



IOM International Organization for Migration

IOM

in the UK

newsletter

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Mapping Out Diaspora Communities: Size, Geographical Spread and Favourite Media

ANGOLA
BANGLADESH
BRAZIL
CHINA
INDIA
KENYA
MOZAMBIQUE
PAKISTAN
PUNJAB
SOMALIA
SUDAN
UGANDA

How best to communicate with diaspora communities? This is the question which IOM's programme of Mapping Exercises seeks to answer. And it is a process of 'mapping' and not socio-economic or cultural 'profiling'. The exercises simply seek to establish:

- roughly the size and geographical spread of particular diaspora communities;
- their preferred media – which TV stations they watch; radio stations they listen to; newspapers and magazines they read;
- in which languages they would welcome information material and to which institutions (libraries, health centres, churches etc.) this should be distributed;
- who are the community leaders to whom people turn for advice – who can act as 'multipliers'.

The first mapping exercise, covering the Brazilian community in the UK, began in October 2005. This was followed by similar exercises for a further 11 nationalities.

Each Mapping Exercise is carried out by a Mapping Assistant who speaks the principal language of the relevant diaspora community. For this reason, IOM asked two Mapping Assistants to work on the Punjab exercise – reflecting the cultural and written language differences either side of the India/Pakistan border.

On the basis of all the information gathered during these exercises, IOM has been tailoring its communications strategies and materials and improving its outreach activities on the subject of voluntary return through media articles, radio and TV interviews, advertisements in ethnic media and presentations to community groups and agencies.

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- Rationale for Mapping Exercises
- Work in Progress & Future Mapping
- Recommendations & Implementation
- Working with Refugee Community Organisations

12 Mapping Exercises

completed during the VARRP year 2005-2006

In the VARRP Year 2005-2006, IOM carried out a total of twelve Mapping Exercises, conducted in three 'rounds' between October 2005 and July 2006.

The first round (for Brazil, Angola and Mozambique) took place between October 2005 and January 2006.

The second round (China, India, Pakistan, Bangladesh) was carried out between March and June 2006.

The third round (Somalia, Punjab, Kenya, Uganda and Sudan) was completed between May and July 2006.

IOM recruited Mapping Exercise Assistants who ensured the success of this activity. Skills and assets of each mapping exercise assistant, such as language fluency, inside knowledge and an already established network with their own community across the UK, proved to be essential resources for the completion of the final Mapping Reports.

In terms of methodology, multiple approaches were used to collect data, which included in-depth interviews with 'multipliers' (who had privileged access to their community members), and by disseminating, collecting and analysing questionnaires. Extensive networking helped in identifying ethnic media, community organisations, businesses, as well as religious venues and key contacts interacting with people from the mapped communities in the UK.

- ANGOLA
- BANGLADESH
- BRAZIL
- CHINA
- INDIA
- KENYA
- MOZAMBIQUE
- PAKISTAN
- PUNJAB
- SOMALIA
- SUDAN
- UGANDA

16 more planned in 2006-2007

- AFGHANISTAN
- DRC
- ETHIOPIA
- SRI LANKA
- VIETNAM
- ZIMBABWE

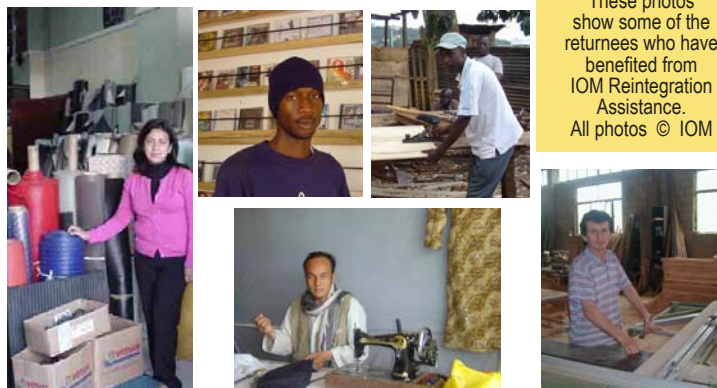
- ALGERIA
- IRAN
- IRAQ
- NIGERIA

- ALBANIA
- KOSOVO
- TURKEY

In the current VARRP Year, the aim is to conduct a total of sixteen further Mapping Exercises to be done.

The first round is well underway and it covers diaspora communities from Afghanistan, the Democratic Republic of Congo (DRC), Ethiopia, Sri Lanka, Vietnam and Zimbabwe.

Another round covering Algeria, Iran, Iraq and Nigeria is being implemented. Pending recruitment of suitable Mapping Assistants, this will be followed by a third round embracing Albania, Kosovo and Turkey. The final three nationalities/countries are yet to be determined.



These photos show some of the returnees who have benefited from IOM Reintegration Assistance. All photos © IOM



Mapping Exercises' Recommendations

For each of the Mapping Exercises that has been completed, the relevant Mapping Assistant has produced a Report which has a list of recommendations. Although these recommendations are relevant only to the specific diaspora group researched, there are commonalities from one Mapping Report to another, and these inform IOM's outreach and communications strategies. Some of the common elements identified are summarised below.

- **Preference for own language:** The twelve Mapping Exercise reports show that the majority of respondents prefer to read information in their own language. IOM will thus continue to produce translated leaflets. We currently have leaflets in no fewer than twenty-seven languages.
- **Transport:** Members of diaspora groups from Bangladesh, Brazil, India, Punjab and Sudan, said that buses are their most common means of transport, and suggested that IOM should consider advertising on selected bus routes.

In three Mapping Reports (India, Punjab and Sudan), there was a recommendation that IOM should also advertise in train stations which are frequently used by individuals who originally came to the UK from these countries/geographical regions.

- **Locations for displaying information material:** All the Mapping Exercises' Reports recommended that IOM should display information material, such as posters and leaflets, in the following areas

- public libraries
- medical centres
- community centres
- adult learning centres
- religious centres (mentioned in the Bangladesh, India and Pakistan Reports)
- shops, groceries and restaurants used and normally owned by nationals from the same community, eg *halal* meat shops were mentioned in the Pakistan Report; Somali shops were indicated in the Somali, Kenyan and Ugandan Reports.
- money transfer agencies
- post offices

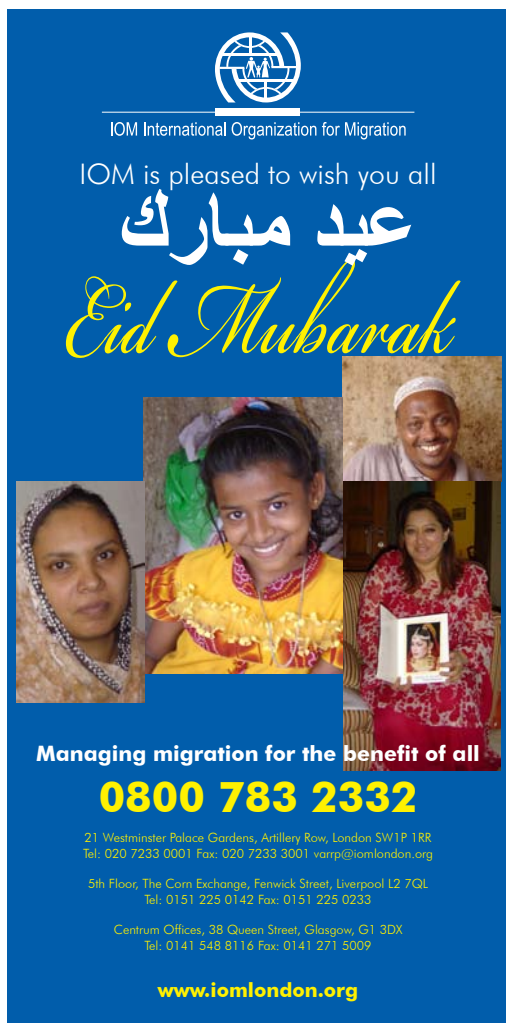
- **Phone cards:** There was a general recommendation that IOM should advertise on international phone cards that are widely used by potential returnees.
- **Metro:** Although all the Reports showed that respondents prefer to read newspapers in their own language, the Reports covering Brazil, Kenya and Sudan recommended that IOM should also advertise in the free newspaper *Metro*.
- **'Stories of Return':** People tend to identify themselves with the facts of these 'Stories' especially when there are pictures of the returnees who benefited from IOM Reintegration Assistance. IOM should consider therefore translating into other languages the booklet 'Stories of Return'. This recommendation was particularly evident in the Mapping Reports for Somalia and the Sudan.

Working closely with RCOs

During 2006, we organised, sponsored and facilitated a number of events specifically related to various ethnolinguistic and cultural groups in the UK. In many cases, these events came about following contacts made during the Mapping Exercises.

In our last Newsletter, we offered a full account of an *African Consultation Day* which we organised in London and which was attended by representatives of a number of African organisations and NGOs.

More recently, we participated in the "Eid in the Square" event which took place in Trafalgar Square in London to celebrate Eid, at the end of Ramadan. This event was well attended by Muslims living in various parts of the UK and who are nationals of a diverse number of countries. (See our special banner for that occasion below and list of events opposite).



The banner features the IOM logo at the top, followed by the text "IOM International Organization for Migration". Below this, it says "IOM is pleased to wish you all" in English and Arabic. The Arabic text "عيد مبارك" is written in large, stylized white letters, with "Eid Mubarak" written in yellow cursive below it. There are four photographs of diverse people: a woman in a headscarf, a young girl in a yellow dress, a man in a white cap, and a woman in a red dress holding a framed photo. At the bottom, it says "Managing migration for the benefit of all" and provides the phone number "0800 783 2332". Contact information for London, Liverpool, and Glasgow offices is listed, along with the website "www.iomlondon.org".

Key Events with Refugee Community Organisations

Two-day Info Event in London Chinatown, 13-14 Nov: IOM participated in this event, a culmination of two years' engagement with the Chinese Community, which allowed visitors to ask specific questions to IOM staff who speak Chinese.

Eid in the Square, 28 October: IOM manned a stall at this event to mark the end of Ramadan in Trafalgar square, which was very well attended.

Jobs in Nigeria Exhibition: IOM participated in this event which took place on the 20 and 21 October. This was targeted at Nigerian nationals who came to look at potential job opportunities in Nigeria.

Hindu Council Workshop in Dudley, 13 October: This was the first in a series of multi-agency presentations around the country organized by the Hindu Council for religious and community leaders.

Iraq Presentation in Derby, 8 October: Meeting to present IOM's Enhanced Reintegration Assistance Scheme and to clarify issues connected with Reintegration Assistance. IOM staff also offered general information and advice about the voluntary return option.

Zimbabwe Evening Reception at IOM London: This was held on 26 September. IOM engaged with many Zimbabwean community groups that were invited to air their views about voluntary return.

Zimbabwe Open Forum, London, on 16 September: A conference focusing on the Zimbabwean diaspora. IOM was again present manning its own stall.

Zimfest, London, on 2 September: IOM had a stall at this Zimbabwean festival in a park.

Chinese Community Gathering at Nye Bevan House, one of Glasgow City Council's buildings: Agencies and representatives from all over the UK attended this meeting in August to hear about IOM's return programmes. This event has generated a lot of enquiries from UK-wide Chinese agencies and potential returnees.

Opening of Balaji Temple in Dudley, 23 August: This was the opening of the largest Hindu temple complex in the UK. IOM had a stall there for the full 5 days' event following the official launch.

Albanian Summer Day: This was an Albanian Cultural Day in a park in East Ham, London. It took place on 25 June. IOM had a stall there.

African Consultation Day: On 11 May 2006, IOM hosted a one-day African Consultation Day at the Queen Elizabeth II Conference Centre in London in partnership with three African organizations - AfricaRecruit, Interims for Development, and Skills for Southern Sudan.