Diaspora Connection

Increasingly it has become more important for Ministries of Foreign Affairs (MFAs) to implement Diaspora Engagement Policies via their network of Consulates and Embassies globally. The goals can range from promoting: state-sponsored celebrations; cultural events; awards for expatriates; changes in consular processes or supporting government services such as social security or voting rights. A key to successfully implementing Diaspora Policy is to be able to effectively manage and communicate the MFA's message to their citizens and encourage and collect feedback. To assist MFAs in managing communications with citizens overseas for diaspora engagement, WorldReach provides a comprehensive, cost effective solution for Embassies and Consulates to meet their communication needs to their citizens.

THE SOLUTION

Diaspora Connection supports the enrolment of citizens living or traveling abroad. This information aids in a variety of situations where it is used to manage communications including during emergencies. Diaspora Connection provides the ability to communicate via email or SMS with the local community and supports traditional mail campaigns as well.

There are two mechanisms for recording diaspora citizen's information – through a consular officer or directly by a citizen.

- Citizens can go to a website or through a mobile device and record their own details, residency and contact preferences.
- Alternatively, embassy/consulate staff can collect/update citizen information in person at a post, or via a telephone call directly into the system.

Diaspora Connection data from all sources is stored on the Cloud so that consular officers and other post staff have information readily accessible to generate statistics in support of diaspora communication.

- Provides a cost effective way to manage and implement Diaspora Engagement Policy
- Facilitates a two way line of communication with citizens by the embassy/consulate
- Reduces workload in collecting citizen information (allows the citizen to enter basic static data once and update as needed) including via mobile devices
- Software as a Service (SaaS) model allows for predictable monthly fee
- Generates detailed statistics - by location, type, date, etc.
- Cloud-based – no requirement to purchase and manage costly IT infrastructure
- Allows the embassy/consulate to proactively assess the number of potentially affected persons during crises
- Can feed into a crisis management system for MFA during a crisis such as evacuations
- Compliments a full registration system that is targeted for shorter duration travellers

CITIZEN-SPECIFIC
- Citizen Enrolment (Self-entered or Mission entered)
  - Facilitates data capture of citizen information such as contacts, residency, co-residents, etc.
  - Allows citizens to voluntarily manage and update residency and contact information — keeps basic citizen information to make it faster and easier to enter updates
- Mobile Enrolment
  - Provides the same features and functionality as the web enrolment and is optimized for mobile usage
  - Supports multiple mobile devices

MINISTRY-SPECIFIC
- Consular Diaspora Management
  - Mass mail, email and SMS capabilities to communicate with citizens abroad
  - Assignment of enrolled citizens to a district
  - Modify/insert capabilities available to post staff on behalf of the enrolled citizens
  - Operational statistics by region, post, or district, including citizen contact details and co-residents
  - Managing enrolled citizens and SMS messages per mission
  - Manage embassy communication to citizens abroad by district if desired

TECHNICAL
- System Operations
  - Designed for embassy and consulate communications including via SMS and email
  - Uses Cloud for secure hosting and a website with secured communications – no local installation of IT equipment or software
  - Privacy and Security
  - End-to-end encryption and security, including Cloud
  - Industry Best Practices – OWASP
  - Role-based access control
- Client Customization – ability for WorldReach to configure Custom Fields and change Labels
- User-friendly and uniform interface
- Exports of all citizen related information will be available to save to a variety of structured file types
- Standardized technological platform and architecture - Cloud-based which includes automated backup processes and high redundancy
- Multilingual

A Proven Consular Partner

WorldReach is the leading provider of consular management solutions. Since 1993, WorldReach products have been used by national governments for consular assistance, consular crises and passports abroad. WorldReach products are licensed to over 950 sites serving more than 160 million citizens with more than 3000 daily users with Ministries of Foreign Affairs including: Canada, the United Kingdom, The Netherlands, Spain, New Zealand, Ireland and Denmark.