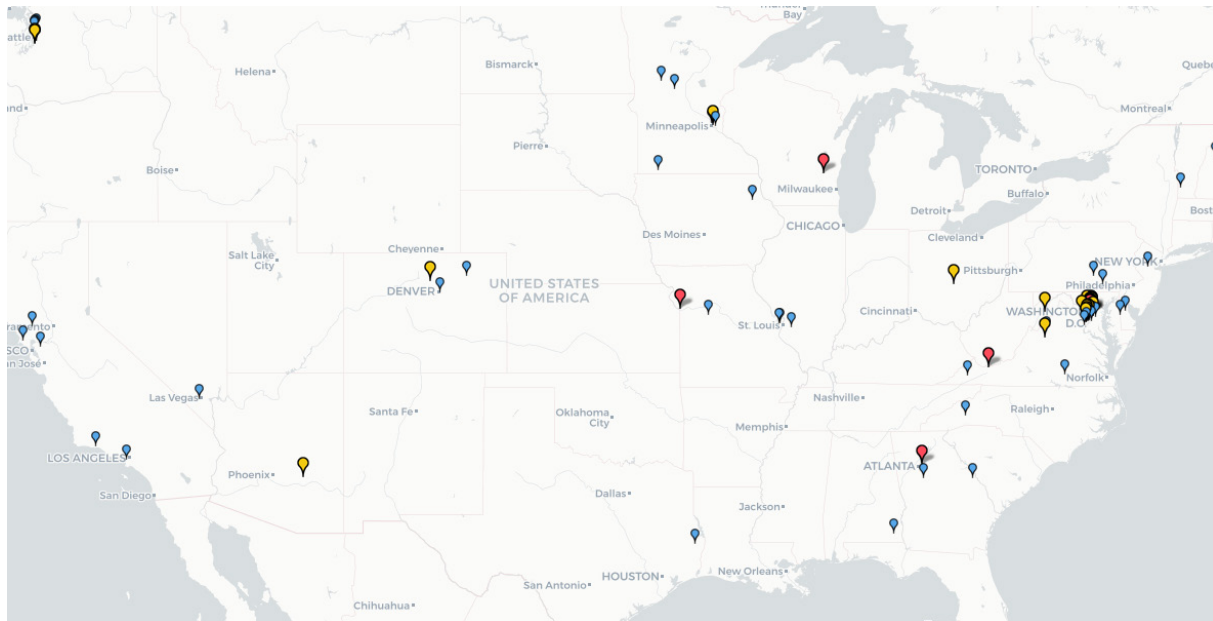
*United States Census Bureau 2016 data*

<b>Educational Attainment</b>	
Population 25 years and over	177,485
Less than high school diploma	14.80%
High School graduate (includes equivalency)	23.70%
Some college or associate degree	31.70%
Bachelor's degree	19.10%
Graduate or professional degree	10.80%
<b>Occupation</b>	
Civilian employed population 16 years and over	149,998
Management, business, science and arts	24.60%
Service occupations	23.80%
Sales and Office occupations	21.80%
Natural resources, construction and maintenance	3.70%
Production, transportation and material moving	26.10%
<b>Median Household Income in 2016</b>	<b>41,357</b>

*United States Census Bureau 2016 data*

Within the United States, the largest numbers of Ethiopian immigrants live in the states of California, Virginia, Maryland, Minnesota and Texas. Ethiopian immigrants are more heavily concentrated in Washington, DC and its surrounding communities than in any other metropolitan area in the country (Migration Policy Institute RAD Diaspora Profile July 2014).





Map provided by City-Data.com showing approximately the top cities with the most residents born in Ethiopia

A large number of Ethiopian immigrants have gained permanent resident through family reunification, diversity visa programs or as refugees.

Historically, Ethiopian immigrants have come in waves (Lyons 2007 and Beyene, 2015). Both have identified four stages of an influx of the Ethiopian Diaspora.

- The first occurred before 1974 and comprised primarily elites.
- The second wave occurred from 1974-1982, when people fled the Derg's Red Terror.
- The third wave occurred from 1982 to 1991 and largely comprised family reunification to the west.
- The fourth wave occurred post-1991 as people fled ethnic violence and political repression.

Ethiopian immigrants are actively involved in political, social movement and philanthropy activities, particularly in Washington, DC, Los Angeles and New York. A plethora of organizations that raise Ethiopian socioeconomics and political issues faced by the community in the USA and their home country. They continue to appreciate their home countries and support friends, family and even political movements (Habecker, 2010). Their aim is to accomplish their personal education, professional and families' goals. An initial review of the Ethiopian diaspora organizations shows a list of 350 organizations in the United States of America.

The Ministry of Foreign Affairs as mandated by Ethiopian law is coordinating Diaspora engagement at the national level and is responsible for ensuring the implementation of the Diaspora policy. Accordingly, there is a diaspora engagement Affairs directorate within Ministry of Foreign Affairs dealing with facilitating diaspora related issues at the national level. At twenty federal offices which are directly relevant to Diaspora engagement, Diaspora contact persons are assigned at the capacity of team leader and these offices have begun designing and implementing their own Diaspora focused plans since year 2006.

At all the 9 regional states, Diaspora affairs coordination offices are established and have begun designing and implementing Diaspora-focused plans. A common forum comprising of the regional and federal Diaspora Affairs Offices has been established, and is conducting a quarterly consultative meeting to review, monitor and evaluate the progress of implementation of planned activities. This has enabled the Ministry of Foreign Affairs to lead the activities of other offices in an integrated way, ensuring continuity and accountability. Besides, senior diplomats are assigned to missions/embassies where large Ethiopian Diaspora are residing exclusively to handle Diaspora issues.

Proclamation (270/2002) is set to provide the Ethiopian diaspora certain rights to be exercised by foreign nationals of Ethiopian origin with the aim to entitle them to various rights and privileges by lifting legal restrictions imposed on them when they lost their Ethiopian nationality, and hence creating a legal framework whereby they contribute to the development and prosperity of their country of origin.

The Proclamation provides important rights and privileges like, waiver of having an entry visa or residence permit to live in Ethiopia; right to be employed (in non-political and non-national security institutions) without a work permit; entitlement to the coverage of the pension scheme; right to be considered as domestic investors to invest in Ethiopia among others. (Ethiopian Herald March 2017).

To obtain a broader picture regarding Ethiopian immigrants', it is important to analyze data for understanding their demographic and socioeconomic characteristics of first-generation immigrant and second-generation, such as their education level, income, and employment.

## First Generation Ethiopian

First generation Ethiopians have provided an inheritance that will resonate within the community for years to come. In a fascinating study of Azorean Portuguese descendant in Quebec, Canada, Le Gall and Gherghel (2016) discussed how the first-generation Azoreans constructed culturally vibrant transnational social spaces. Such transnational areas allowed the second generation to build and maintain their Azorean identity and participate in transnational activities. Ethiopians are among the immigrant groups often called the new African immigrants to create such spaces. Many of them settled in the Washington metropolitan area. Even though they may not have replicated pre-immigration lives in terms of concentrated settlement patterns or ethnic enclaves, they have constructed a sense of strong community centered on vibrant social institutions such as churches, community centers, and ethnic restaurants. Such environments, often designated as 'Little Ethiopia', afforded them to participate in community celebrations, family reunions, and other life cycle events. These locations also provide opportunities for members of the second and first generations to mingle and experience transnationalized social locations such as restaurants and cafés while enjoying Ethiopian food. (African and black diaspora: an international journal, Kebede 2017)

Immigrants are known to engage in entrepreneurship in higher proportions than the native-born in the USA. Most first-generation immigrants who turn to entrepreneurship do so as a means to upward mobility and socio-economic integration in the receiving country. The higher rate of self-employment of immigrants and the kinds of enterprises that they engage in have been attributed to factors that range from structural inequalities and disadvantages, to the use of and reliance on co-ethnic resources and more recently, the recognition of the interplay between structural and cultural factors in the emergence of ethnic enterprises. Having obtained a foothold in the USA and hopeful of potential economic and social gains, first-generation immigrants also look to trajectories for advancement that will benefit succeeding generations. Chacko April 2016.

Even if there is no scientific evidence regarding the behavior of first and subsequent generations of immigrants, empirical analysis tends to demonstrate that connections with family members in their home countries are less strong for second and subsequent generations. Second and subsequent generations' tendency to send money home depends largely on their individual experiences and usually occurs when they are advised to do so by their first-generation parents.

## Second Generation Ethiopian

The lives and experiences of the second-generation Ethiopian provides an understanding of how members of immigrant groups balance their own cultures and becoming American (McAuliffe, 2008).

The most powerful socialization is what takes place within the family circle. In addition to emphasizing the value of education and passing Ethiopian culture to second-generation children, the powerful force of

racialization was the most important issue most families were contend with. Almost all parents understood that being perceived as black in the US potentially overshadows all other ethnic attributes. Consequently, Ethiopian families attempt to instill in their children the value of being both Ethiopian (knowing one's family roots) and being American (getting a good education as the gateway to success in US society) and the importance of avoiding racial controversies. (African and black diaspora: an international journal, Kebede 2017).

Second generation Ethiopian American professionals manage the dual challenges of maintaining Ethiopian identities while embracing American values and aspirations and indicate their parents actively encourage them to embrace Ethiopian culture while they expect them to succeed in the US society. Parents embrace strategies of socialization which include sending children to smaller towns in the US, employing Ethiopian nannies, and moving away from metropolitan areas (African and black diaspora: an international journal, Kebede 2017).

## Education

Ethiopian immigrants speak English at varying degree and it is the medium of education in most school from the grade seventh to onwards. Thus, language proficiency helps them to acculturate fast compare to their peers from non-English countries.

<b>Educational Attainment</b>	
Population 25 years and over	177,485
Less than high school diploma	14.80%
High School graduate (includes equivalency)	23.70%
Some college or associate's degree	31.70%
Bachelor's degree	19.10%
Graduate or professional degree	10.80%

*United States Census Bureau 2016 data*

The educational attainment of the Ethiopian diaspora was similar to that of the general US population. As can be seen above, 19% of the Ethiopian diaspora members age 25 and older had a bachelor's degree as their highest credential and 11% had a master's degree. PhD or an advanced professional degree.

## Household Income

Ethiopian diaspora earned significantly lower when compared with other diasporas. Their annual median household income is \$36,000 versus the overall median US household income of \$50,000. It is the second-lowest among the median annual household incomes of 15 diaspora communities analyzed. (Migration Policy Institute RAD Diaspora Profile July 2014).

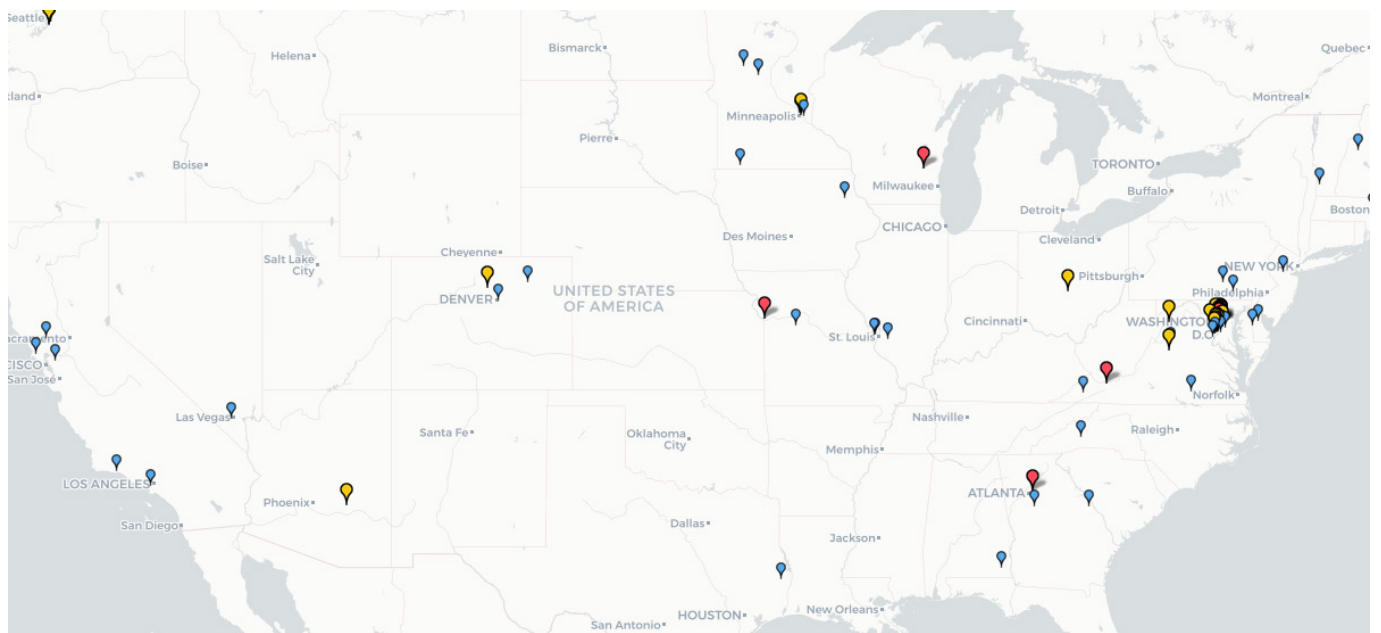
Ethiopian diaspora did not well when compared with the top quartile of the US household income distribution. The top 25 percent of the general US households fall above the annual income slab of \$90,000,

but only eleven percent of the Ethiopian diaspora reported incomes above this threshold. (Migration Policy Institute RAD Diaspora Profile July 2014).

Comparison with a top tenth of the income distribution also yields a similar yet more pronounced trend. Only three percent of the Ethiopian diaspora had annual household incomes above \$140,000, the threshold for the top ten percent US general households. Together with Mexican diaspora, they were least likely to be in the top tenth of the distribution. (Migration Policy Institute RAD Diaspora Profile July 2014).

## Geographic Distribution

Within the United States, the largest numbers of Ethiopian immigrants live in the states of California, Virginia, Maryland, Minnesota and Texas. Ethiopian immigrants are more heavily concentrated in Washington, DC and its surrounding communities than in any other metropolitan area in the country. Washington, DC, metropolitan area has the largest concentration of Ethiopian immigrants in the US, with their estimated population of 35,000 (Migration Policy Institute RAD Diaspora Profile July 2014).



Map provided by City-Data.com showing approximately the top cities with the most residents born in Ethiopia

## Remittances

The countries for which remittances are most economically significant generally share two traits: relatively small economies and relatively large diasporas. Studies have shown that remittances can reduce the depth and severity of poverty in developing countries, and that they're associated with increased household spending on health, education and small business. However, there's little evidence that they have much impact on overall economic growth in receiving countries. Researchers have suggested several explanations for this seeming paradox, including that much of the apparent increase in remittances in recent decades may be an artifact of improved measurement methods rather than more actual cash (Pew Research Center January 2018)

Diaspora Engagement Affairs Directorate General of the Ministry of Foreign Affairs lists figures based on the records of National Bank of Ethiopia. It was noted that USD 1.4 billion has been remitted in 2010/11,

USD 2.4 billion in 2012/13, USD 2.9 billion in 2013/14, and USD 3 billion in 2014/15. In 2016/17, it is estimated to hit USD 4.6 billion. (The Reporter – Fikade August 2017)

However, in January 2018 Pew Research Center estimated that \$241 million was sent in remittances from the United States of America to Ethiopia in 2016. The World Bank Bilateral Remittance Estimates for 2016 also reported that \$241 million was sent in remittances from the United States of America to Ethiopia in 2016.

## Ethiopia Remittances received by origin country

Countries	Remittance received (M.\$)
United States	241.1M.\$
Saudi Arabia	180.9M.\$
Israel	81.0M.\$
Italy	31.5M.\$
Sudan	29.8M.\$
Canada	24.7M.\$
United Kingdom	20.4M.\$
South Africa	18.2M.\$
Sweden	17.7M.\$
United Arab Emirates	17.1M.\$
Germany	12.3M.\$
Netherlands	10.6M.\$

*Countryeconomy.com chart on 2016 Ethiopia Remittance received by origin country*

## 2. MAPPING METHODOLOGY

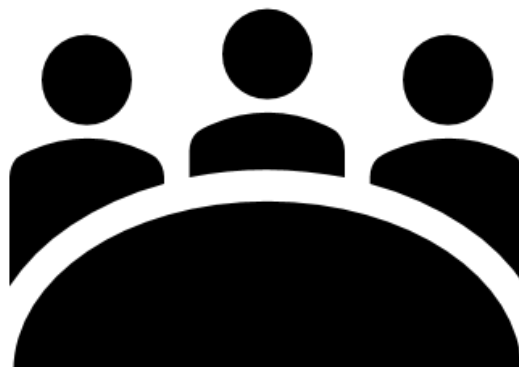
### 2.1 OUTREACH AND METHODOLOGY

A mixed-method mapping plan was designed and conducted, inclusive of a welcome and introduction to the project event held at the IOM Washington office, an on-line survey, creation of a diaspora database, one-on-one interviews and group interviews. Outreach included contact with heads of diaspora organizations, business and community leaders. With each contact made, a request was made for introductions to others in their Ethiopian diaspora network. Over 800 emails were sent by the project team (with bi-weekly follow-up emails) with the survey link and a request to participate. Additionally, during the months of April and May while the survey was open, each Sunday we met with 12 churches, an Ethiopian Muslim Community Center, 4 Ethiopian Student Associations and attended several mehabers. At each of these meetings we shared information on the project and survey and requested members of the diaspora to participate and share with their network.

Furthermore, we conducted over 50 personal one-on-one informal meetings in the Washington D.C., Maryland and Virginia area and made over 700 phone calls to diaspora members and organizations across the country to introduce our project and survey, made presentations to heads of diaspora organizations including a presentation to the board of the Society of Ethiopians Established in Diaspora (SEED) where we shared information on the project with board members and requested they share with their membership and website.

It should be noted that at the time the outreach was conducted, the political situation in Ethiopia was very different to the current situation. Diaspora members were wary and suspicious and not inclined to speak with us or share information with us. Most diaspora members were not aware of IOM and we were asked why we were doing this mapping project as they were not aware of such a project ever being done. Special attention was paid to the quality of our outreach in addition to the quantity. As part of our outreach, we researched diaspora members who were influential within their community with the diversity required (age, gender, profession) and met and engaged with them personally. We hosted lunches and coffee meetings to present our project, our personal experience and work history on diaspora engagement projects and cultivated relationships built on trust, aimed at sharing information on our project to as wide an audience as possible. It is important to note that during this outreach, attention to detail was placed on work ethic, confidentiality, punctuality, respectfulness and humility. Moving forward it is critical that these points are recognized and maintained to build trust when interacting with the diaspora.

To summarize, 400 unique diaspora organizations were identified in the United States, 6 group interviews were held diaspora members in the Washington, D.C, Maryland and Virginia areas, one-on-one interviews were held with 30 diaspora members across the United States and over 410 diaspora members participated in an online survey but only approx. 250 completed the survey.





## 2.2 DIASPORA ORGANIZATION DATABASE

The database of diaspora organizations was initially created from the 501c3 non-profit organization filings in the United States. This list was supplemented by numerous internet searches via social media websites and discussions with diaspora members to identify additional organizations. Data for each organization (e.g., leadership, contact information, mission statement, and social media footprint) was collected via internet searches and the mapping team reached out to each organization via telephone or email. Also, the survey link and overview of the project was shared with each organization. In several cases members of the mapping team met in person with organizations in the focus area to share information on the survey and overall project.

Additionally, a meeting was held with the Ethiopian Embassy in Washington DC where the initial database was shared with embassy staff with the request for additional contacts and organizations. A few organizations and contacts were shared by the Embassy with the project team.

In the majority of cases diaspora organizations were reluctant to share their membership numbers with the project team. Diaspora members were suspicious as to why we needed these numbers. This is not unique to this diaspora as in many cases diaspora organizations do not have this data or tend to inflate membership numbers.

Information collected from the organization's mission statement and communications with diaspora organization leadership was used to classify each organization in the database into one of the following diaspora organizational type categories:

- **Community** – organizations whose mission focuses primarily on cultivating a sense of community and identify and whose activities are primarily social and cultural in nature.
- **Development** – organizations whose mission focuses on the economic or social development of the country of origin and whose activities are primarily driven at raising money and volunteerism from the diaspora to achieve development ends in the country of origin.
- **Faith-Based** – organizations whose mission is focused on the spiritual well-being and identity of a diaspora community and whose activities are religious in nature.
- **Education** – organizations whose mission is focused on education and professional development including the language, history and/or culture of a country of origin.
- **Professional** – organizations whose mission is to provide professional networking and/or mentoring opportunities for the diaspora and whose activities are mostly career-focused in nature.
- **Social Services** – organizations whose mission is to provide social services to diasporas in countries of residence whose activities are largely assistance-related to diasporas in the local community.
- **Student organizations** whose mission is to provide social opportunities for university or college students and whose activities are primarily social/networking in nature.
- **Women** – organizations whose mission is to provide targeted support, activities, and/or advocacy to female diasporas in countries of residence or that organize in some way for specific social or economic impact on women in the country of origin.
- **Youth** – organizations whose mission to provide targeted support, activities, and/or advocacy to youth diasporas in countries of residence or that organize in some way for specific social or economic impact on youth in the country of origin.

## 2.3 GROUP INTERVIEW AND ONE-ON-ONE INTERVIEW METHODS

Interview discussions were semi-structured, designed to explore the opinions and perspectives on diaspora engagement, the willingness of the diaspora to contribute to the development of Ethiopia, the perceived challenges to diaspora engagement and specific areas of interest to the diaspora. Interview participants were recruited by the project team and recruitment sought to include individuals who represent the diversity of the diaspora in terms of age, education, gender, immigrant generation, income/wealth, religion, and occupation. Leaders in the diaspora were also queried on their suggestions for the best methods for reaching the diaspora to both enhance survey respondent reach, interview candidates and also for future communication efforts.

Group Interview sessions were held in Silver Springs - Maryland, Alexandria - Virginia and Washington, D.C. One of the sessions in Washington D.C. was held at George Washington University in Washington, D.C and focussed on both first and second-generation Ethiopian diaspora students. Group interviews were designed with the project team guiding participants through interview questions but allowing discussion among participants to shed richer and deeper insight into areas of interest for diaspora engagement and why diaspora members would be willing or not willing to contribute to the development of Ethiopia.

Additionally, diaspora members already engaged in projects in Ethiopia were interviewed. The profiles of interview participants can be viewed in Appendix A.

## 2.4 SURVEY METHODS

Based on input from interviews and IOM stakeholders, an online survey was designed to query Ethiopian diasporas about their interest (types and levels) in engagement with Ethiopia, volunteerism (both in governmental and non-governmental organizations), financial contributions (remittances, charity, and business investment) and perceived obstacles to contributing to the development of Ethiopia.

The survey link was distributed to all individuals who participated in interviews as well as to all identified diaspora organizations and diaspora organization leaders. All diaspora members were encouraged and reminded to distribute the survey link widely in their personal networks. Additionally, a member of the Voice of America, Africa Division attended one of our group interview sessions and shared details of the survey on the Ethiopian program.

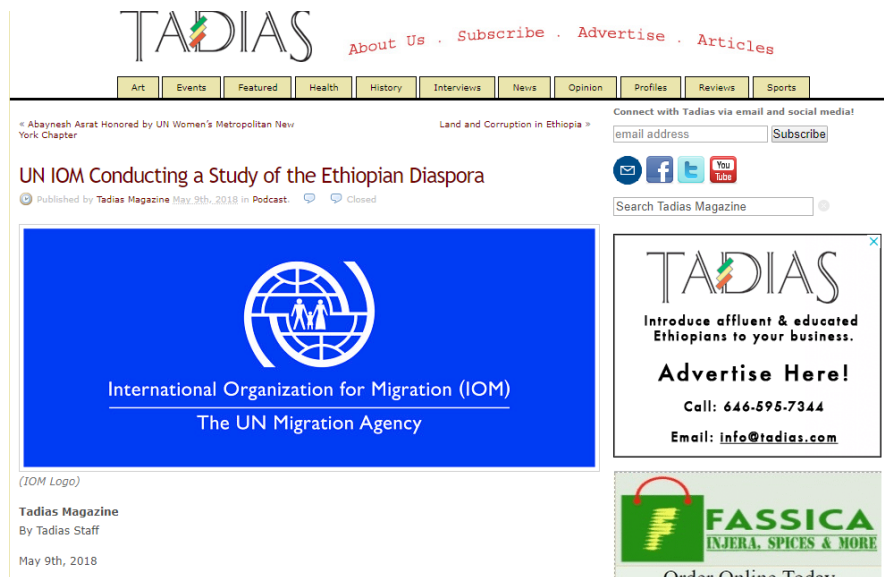
The survey link was also widely and regularly distributed on social media (Facebook, Twitter) by both the project team, by leaders in the diaspora community and IOM Washington (see screen shot below about the Facebook post).





Additionally, Tadius, a US based news magazine tailored to the Ethiopian Diaspora community shared details on the survey in their newsletter and on social media.

The survey was launched April 6th and was closed on May 30th. A total of 410 Ethiopian diaspora members participated in the survey but only approx. 250 completed the survey.



## 2.5 LIMITATIONS OF THE STUDY

This study captured the views of a sample of the Ethiopian diaspora in the United States. Although significant efforts were made to reach the widest audience possible, certain limitations did affect the overall results of the study. However, the data collected is still valid and representative of the views of the diaspora.

One important limitation was the timing of the study. The data presented in this study presents the views of the diaspora at a moment in time (February – May 2018); the situation in Ethiopia has changed substantially since the data was collected with the visit of Prime Minister Abiy to the United States in July 2018. At the time this study was conducted, this was the first time the diaspora was formally asked for their views on engagement with Ethiopia in the form of a survey or in-depth discussion. Many members of the diaspora were wary and suspicious and questioned why these questions were being asked. Many associated the project with a political movement and given the politics at the time in Ethiopia, many diaspora members did not want to be involved. Even though the survey was anonymous, many were afraid to participate. This resulted in a lower number of survey participants than desired. Obtaining the trust of the diaspora community was a serious challenge and limitation at the time this study was conducted. Nevertheless, with a diverse selection of ambassadors, this challenge was overcome.

A second limitation was the reliance on the mobilized diaspora. The study is largely dependent on participation from the mobilized diaspora. The dynamics of the original home country typically determines how mobilized a diaspora is. Implementation of diaspora policies to cultivate, maintain and deepen relations with the diaspora community contributes to a mobilized, transnational community. There were limitations during this study in reaching the mobilized Ethiopian diaspora.

A third limitation is the geographic scope; while it is true that the larger Ethiopian diaspora is in Washington D.C. area, they may not be representative of the larger United States or worldwide diaspora. With additional resources to support a grassroots social media campaign this study could have had a larger pool and more diverse demographic to work with.

This study provides good indicators for policy makers and international agencies who would like to develop programs or projects for diaspora engagement. Programs and projects involving any diaspora should be validated by the targeted diaspora before being launched.

### 3. ETHIOPIAN DIASPORA DEMOGRAPHIC PROFILE

#### 3.1 GENERATION, COUNTRY OF ORIGIN & RESIDENCE

Most survey respondents (76 percent) were born in Ethiopia. 20 percent were born in North America (US & Canada), and only 4 percent were born somewhere else in the world (mostly Ethiopia’s neighboring countries). In the United States, the Diaspora community are scattered in different states. The DMV (DC, Maryland, Virginia) accounts for 41 percent of survey participants in the US, following up by California (18 percent), Texas (10 percent) and Colorado (8 percent). The remaining (24 percent) of the people live across different states in the US. The map below illustrates the concentration of the population by state (see Exhibit 1)

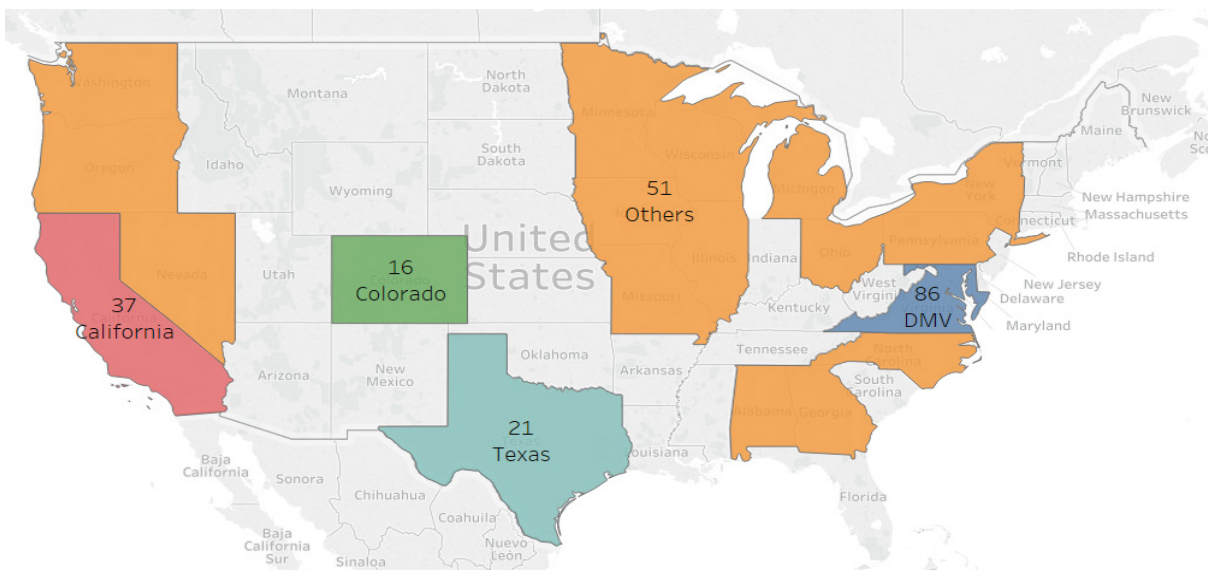
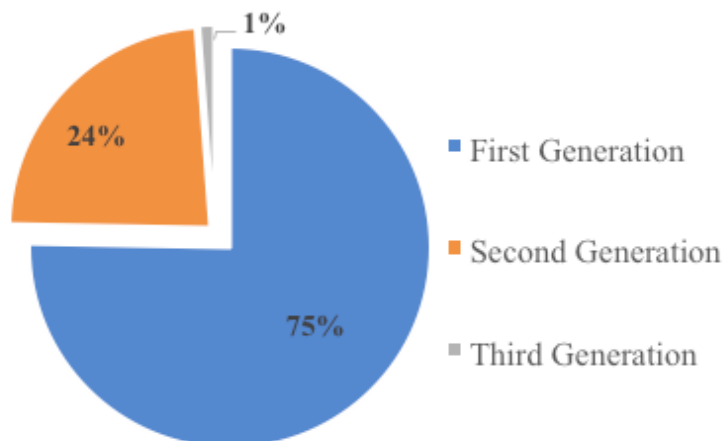


Exhibit 1. Geographic Distribution of Survey Participants in the US

Exhibit 2. Diaspora Generation

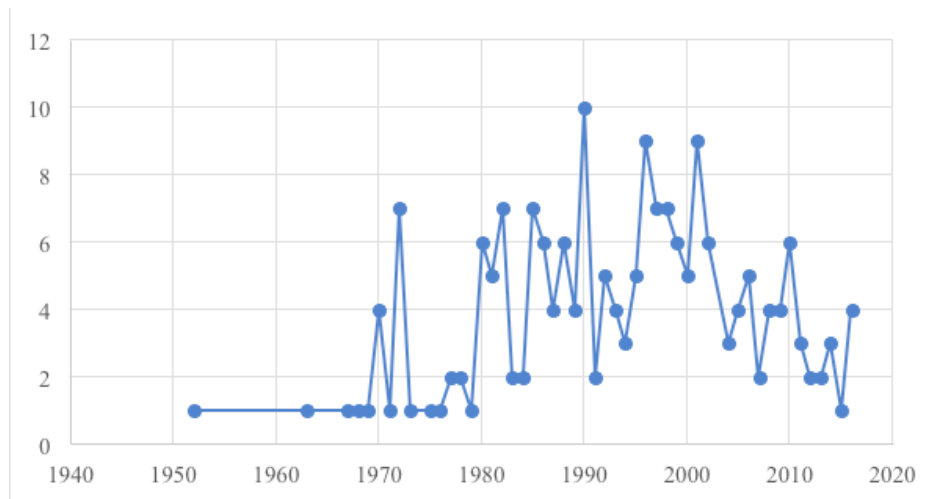


It should be noted that 75 percent of the survey respondents are first generation, while 25 percent are second and third generation (see Exhibit 2).

The majority of survey respondents arrived in the United States of America after 1980. During the period from 1980 to 1999 survey results show that 55 percent of survey respondents arrived with 32 percent arriving between 2000 to present.

77 percent of early immigrants (before 2000) are from the Ethiopia capital, Addis Ababa. The later immigrants (after 2000) come from much more diverse cities across Ethiopia with the majority from Addis Ababa (52 percent)

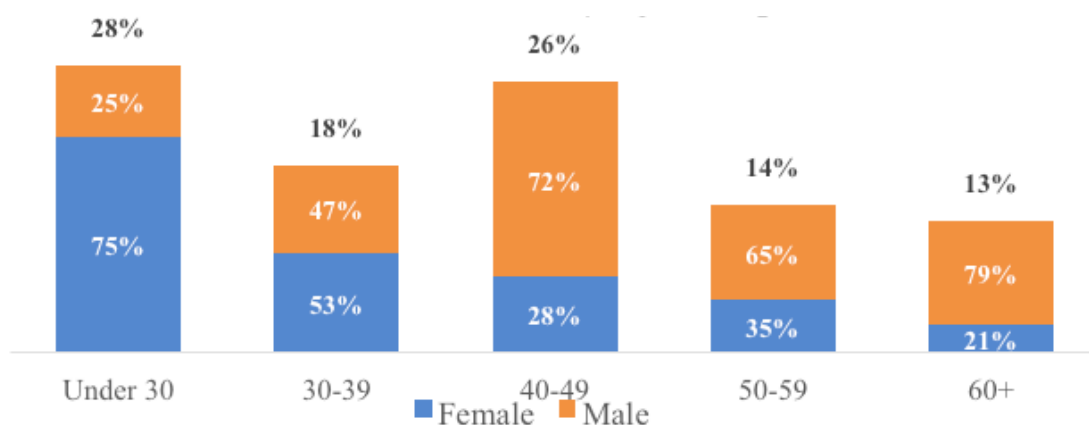
**Exhibit 3. Year Arrived in Country of Residence**



### 3.2 AGE AND GENDER

Survey respondents ranged in age from 16-79 years of age. The average age was around 41 years old. There are 117 female respondents with an average age of 34 and 139 male respondents with an average age of 46. The age profile was skewed very differently between male and female. The majority of female respondents are under 40 years old while the majority of male respondents are over 40 years old. The gender distribution by age group is shown in Exhibit 4.

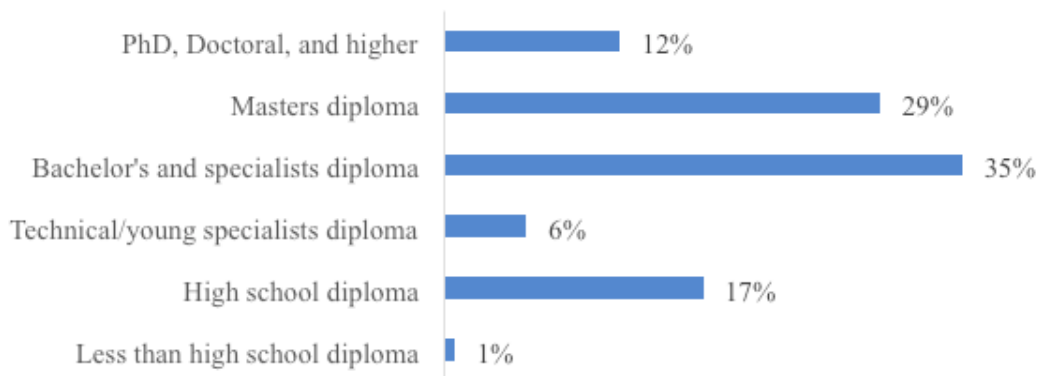
**Exhibit 4. Gender By Age Group**



### 3.3 EDUCATION

Overall, the survey respondents have achieved a high level of education. 35 percent of respondents received bachelor's and specialist's diploma, and 41 percent received postgraduate degrees (Master, Ph.D. or higher). 6 percent attained a technical diploma, and 17 percent had a high school diploma. Our analysis shows that in terms of gender, an equal number of males versus females achieved a bachelor's degree, however 69% of male respondents versus 31% female respondents achieved a master's degree. In terms of a PhD or doctoral degree, it was noted that 73% were male respondents whereas only 27% were female. Additionally, in all three categories, the respondents were first generation Ethiopians i.e. born in Ethiopia.

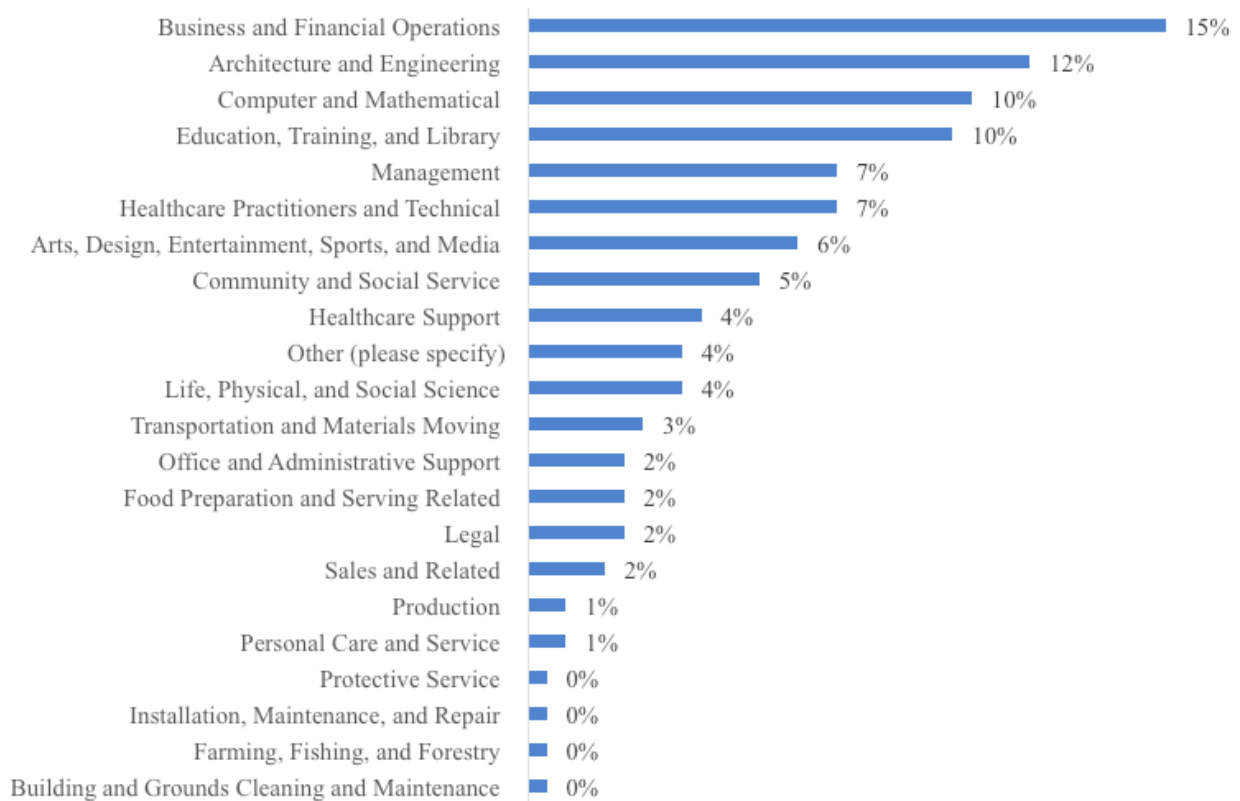
**Exhibit 5. Highest Education Level**



### 3.4 OCCUPATION

As shown in the chart below, the majority of survey respondents are in occupations related to Business/Finance, Architecture/Engineering, Computer/Mathematical, Education and Healthcare. It is interesting to note that further analysis shows that respondents in the Computer/Mathematical sector had the highest number of respondents who were interested in volunteering their time in their country of residence working on specific projects in Ethiopia and also volunteering their time to work in a school or other educational institution in Ethiopia while respondents in the Healthcare had the highest number of respondents interested in financial donations in Ethiopia, in kind donations to organizations in Ethiopia, volunteering in a village community on a specific project in Ethiopia and of course, as to be expected, volunteering in a hospital or other healthcare setting in Ethiopia. Respondents from the five categories above all listed an interest in volunteering as an intern or mentor for non-profit and for-profit firms in Ethiopia as well as an intern or mentor in a government agency. It should also be noted that respondents in these categories also indicated overwhelmingly that they receive information about what is happening in Ethiopia or the Ethiopian diaspora through social media. Receiving information through phone calls came in second. Additionally, female respondents were higher in the Healthcare sector while male respondents dominated the Computer/Mathematical and Architecture/Engineering sectors. The majority of respondents in these five categories are first generation Ethiopians.

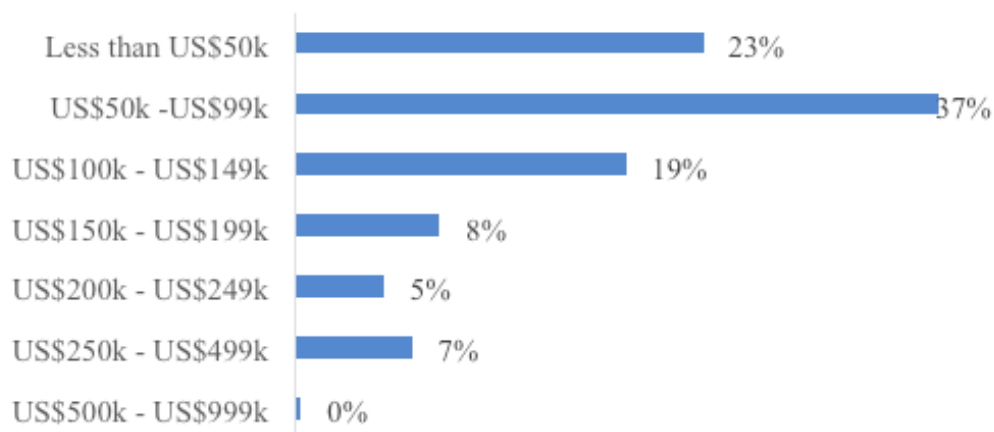
### Exhibit 6. Occupation



## 3.5 INCOME

Our survey results suggest that on average the Ethiopia diaspora possess relatively moderate levels of household income: 60 percent have a family income of less than US\$100k, and 27 percent earn between US\$100k and US\$200k. When asked “which of the following statements best describe why you invest in Ethiopia” the majority of respondents across all income brackets indicated that they invest in Ethiopia to make a social impact, they feel it is their personal duty to invest in Ethiopia, they feel a sense of personal accomplishment when they invest in Ethiopia and they take great pride in making investments in Ethiopia.

### Exhibit 7. Annual Family Income

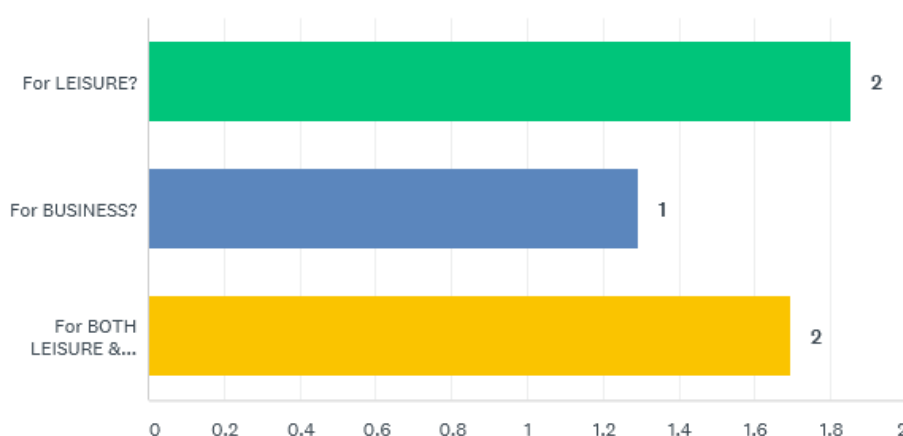


## 4. ETHIOPIAN DIASPORA ENGAGEMENT

### 4.1 TRAVEL

In our survey, the respondents were asked how many days they traveled to Ethiopia in the past three years and for which purpose (leisure, business or both). Leisure trips are the most common reason that the Ethiopia diaspora (44 percent) made a trip home in the past three years, followed by combined business and leisure trips (37 percent), and business only trips (19 percent) (See Exhibit 8 below)

Exhibit 8: Visits to Ethiopia



### 4.2 REMITTANCES, DONATIONS & BUSINESS INVESTMENT

Survey participants indicated significant engagement with Ethiopia through remittances, investments and charitable donations. In the past three years, over half (56 percent) of respondents sent remittances annually to friends and/or family in Ethiopia ranging from \$25 to \$600,000. It should be noted that the maximum totals include group remittances and investments to larger projects.

In total, nearly half (44 percent) of survey respondents gave at least one charitable donation or made investment to Ethiopia over the past three years. The donations/ investment amount ranged in size from \$10 to \$300K.

### 4.3 VOLUNTEERISM

The survey showed a much higher interest in volunteering in local non-governmental organizations (NGOs) than in governmental organization. Approximately 24 percent of survey respondents spent at least one full day in Ethiopia over the past three years volunteering for a local NGO. Only 11 percent volunteer in governmental organizations in the same time.

	Volunteer in NGO (number of days)	Volunteer in Government (number of days)
Max	300	120
Total	4050	1496

Exhibit 9: Forms of Voluntary Engagement

# 5. ETHIOPIA DIASPORA’S INTEREST IN CONTRIBUTING TO THE DEVELOPMENT OF ETHIOPIA

The Ethiopia diaspora shows a very high interest in contributing to their home country. 65 percent of survey respondents have a strong interest while only 3 percent have no interest. To measure the degree to which they are interested in investing their human and financial capital in Ethiopia, the survey asks respondents to gauge their interest in different activities on a five-point scale (1=no interest; 5=strong interest). The level of interest in volunteering for Ethiopia in general—either for Ethiopia’s projects in the country of residence or for short-term projects (less than three months) taking place in Ethiopia—was fairly high.

Volunteer interest in opportunities in countries of residence was higher than those requiring a short-term visit to Ethiopia, such as volunteering in educational organizations, in a non-profit organization or a village community within Ethiopia. Survey respondents also show interest in volunteering in a government agency and for-profit companies in Ethiopia. The Ethiopian diaspora are also interested in donations to organizations in Ethiopia, and many prefer to give to in-kind donation such as materials, equipment more than financial donations.



Exhibit 10: Ethiopia Diaspora’s interest in contributing to development in Ethiopia

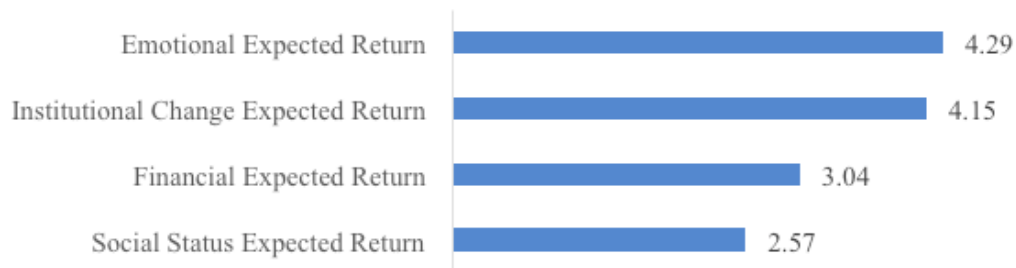


## 5.1 INTEREST BY MOTIVATIONAL TYPE

Diasporas invest in Ethiopia for several reasons, including emotional, financial, and social-status motivations. The survey was designed to identify which diaspora motivation dimensions are relatively more prominent to the Ethiopian diaspora community (1=strongly disagree; 7=strongly agree). Among the four dimensions, Institutional Change expected returns and Emotional expected returns has the highest score (mean of 4.29 and 4.15). The Ethiopian diaspora wants to invest in Ethiopia because they want to make a social impact and feel proud and accomplished when doing so.

Financial (mean of 3.04) and Social Status expected returns (mean of 2.57) comprise a second-tier of diaspora investment motivations. These returns are considered much less important when considering investing to their country of origin compared to Institutional Change expected returns and Emotional expected returns.

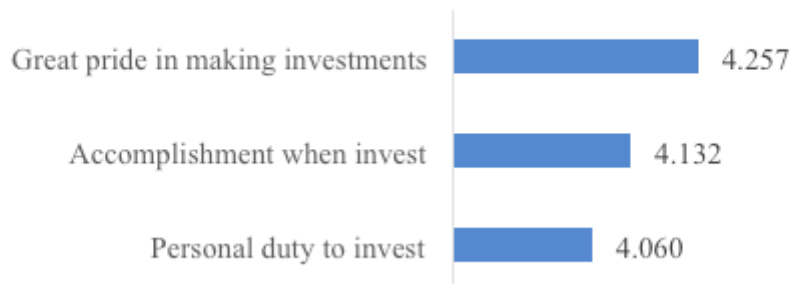
**Exhibit 11. Interest By Motivation Type**



### Survey Results – Diaspora Investment Motivations, Institutional Change Expected Returns by Item

To identify potential institutional change motivations for diaspora investment, the survey asks Ethiopians about their desire to make a social impact. The result shows very high agreement (4.29) in the importance of this motivation.

**Exhibit 12. Emotional Expected Returns**



### Survey Results – Diaspora Investment Motivations, Emotional Expected Returns by Item

The three questions to determine Institutional Change Expected Returns has a very similar score. Pride (4.26), Accomplishment (4.13) and Personal Duty (4.06) are important Institutional Change drivers for the diaspora.



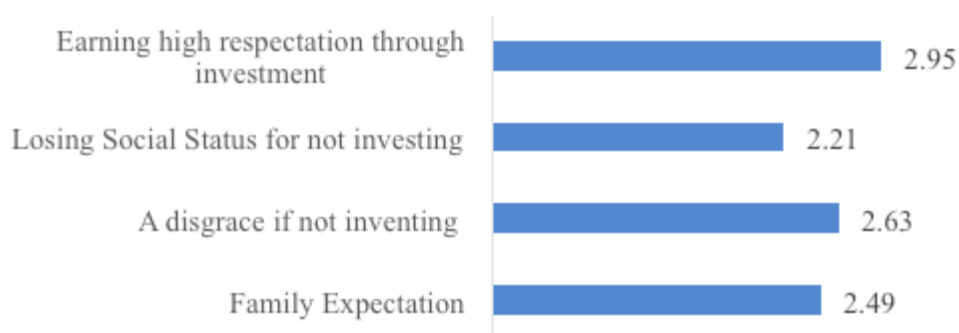
**Exhibit 13. Financial Expected Returns**



**Survey Results – Diaspora Investment Motivations, Financial Expected Returns by Item**

Financial motivations, such as an expectation that diaspora could gain personal financial independence (3.32) and profitability (2.76) through investment received very low to moderate levels of agreement among survey respondent

**Exhibit 14. Social Status Expected Returns**



**Survey Results – Diaspora Investment Motivations, Social Status Expected Returns by Item**

Social-status expected returns, such as gaining respect through investment (2.95), expecting a disgrace if not investing (2.63), fulfilling family expectations (2.49), and losing social status within the diaspora community (2.21) has weak levels of importance in investment decisions.

## 5.2. INTEREST BY INDUSTRY

When asked which industries they found most attractive for investment in Ethiopia, Education industry received the highest mean attractiveness score (mean = 5.9) (See Figure below). Information and communication technology and Healthcare sector also received strong attractiveness scores (means = 5.6). Tourism and Hospitality, Sanitation/water (mean = 5.4) and Energy (mean = 5.2) were also strong mentions. The mining sector received relatively less diaspora enthusiasm for investment (mean = 4.4).

**Exhibit 15: Investment interest by industry**

Industry	Mean (Standard Deviation)
Education	5.93
Information and communication technology	5.57
Healthcare	5.55
Tourism and Hospitality	5.40
Sanitation/water	5.36
Energy	5.23
Manufacturing and assembly	5.13
Financial Services	4.97
Construction/infrastructure	4.90
Agriculture/fisheries/livestock	4.86
Industrial Parks	4.81
Textiles and Garments	4.74
Leather Shoes and Leather Products	4.48
Horticulture	4.41
Mining	4.38

\*Scale 1-7; 1=Not Attractive at All; 7=Extremely Attractive

### 5.3. INTEREST BY REGION

To measure how important Region as a factor when thinking about contributing/investing in Ethiopia, the survey asked respondents to rank 1-7, as 1 = Extremely Unimportant and 7 = Extremely Important. The mean score of the respondents is 4.3, suggesting region is not important when investing.

When asked what region/s they would choose to invest/contribute in, 169 respondents advised that Addis Ababa, the capital of Ethiopia (18 occurrences) is the first choice, the second choice is Amhaara.

### 5.4. INTEREST BY GENDER

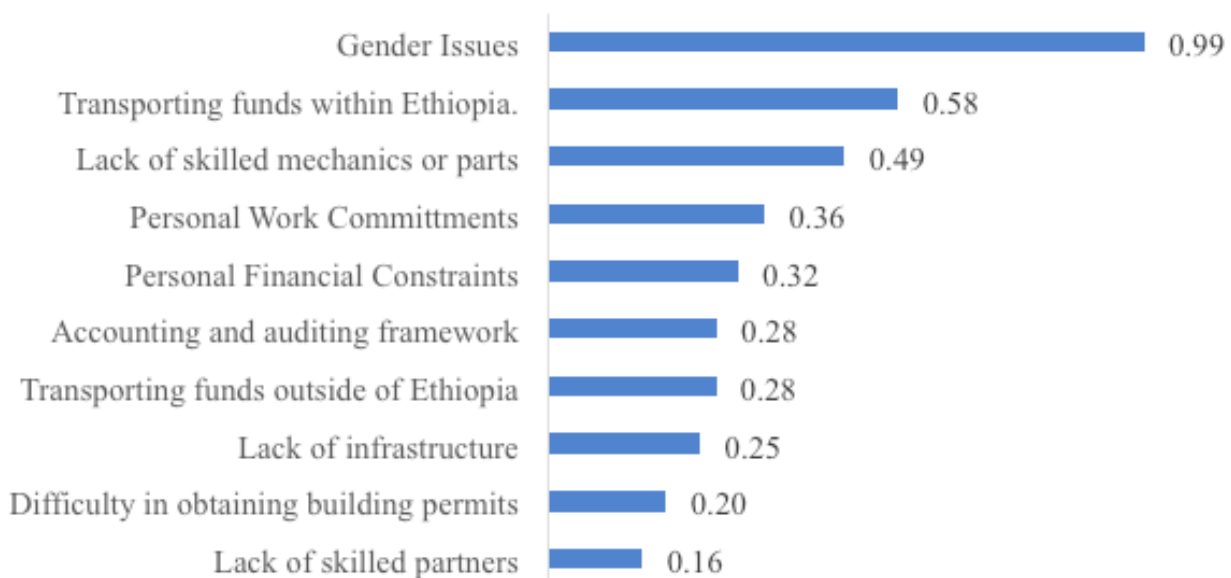
In general, both male and female diaspora shares many similarities regarding the investment decision in Ethiopia. For example, they show similar levels of interest and motivation type across all portfolio investment reasons and categories.

However, there are a few notable differences between two genders. In the past three years, Female respondents are travelling much less than their male counterparts for business purposes (0.25 days vs 0.85 days on average), remitting (\$564,005 vs \$2,794,147 in total) and donating/investing (\$441,495 vs \$1,841,607 in total). However, they contribute more volunteer days than male respondents (15 days vs

13 days on average). Also, females are slightly more interested, than their male counterpart (interest score of 4.21 vs 4.1 in a scale of 5), in contributing to the development of Ethiopia, sending donations and volunteering in different projects either in their country of residence or Ethiopia (interest score 3.65 vs 3.34 in a scale of 5). This shows that even though females may not have as many financial resources to contribute as their male counterparts, they still very engaged and want to contribute much within their capability.

When it comes to obstacles for investment, both genders were asked to rate 27 different possible obstacles to diaspora investment in Ethiopia on a seven-point scale (1=Not An obstacle; 7= Extremely Important obstacle). To understand the difference between the perceived obstacles between male and female, we calculated the difference in scores of both gender in each obstacle. 19 of 27 obstacles have a difference score less than 0.2, suggesting that both genders share the very same level of concern for the majority of issues. However, there are few different level of concern in some issues (see Exhibit 16). Two biggest difference in perceived obstacle between male and female are gender issues and transporting funds within Ethiopia.

**Exhibit 16. Difference in ranking score ( Female vs Male)**



## 6. PERCEIVED OBSTACLES TO ENGAGEMENT

The list of diaspora-perceived major obstacles to engagement was varied with 27 different possible obstacles to diaspora investment in Ethiopia (e.g., issues related to government, infrastructure, property rights, finance, and human capital) presented on the survey; 13 received a mean score of a 4.0 or greater on a seven-point scale (1=Not An obstacle; 7= Extremely Important obstacle).

Most of the government-related issues included on the survey were rated 4.0 or greater, including lack of government accountability (4.47), fraud or corruption (4.40), unpredictable future government policies (4.38), taxes on imported products (4.24), difficulty in getting the attention of government officials (4.23), unclear import/export procedures (4.23), political instability (4.18), long time to import goods (4.16), communication between government and diaspora leadership (4.13), long procedure for registering a business (4.11), and Regulation on transferring capital in and out of Ethiopia (3.99). The obstacle of personal Safety and security concerns (3.56) and the inability for non-resident Ethiopians to vote (3.00) were perceived to be relatively less significant for diaspora compared to the other government-related issues (See Exhibit 17). This was also confirmed during interviews with diaspora members. As an example, a diaspora member advised that 2 years ago she moved back to Ethiopia as she wanted to invest and make a difference but unfortunately after trying for several months she gave up and moved back to the US. Lack of information and lack of support at government offices were the main contributors.

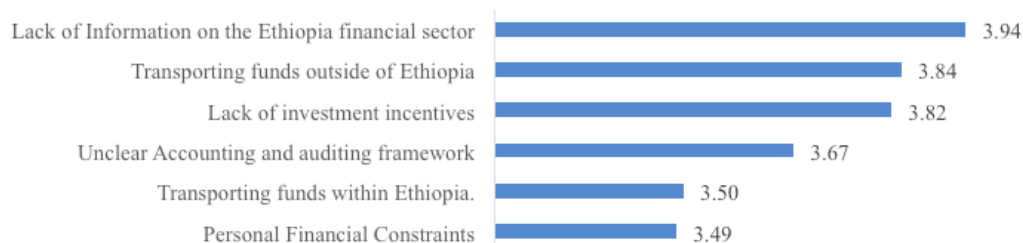
**Exhibit 17. Government-Related obstacles**



\*Scale 1-7; 1= Not An obstacle; 7=Extremely Important Obstacle

Six issues related to financial issues received a mean score from 3.59 to 3.94, including lack of information on the Ethiopia financial sector (3.94), difficulty in transporting funds outside of Ethiopia (3.84), lack of investment incentives (3.82), unclear accounting and auditing framework (3.67), transporting funds within Ethiopia (3.50), and personal financial constraints (3.49). (See Exhibit 18)

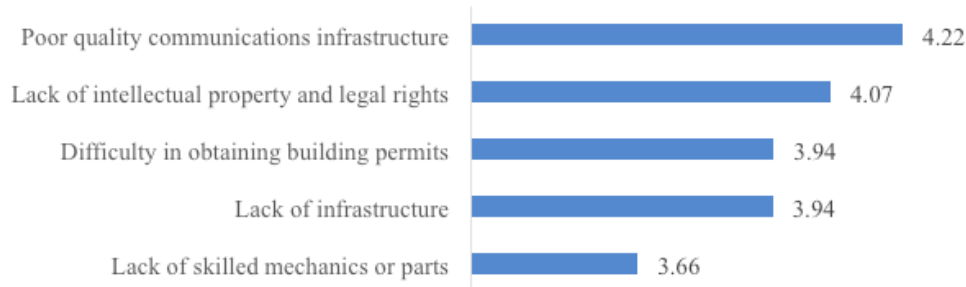
**Exhibit 18. Financial Obstacles**



\*Scale 1-7; 1= Not An obstacle; 7=Extremely Important Obstacle

Some infrastructure and property rights were also among the important diaspora-perceived obstacles to investment. Difficulties like the poor-quality communications infrastructure and lack of intellectual property and legal rights score 4.22 and 4.07 respectively. The other infrastructure issues such as difficulty in obtaining building permits, lack of infrastructure and lack of skilled mechanics or parts score 3.94, 3.94 and 3.66 respectively (See Exhibit 19)

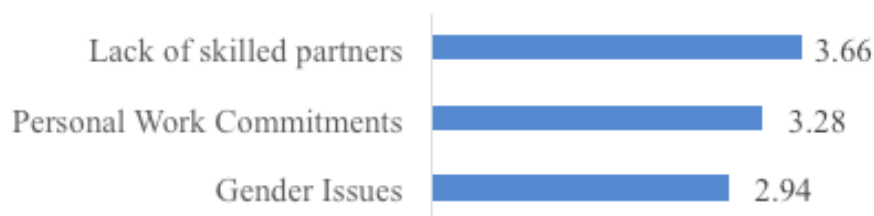
**Exhibit 19. Infrastructure & property right Onstacles**



\*Scale 1-7; 1= Not An obstacle; 7=Extremely Important Obstacle

The human capital issues are generally considered not as difficult to deal with compared to other issues, including lack of skilled partners (3.66), personal work commitments (3.28), and gender issues (2.94). (See Exhibit 20)

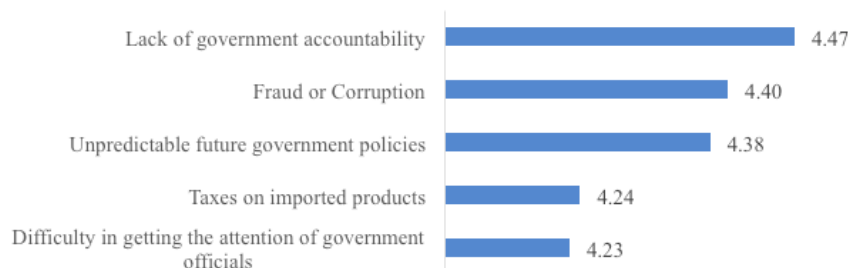
**Exhibit 20. Human Capital Obstacles**



\*Scale 1-7; 1= Not An obstacle; 7=Extremely Important Obstacle

All top-five greatest diaspora-perceived obstacles to investment in Ethiopia (in order of importance) are Lack of government accountability, fraud or corruption, unpredictable future government policies, taxes on imported products, and difficulty in getting the attention of government officials (see Exhibit 21). This result indicates the most important concern when investment to their country of origin is the poor performance and credit of Ethiopian government

**Exhibit 21. Top 5 perceived Obstacles**



\*Scale 1-7; 1= Not An obstacle; 7=Extremely Important Obstacle

## 7. INTERVIEWS

Group Interviews and One-On-One Interviews were conducted in March, April and May 2018. Interview participants were recruited by the project team and recruitment sought to include key informants and individuals who represent the diversity of the diaspora in terms of age, education, gender, immigrant generation, income/wealth, religion, and occupation. Additionally, special attention was paid to ensure group interview participant profiles were varied to encourage and promote discussions with varying perspectives. Interview participants included but were not limited to educators, health professionals, business professionals, student organization members, young professionals, leaders of diaspora organizations, religious leaders, cultural and arts professionals, legal professionals and members of the Imperial family.

Interviews suggest that overall, the Ethiopian Diaspora are interested in engaging in Ethiopia, and in many cases are already engaged in many programs.

Participants were asked what type of support they would be interested in contributing and in what sector. In terms of interest by industry, most of the college educated and working-class professionals displayed an interest in agriculture. Many agreed that industries in Ethiopia such as the coffee industry, flaxseed industry, and fruits and vegetable farming were all areas they are interested in getting involved in. Many of them mentioned that many Ethiopian-Americans have invested in these industries and have been successful. They also advised that the government is supportive to individuals interested in these industries and show their support by offering generous loans.

There was also interest in engaging in real estate. Many diaspora members discussed that they already own property in Ethiopia and will continue to buy more property. In addition to real estate, these individuals suggested that they were interested in education and healthcare.

In terms of education, a diaspora member who is a university professor advised that his university is involved in a book program where surplus books on technology, science and finance are shipped to universities in Ethiopia. The last shipment contained over 150,000 books. He would like to see more of these types of partnership programs where universities in Ethiopia partner with leading universities around the world.

Another diaspora member suggested that technology is an area where diaspora members can play a role and suggested Enterprise Resource Planning Tools can be developed and shared with universities in Ethiopia. He is currently working on a project with Addis Abba University. These types of tools would allow more efficient production as a whole.

In terms of interest by region, rather than being interested in certain regions, most of the members of this group suggested that they were interested in the development of Ethiopia as a whole. Many suggested that they did not want to see certain ethnic regions grow faster than others. However, some individuals stated that they would be interested in engaging in rural cities.

Similar to the college educated and working-class professionals, the non-degree holding working class members have indicated interest in engaging in Ethiopia. Like the educated group, this group is also very interested in agriculture. However, this group also displayed more interest in construction, service, and quick income generating industries. These individuals suggested that they were very interested in Ethiopia's growth and development in the long run, but the majority of these individuals were primarily focused on how they could profit themselves. Many of these individuals emphasized that they were interested in farming and agriculture and profit-sharing opportunities in Ethiopia with farmers. This group also displayed interest in engaging in volunteer efforts. Many of these individuals showed interest in volunteering in feeding programs, education initiatives, and school expansions.

Participants were also asked what do you think Ethiopia needs in terms of investment/development? The results of our data indicate that the diaspora is very interested to see a shift of focus in development in Ethiopia and there is no surprise in the top areas of interest; health, education, access to finance, technology, capacity building and work ethic.

Many diaspora members have emphasized the importance of the education sector as there are issues and gaps with the curriculum. As an example, Amharic, as the official language of Ethiopia, should be taught as a requirement in all ethnic regions to encourage fluency in Amharic as a means of promoting a more representative distribution of ethnicities in the Federal Job market. A review of the curriculum should be performed to better prepare youth for the job market.

The diaspora advised that Ethiopia has come a long way and has seen substantial economic growth but believes that education is critical. “There has been a deterioration in the level of education and particularly skill-based education which needs to be addressed”.

It is felt that the current diaspora engagement in Ethiopia is only focused and encouraged by the government on certain sectors including real estate, construction, and “fast profit” industries such as chemical imports and exports. Many members of the college educated diaspora would like to see a shift of focus from these industries to more long-term investments such as healthcare, education, and rural development.

Another area of focus needs to be access to finance. Today there is minimal facility for microcredit or small bank loans. This issue directly affects entrepreneurship and the ability of small business owners to build financial security and their business.

Additionally, many diaspora members are interested in youth programs and feel that this needs to be a focus in Ethiopia; programs that will empower young, disadvantaged Ethiopian children (particularly girls) and provide the educational, health and human resources for academic, social and personal success. One diaspora member is already engaged in a program in Ethiopia through a diaspora organization, the Eyes Foundation.

There is a lack of accountability in the workplace and overall work ethic is low especially in government offices and banks. We need to look at the work culture and attitude.

Technology should be another area of focus. Access to information and digital information in government institutions will enable more efficient processes.

Capacity Building locally and providing the right support for businesses to thrive is key. As an example, approx. 80% of the population is involved in farming so providing support to farmers should be a priority.

Providing opportunities for talent to move across ethnic regions is required. Labor and capital do not move across ethnic lines. Ethnic restrictions need to be lifted. Approximately 1.4 million have been displaced and while there is no law that says labor and capital can't move across ethnic lines, the reality is it has divided and displaced people who are of one ethnic group but live in a regional state of another. This has been documented several times over and is a byproduct of ethnic federalism. The recent turmoil in the Benishangul Gumuz where over 500 Amharas were displaced is another negative byproduct of ethnic tensions that were created because of relegating certain ethnic groups to certain regional states they identify with while not recognizing how different groups can live in all regions.

A water purification system is needed in Ethiopia as this is a neglected item in rural parts of the country. Using solar panels will make it easy to maintain. This was highlighted as much needed in Ethiopia.

Additionally, diaspora members interviewed were asked what the best way would be to communicate with the Ethiopian diaspora on further participation in developmental efforts in Ethiopia

Overwhelming diaspora members advised that the following would be the best way to communicate;

- Facilitate open and candid communication channels with the government and diaspora where the government is willing to work unconditionally with all diaspora. These meetings can be managed through diaspora organizations and churches.
- Create offices in embassies to handle diaspora affairs and development activities. These offices should not be hindered by the everyday consular activities of the embassies.
- Provide partnership information on the Ethiopian Diaspora website.
- Social media



## 8. CONCLUSION

The Ethiopian diaspora in the United States is a highly organized, multi-generational, proud diaspora with significant human, financial, and social capital. Recent events in Ethiopia with the announcements from the Prime Minister have in many cases rekindled and strengthened the Ethiopian diaspora ties with their country of origin/heritage.

The survey and interviews were completed before the announcements from the Prime Minister, so we revisited a few diaspora members to see what may have changed in their perception of diaspora engagement. There seems to be a more positive outlook and an excitement created within the diaspora community. Many are hopeful that real changes will come, and this is not just idle talk. The new mood has created hope and renewed interest that there will be changes in Ethiopia that will allow the diaspora to become more engaged in sustainable development and specifically in areas of interest to the diaspora.

Some diaspora members have already returned home and are eager to start projects to stimulate sustainable development in Ethiopia. Support programs need to be in place to follow through on the momentum and excitement within the diaspora. The foundation of effective diaspora engagement is trust so we must implement concrete actions to ensure success of such initiatives.

The following are direct quotes from 6 members of the diaspora interviewed in September 2018 following Prime Minister's reform announcements:

“The changes that have happened in the past few months, since April 2018, have been spectacular. There has been an overwhelming amount of good will, hope and a sense of possibility that has come over the country with the change in tone, language, approach and the actions taken by the new prime minister, Dr. Abiy Ahmed. His immediate actions such as the release of hundreds of political prisoners, peace with Eritrea, the opening up of the media space, the diplomatic and peace building journeys throughout the region, and finally, the historic visit to the US to meet the Ethiopian Diaspora community have all created a tremendous amount of good will in the population at home and abroad.

“During his trip to the US, the Prime Minister managed to meet, discuss and extend peaceful engagement with all those who have been in the opposition camp. There were a lot of strides made towards building bridges and knocking down walls that had felt insurmountable. This good will needs to be followed up with a tremendous amount of positive, transparent action from the government and the Diaspora community, as well. Many political, social, cultural leaders who had been in exile have returned. Many political parties that had been deemed terrorist are now welcomed home to a hero's welcome by the public. The idea is that peace is the only win-win way to move forward, and dialogue is what will get us through this. However, this good will may or may not last depending on the actions of those inside the government, those who are upset by the changes (whose power have been stripped) and those who are now rallying to be the competing political parties. Many political parties are redefining themselves in light of the new change of approach by Dr. Abiy and the party he leads. So, we need time - for clear ideas, identities and positions to be clear. We cannot imagine that all in the country carry good will. Hopefully, there will be a move towards dialogue throughout the next coming months.”

“At the moment, we are still in the highly optimistic phase, although even in the past two weeks (after the New Year), there have been violent attacks that were ethnicity based that have rocked Addis Ababa and its surrounding areas. There will be many challenges ahead of us. The next two years will determine how much democratization has truly taken place, and also how much progress has truly been made in terms of opening the sphere for various political and social voices. My fear is always that when there are high expectations, there is the possibility of tremendous disappointment.”

“Personally, I am glad for the feeling of optimism that is with us. As someone who has been living in and traveling to and from Ethiopia, I do not see a tremendous change in my personal commitments. I want to continue to engage in Ethiopia, but I do have anxieties about the next month, as the dust settles, and expectations and optimism is faced with the complications of reality and compromise.”

“From an arts and culture perspective, freedom of expression seems to have opened very widely, which makes it a much more encouraging time to be a freely expressed artist. There is also an overwhelming sense of "push for unity", so there are many who have been engaged to help spread that notion. If artists don't end up being arms of propaganda, this is a great development.”

“From the perspective of education and health, there are many professionals who are willing and waiting to travel to Ethiopia to support the country's movement. However, they are uncertain about what to do and how to go about it. This needs to be urgently addressed with systems and procedures implemented to allow and enable the smooth transfer of knowledge and the efficient and positive engagement of the Diaspora with institutions in Ethiopia. To that end, the organization that I have been working with hopes to do its part to maximize on this hope filled time! Systems and institutions will make this optimistic energy last and benefit the nation for generations to come.”

“Since the election of Dr. Abiy Ahmed as Ethiopia’s Prime Minister, the government of Ethiopia has made repeated calls to the Diaspora population worldwide. Recently, a specific call was made to the Diaspora in the USA through a personal visit made by the Prime Minister to mobilize various groups, both investors, for remittances and the knowledge diaspora to share their knowledge and technology. To this effect the Government of Ethiopia has established “A Diaspora Trust Fund” requesting every Ethiopian in the Diaspora to contribute one Dollar per Day, for which the Diaspora’s reaction during the recent Prime Minister’s visit to the US was overwhelmingly positive. This is an important first step to mobilizing the many resources in the Diaspora through investment, knowledge exchange and technology transfer.”

“According to the PM, this fund will be carefully managed and regularly monitored for its effective utilization. This resource is envisaged to contribute to the financial needs of the country in the Education, Health and other development Sectors, from small to medium scale projects, to large national interventions. There is a special Committee that has been established with well known members of the Ethiopian Diaspora, some in economics, others in law, others in policy and social activists. This committee will ensure confidence both among the Diaspora who are contributing to the fund.”

“This available financial resource and the increasing interest and participation of the Diaspora in Ethiopia’s development will further open doors for two-way collaborative partnerships between Ethiopian professionals at home and in the Diaspora. This is expected to provide a significance boost to the Health and Education Sectors which are among the high priority sectors in the country. There are also several groups and individuals who have already reached out to the Embassy of Ethiopia with various project ideas and proposals, which shows that the future will see much more engagement and involvement of the Ethiopian Diaspora in Ethiopia’s development, beyond remittances. Most of the projects are around improving the lives of Ethiopians, and so centered around provision of services, improvement of education and access to health. “

## 9. PRELIMINARY FINDINGS PRESENTATION

A presentation was made to the Ethiopian diaspora in Washington, D.C. on the preliminary findings on October 12<sup>th</sup>. There were approximately 45 attendees which although disappointing was not unexpected given the short notice, conflicting events and logistics around transportation in Washington D.C. on a Friday evening. Attendees included many of the participants in the project interviews and survey, but there were also had some new (to our project) diaspora members. Additionally, there were three members of the Diaspora Trust Fund Advisory Council attending. There were also members of the Crown Council attending.

It was clear that the preliminary findings resonated with the attendees which validated the findings with the acknowledgement that this project was undertaken prior to the Prime Minister's visit to the United States and subsequent announcements on diaspora engagement. A few expressed disappointed in the small number of responses to the survey given the size of the diaspora but agreed that this was understandable given the political situation at the time of the survey and given that the findings reflected the mobilized diaspora.

Printed cards were distributed which asked attendees three questions as follows;

- 1) What was the most interesting finding from the study?
- 2) What was the most surprising finding?
- 3) If you could encourage IOM to do one thing based on the findings of this study what would you ask them to do?

The feedback from the postcards overwhelmingly indicated the following;

### **Most Interesting**

Gender statistics

The findings do reflect the perspectives of the diaspora

### **Most surprising**

That more respondents did not participate in the survey

### **If you could encourage IOM to do one thing**

Extend the survey given the new environment

Work with the Prime Minister and the Council to implement changes on the ground

One of the members of the Prime Minister's Advisory Council for the Diaspora Trust Fund advised that he was very pleased to see that the interests of the diaspora closely reflect the UN 2030 Sustainable Development Goals, but he would like to work with us to extend the survey given the new political climate.



Photos taken on October 12<sup>th</sup>, 2018 at the IOM Preliminary Findings Presentation in Washington, D.C.

In the photo at bottom right is Mr. Tebabu Assefa of Blessed Coffee and Dr. Lemma Senbet of the William E. Mayer Chair Professor of Finance and Director of Center for Financial Policy at the University of Maryland.

## 10. RECOMMENDATIONS

Based on this mapping project, the following recommendations are made;

### Short Term (1-3 months)

- **Diaspora Awareness Program:** To fully facilitate diaspora knowledge transfer programs and ensure that local institutions and other relevant stakeholders are ready to participate and engage with the diaspora, A Diaspora Awareness Program should be implemented. This program would outline the logistics and processes required to be in place prior to diaspora members arriving in Ethiopia. Details such as where diaspora members would be housed, transportation needs, and detailed requirements of the host institution would be included in this program.
- **Profile of Diaspora Members:** Now that the database of diaspora organizations exists, a profile of diaspora members within each diaspora organization along with their skills set and availability, needs to be developed to facilitate a match with the gaps identified in local institutions in Ethiopia and promote peer to peer knowledge transfer.
- **Extend the survey:** Diaspora members have suggested that IOM extend the survey in collaboration with the Ethiopian Diaspora Trust Fund Advisory Council given the recent reforms announced by the Prime Minister.
- **Periodic Diaspora Updates:** It is important to keep the diaspora updated on developments and programs periodically – maybe quarterly. Webinars are a low-cost option for doing this.

### Medium Term (3-6 months)

- **Diaspora Website:** Although there is an Ethiopian Diaspora website at the Ministry of Foreign Affairs today, many in the diaspora feel that this site does not provide the assistance required. One of the overriding comments throughout this project was the lack of information and the lack of assistance at the designated government offices. The website must include information such as an inventory of skills needed in Ethiopia and other online tools to inform and mobilize the diaspora for development. The recommendation is that the diaspora is involved in the design of desired services on the website. Many countries of origin have established diaspora councils that include diaspora members who serve as consultative vehicles for projects such as the diaspora website, implementing policies for systemic change and inspiring joint programs and funding.
- **Strategic partnerships** between the diaspora, international organizations, civil society and the private sector must be encouraged to engage and empower diaspora members to participate in knowledge transfer programs. The diaspora is eager and willing to participate in knowledge transfer programs, but these must be implemented in an organized manner. These partnerships must also focus on job creation in Ethiopia and sales and marketing training for manufacturers of Ethiopian made products as noted in the preliminary findings' presentation to the diaspora.



## Long Term (6-18 months)

- **Education:** As mentioned several times during this project, education needs to be a focus in Ethiopia, but change must come from a policy perspective and at the highest levels. Curriculums must be reviewed from a country perspective so that students can be better prepared for tertiary education and ultimately taking their rightful place as responsible citizens in Ethiopia. Skills based training programs must be implemented to provide better opportunities and options for the younger generation and encourage entrepreneurship. Knowledge transfer programs must be established to allow the diaspora to collaborate and participate.
- **Health:** More health awareness and training programs are needed in the healthcare sector in Ethiopia at the basic levels. As an example, a program for Certified Nursing Assistants and CPR training should be a priority. Also, more Urgent Care Facilities should be established in rural communities. There are already diaspora organizations working on building hospitals, but more is needed at the basic levels. Diaspora members also stressed the need for mental health intervention in the preliminary findings' presentation. We recommend establishing a Health Council to implement policies for systemic change.
- **Youth:** Many countries are implementing programs to reach second and third generation diaspora members to re-introduce them to the culture, history and heritage of their homeland. Ethiopians can benefit from similar programs as youth diaspora members can offer partnerships and peer counselling programs for the youth population in Ethiopia. Also, in the presentation of the preliminary findings to the diaspora, members suggested the establishment of “big brother” and “big sister” programs which have been beneficial in many communities.
- **Targeted, gender-focused programs** are needed to ensure Ethiopia takes advantage of all the resources available in the diaspora (including women) and work to ensure that all development efforts take into account the experiences, needs, and contributions of women. This was discussed at length in the preliminary findings' presentation and the fact that this aligns with the UN 2030 Agenda for Development. Gender equality, centered in human rights, is both a development goal on its own and a critical factor for achieving sustainable development. It underlies one of the guiding principles of the 2030 Agenda for Development – the concept of 'leaving no one behind' as stated by the UNDP.
- **Enforcement of laws:** Many diaspora members noted that although there are laws in Ethiopia, these laws are not enforced which is a deterrent to diaspora engagement and investment.
- **Global Ethiopian Survey:** Consider extending the survey to the global Ethiopian Diaspora in collaboration with the Ethiopian Diaspora Trust Fund Advisory Council as their mandate is also global.

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# APPENDIX A



## Ethiopian Diaspora Survey

### Your Opinion Matters!

**What do Ethiopians living in the diaspora think about investing their time, talent, and financial resources in Ethiopia? Could you contribute JUST 20 MINUTES to insure that your voice is heard?**

The International Organization for Migration (IOM) is conducting a study of the Ethiopian diaspora. The goal of the study is to identify potential opportunities to partner with the Ethiopian diaspora to promote development in Ethiopia. To do this most effectively, IOM needs the honest input and feedback from the Ethiopian community. This survey is part of a study designed to collect input and feedback from the Ethiopian diaspora to shape future IOM diaspora engagement strategies.

Please complete this survey -- and encourage others that you know in the Ethiopian diaspora to do so as well. Future successful IOM engagement with the Ethiopian diaspora relies on collecting as many diverse opinions from as many voices as possible.

We will be using two important terms in the survey: diaspora and diaspora engagement. “Diaspora” means Ethiopians and Ethiopian origins that live outside Ethiopia, in essence individuals and members or networks, associations and communities who have left their country of origin, but maintain links with their homeland. This can refer to those who have emigrated from Ethiopia and are now living outside the country, it can refer to individuals who spend part of their time in Ethiopia and part of their time in another country (countries), or it can refer to the children and grandchildren of emigrants from Ethiopia – as long as they feel an affinity for Ethiopia as a type of “home.” “Diaspora engagement” or “Investing in Ethiopia” means a broad range of things from remitting cash to friends and family, investing financial capital into for-profit businesses or non-profit businesses, skills, knowledge and technology transfer as part of a project, contributing money to charities or participating in volunteer opportunities in Ethiopia – even traveling there for business or pleasure.

**Data is recorded for research purposes only. Data will be reported in aggregate only. All responses will remain anonymous and will be treated with utmost confidentiality.**

1. Do you belong to a diaspora organization/network (formal or informal)? If yes please list the name/s of the organization/s and the location/city of the organization.



## Ethiopian Diaspora Survey

### DIASPORA ENGAGEMENT

\* 2. Over the past **THREE YEARS**, how often have you visited Ethiopia for leisure, business or both? Please enter number of trips (if you did not travel, enter 0)

For LEISURE?

For BUSINESS?

For BOTH LEISURE  
& BUSINESS?

\* 3. On average over the past **THREE YEARS**, how much have you sent annually in **REMITTANCES** to Ethiopia?

Please enter amount of US\$ (if you did not remit, enter 0) - USE WHOLE NUMBERS ONLY (no dollar signs or decimals)



## Ethiopian Diaspora Survey

### DIASPORA ENGAGEMENT

\* 4. On average over the past **THREE YEARS**, how much have you donated/invested annually (cash and in-kind) to projects in Ethiopia?

Please enter amount of US\$ (if you did not donate, enter 0) USE WHOLE NUMBERS ONLY (no dollar signs or decimals)

\* 5. On average over the past **THREE YEARS**, how many days have you VOLUNTEERED to work for non- governmental organizations (including churches, schools, etc.) WHILE PHYSICALLY IN ETHIOPIA?

Please enter number of days (if you did not volunteer, enter 0)

\* 6. On average over the past **THREE YEARS**, how many days have you VOLUNTEERED to work for governmental organizations (including schools, etc.) WHILE PHYSICALLY IN ETHIOPIA?

Please enter number of days (if you did not volunteer, enter 0)



## Ethiopian Diaspora Survey

### DIASPORA ENGAGEMENT

7. Are you interested in contributing to the development of Ethiopia? If so, what type of support would you be interested in contributing? Please indicate all that apply.

No Interest

Strong Interest

No I am not interested in contributing to the development of Ethiopia.

Financial donations to organizations in Ethiopia

Donations in kind to organizations in Ethiopia (e.g. materials, equipment)

Volunteering my time in my COUNTRY OF RESIDENCE working on specific projects in Ethiopia.

Volunteering my time working in a VILLAGE COMMUNITY on a specific project in Ethiopia for a short period of time (3 months or less)

Volunteering my time to work in a SCHOOL or other educational institution in Ethiopia for a short period of time (3 months or less)

Volunteering my time to work in a HOSPITAL or other healthcare setting in Ethiopia for a short period of time (3 months or less)

No Interest

Strong Interest

Volunteering my time to serve as an INTERN/MENTOR for a FOR PROFIT FIRM in Ethiopia for a short period of time (3 months or less)

Volunteering my time to serve as an INTERN/MENTOR for a FOR NON PROFIT FIRM in Ethiopia for a short period of time (3 months or less)

Volunteering my time to serve as an INTERN/MENTOR for a GOVERNMENT AGENCY in Ethiopia for a short period of time (3 months or less)

Other (please specify)

8. Ethiopians can invest in Ethiopia in many different ways, including making visits to Ethiopia, investing time through volunteering, making charitable contributions and investing money in businesses in Ethiopia. Please make sure to scroll down to answer all questions. Which of the following statements best describe why you invest in Ethiopia. Please indicate all that apply.

	Extremely Disagree		Neither Agree or Disagree		Extremely Agree
Profitability is my primary concern when I invest in Ethiopia.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal financial independence is a very important goal when I invest in Ethiopia.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I invest in Ethiopia to make a social impact.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel it is my personal duty to invest in Ethiopia.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel a sense of personal accomplishment when I invest in Ethiopia.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would take great pride in making investments in Ethiopia.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I invest in Ethiopia because my family in Ethiopia expects me to do so.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would feel disgraced if I did not invest in Ethiopia.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People in the Ethiopia diaspora who do not invest in Ethiopia lose social status within the Ethiopian diaspora.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Individuals who invest in Ethiopia are highly respected in the Ethiopian diaspora.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)	<input type="text"/>				

9. How do you get information on what is happening in Ethiopia or in the Ethiopian Diaspor

- Phone
- Email
- Radio
- TV
- Social Media
- Newspapers
- Other (please specify)





## Ethiopian Diaspora Survey

### DIASPORA INVESTMENT INTEREST

**Next, we are interested in your opinions about possible barriers to engagement between Ethiopia and the Ethiopian diaspora living abroad.**

Please make sure to scroll down to answer all questions before hitting “NEXT” button at bottom of the page

10. To what extent do you believe any of the following are OBSTACLES to Ethiopian Diaspora Engagement ?

	Not an obstacle				Extremely Important Obstacle
Lack of regular communication between Ethiopian government officials and Ethiopian diaspora leadership					
Procedure for registering a business in Ethiopia including wait time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inability for non-resident Ethiopians to vote in elections	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Regulation on transferring capital in and out of Ethiopia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Difficulty transporting funds physically or electronically from Ethiopia to another country outside of Ethiopia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Difficulty transporting funds physically or electronically within Ethiopia.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information on the Ethiopia financial sector, including terms and other financial support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Government and donor investment incentives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Extremely Important Obstacle				
	Not an obstacle				
Difficulty in obtaining building permits in Ethiopia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Breakdowns due to lack of infrastructure in Ethiopia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Protection of intellectual property and other legal rights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accounting and auditing framework	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Challenges maintaining machinery due to a lack of skilled mechanics or parts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Challenges in finding the right skilled partners in Ethiopia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poor quality and reach of Ethiopia's communications infrastructure (e.g., phone lines, internet access, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of government accountability in Ethiopia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not knowing what to expect regarding future government policies in general in Ethiopia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Difficulty in getting the attention of government officials in Ethiopia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time it takes to import goods (e.g., clearing customs) into Ethiopia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Not an obstacle			Extremely Important Obstacle	
Lack of clear information about import/export procedures	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Safety and security concerns in Ethiopia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gender Issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Financial Constraints	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal Work Commitments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fraud or Corruption in Ethiopia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Political Instability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taxes on imported products into Ethiopia	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other (please specify)					



## Ethiopian Diaspora Survey

### DIASPORA INVESTMENT INTEREST

\* 11. When thinking about contributing/investing in Ethiopia, how important is the REGION of the contribution/investment e.g., how important is it that this is made in a specific geographic area.

4-Neither

1-Extremely  
Unimportant

2

3

Important Nor  
Unimportant

5

6

7-Extremely  
Important








12. What region/s would you choose to invest/contribute in?

First choice of region

Second choice of region

Third choice of region



## Ethiopian Diaspora Survey

### DIASPORA INVESTMENT INTEREST

\* 13. How ATTRACTIVE do you find each of the following INDUSTRY sectors for participation in projects in Ethiopia TODAY?

	4-Neither 1-Extremely Unimportant	2	3	Important Nor Unimportant	5	6	7-Extremely Important
Agriculture/fisheries/ livestock	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Construction/ infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leather Shoes and Leather Products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Horticulture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthcare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information and communication technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Manufacturing and assembly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sanitation/water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Textiles and Garments Industrial Parks Tourism and Hospitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Ethiopian Diaspora Survey

### DEMOGRAPHICS

**We just have a couple of questions left -- for classification purposes only. Please hang in there! We are almost done!**

\* 14. What is your GENDER?

- Female  
 Male

\* 15. In what YEAR were you BORN? (enter 4-digit birth year; for example, 1976)

\* 16. In what COUNTRY were you BORN?

17. *(If you were born in Ethiopia)* In what city/town were you born?

18. *(If you were born in Ethiopia)* In what year did you ARRIVE in your COUNTRY OF RESIDENCE? (enter 4-digit birth year; for example, 1976)

\* 19. In what ZIP CODE/POSTAL CODE is your home located?



## Ethiopian Diaspora Survey

### DEMOGRAPHICS - LAST PAGE!

\* 20. Which of the following (if any) of your RELATIVES WERE BORN IN ETHIOPIA?

Please check all that apply

- One or both of your parents
- One or more of your grandparents
- One or more of your great-grandparents
- None of my parents, grandparents, or great-grandparents were born in Ethiopia.

\* 21. Which of the following best describes your current OCCUPATION?

\* 22. What is your highest level of completed EDUCATION?

\* 23. What is your approximate total ANNUAL FAMILY INCOME from all sources?

**Thank you SO VERY MUCH for taking the time to complete this survey. Your opinion matters and your voice will be heard!**



## APPENDIX B

Interview Sectors	Number Interviewed	Gender
Members of the diaspora in the Health sector	5	2 Female/3 Male
Members of the diaspora in the Education sector	3	Male
Members of the diaspora who are Heads of Diaspora Organizations	4	2 Female/3 Male
Members of the diaspora in the Arts sector	2	Female
Members of the diaspora in the Religious sector	1	Male
Members of the diaspora who are students and involved in student organizations	3	Female
Members of the diaspora who are business owners	5	1 Female/4 Male
Members of the diaspora in the Legal sector	1	Female
Members of the diaspora who are young professionals	3	Female
Members of the diaspora from the Imperial Family	2	Male

## APPENDIX C

### ETHIOPIAN DIASPORA INTERVIEW QUESTIONS

The objective of the interview is to determine the level of interest, areas of interest as well as willingness among the diaspora to participate in the development of Ethiopia. What would encourage the diaspora to participate in projects or invest in Ethiopia. What are the perceived challenges or potential challenges that the are seen by the diaspora. What communication channels should be used to promote interest and participation in development projects in Ethiopia.

1. (If diaspora organization leader) Does your organization promote, lead or facilitate development projects or business investment in Ethiopia? If so, what and how? If not, why not? (If an individual) Are you currently or have you participated in or contributed to development projects or business investment in Ethiopia? If so what and why? If not why not?
2. What type of support (Financial, Materials, Skills Transfer, Other?) would you be interested in contributing and in what sector (Health, Education, Entrepreneurs, Agriculture, Infrastructure, Food, etc.? Why or why not?
3. Thinking about the Ethiopian economy, what do you think Ethiopia needs in terms of investment/development? Are there specific industries or sectors, geographic areas, etc. that are important to you? Why?
4. To what extent do you think the diaspora will be willing to invest in these areas? Why or Why not? Are there other areas that the diaspora prefers to invest in/contribute to?
5. Do Ethiopians in the diaspora perceive any obstacles or challenges that might prevent or inhibit them from engaging in, contributing to or participating in development projects in Ethiopia? What and why? How likely do you think that any of these issues can be changed?
6. Looking to the future, what do you think is the best way to communicate with the Ethiopian diaspora on further participation in developmental efforts in Ethiopia
7. Who else in the Diaspora should we be speaking to?

# APPENDIX D

## COMMUNICATION STRATEGY

### Overview

This communications strategy has been developed with the objective of the project in mind “The overall objective is to carry out a comprehensive mapping of the Ethiopian diaspora associations residing in the major destination states of Maryland, Virginia, and Washington, D.C. and other states in order to identify the high- skilled diasporas for investment and knowledge/skill transfer and to enhance the contribution of Ethiopian diasporas for the national development plan.” We have determined that the cities of Silver Springs in Maryland and Alexandria in Virginia will be used as hubs in addition to DC for our group interviews as these cities have the largest concentration of Ethiopians. Our communications strategy must effectively reach the target audience using a combination of tactics and should be SMART (specific, measurable, attainable, relevant and time-sensitive) to accomplish the goal. We must also consider that the younger generation diaspora will often be most comfortable with social media platforms, whereas older groups may focus more on traditional media.

### Methodology

We have considered media and communications platforms to use based on our experiences in past diaspora projects and also after initial discussions with Ethiopian leaders. After some research on this specific diaspora we have determined the following communications methodology will be used;

- 1) To increase the likelihood of success in terms of diaspora engagement, we must attempt to identify and engage the “influencers” within the diaspora. These are folks who can sway their friends, family and fellow countrymen in a certain direction. These folks are typically community leaders, leaders of diaspora organizations or simply business professionals with a network. These ‘influencers’ can also act as ‘brand ambassadors’ for their home country. The key to having effective ‘influencers’ is to keep in constant contact, to inform them of developments in your project and make them feel part of the team. It is also critical to use influencers are part of your team when the project encompasses tense politics between a country and their diaspora. We have already started reaching out to our network and have identified a number of these ‘influencers’ and are currently recruiting them to be part of our project. These influencers will be used to disseminate information to the diaspora and to encourage participation in the online survey and interviews. We have also started cognitive pretesting on our survey with these influencers.
- 2) Media – both traditional and social media are important tools. As noted above we must adequately cover outreach to both the younger and older generation in our communications strategy. As such, social media platforms will be used including Facebook and Twitter. A resource like Twitter, for example, may be best for short bursts of information, or to provide links to more in-depth information elsewhere. Traditional media consumption is still very high with the older generation, and TV and radio are still how the majority of the diaspora find out about issues and events in their own communities and home land. At the same time, the digitalisation of media industries and platforms means that much of the traditional media content is now available globally online. Initial research has been performed and we have already identified a number of Ethiopian Diaspora Radio and TV stations as potential media partners and have started reaching out to them. Some of these media partners include but are not limited to EBS - ebstv.tv, ESAT - ethsat.com, Diaspora radio - www.ethiodiasporaradio.com, and ATREF newsletter. The key will be cost, timing and audience/reach numbers.

- 3) Diaspora organizations are another aspect of our communications strategy. We have already identified 356 Ethiopian Diaspora Organizations in the US, however it must be noted that in many cases some of these organizations may be inactive or defunct. We have also filtered this list to determine a list of Diaspora organizations in Washington DC, Maryland and Virginia. We are researching this filtered list to determine organizations that are active, have a credible list of members and those that have a social media footprint. We will be reaching out to the leaders of these organizations to present our project and enlist their participation with the goal that they will share our survey and materials with their membership list and encourage their members to participate. We will also be discussing possible candidates for our group and one-on-one interviews paying attention to such points as gender, profession, household income, youth and church leaders to ensure that we have a good mix of participant views. Additionally, we will reach out to diaspora organizations in other parts of the US where there are large pockets of Ethiopian diaspora members to disseminate our survey.
- 4) We will coordinate with the IOM office in Washington to discuss and organize data collection through the Embassy in Washington and through contacts that the IOM Washington office may have. A face to face meeting was scheduled in January with the IOM Washington office and the Ethiopian embassy but unfortunately had to cancel. This meeting has been rescheduled for February.

## **Messaging and Timing**

It is important to consider the frequency and timing of any communications to maintain interest and avoid information overload. We will need to consider the calendar of events and activities relating to this diaspora to determine the best timing for our messages. Message content is also critical as most times we will have only one opportunity to present our project.

## **Evaluate and Measure**

As we move through our communications plan, we need to periodically review and assess whether the methodology is working, are we reaching our target audience, are we promoting action with our target audience, do we need to modify certain sections of the plan, do we need to drop certain aspects or add others.