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DIASPORA ENGAGEMENT INITIATIVE: MEDIA AND CULTURE

An extract from the EUDiF practices database

Practice	Country	Implementing period	Description	Link
Group 1: Diaspora media/platform used to preserve culture or disseminate culture-related materials				
Embassy and Consular Event	Chile	ongoing	The Chilean government has a very detailed, interactive website via which to find its embassies and consulates, as well as information on any upcoming or previous events related to Chilean culture.	
iVolavosa mobile application and the Fijian Cultural Programme	Fiji	2017	The iVolavosa mobile application is an online dictionary for iTaukei language, which is one of Fiji's official languages. The mobile application was launched by the Ministry of iTaukei Affairs and the iTaukei Trust Fund Board as a tool for the preservation of iTaukei culture. The Fijian diaspora is a key target audience for this service, as it allows to learn the iTaukei language from abroad. In addition, in 2019 the iTaukei Trust Fund Board initiated a pilot project in partnership with the Ministry of Foreign Affairs, the University of East Anglia and Fijian communities in the UK to revitalise cultural diplomacy and develop a sustainable Fijian cultural programme in the UK. In the framework of this project, the iTaukei Trust Fund Board is developing an educational resource kit to promote Fijian language and culture.	www.fiji.gov.fj/Media-Centre/Speeches/HON-PM-BAINIMARAMA-AT-THE-LAUNCHING-OF-THE-IVOLAVO www.fiji.gov.fj/Media-Centre/News/PARTNERSHIP-PROMOTES-CULTURAL-DIPLOMACY

Online magazine “Diaspora Digest”	Guyana	2019 – ongoing	Produced by the Department of Public Information, this magazine provides news about Guyana (in areas such as politics, trade and cultural activities). The first edition was launched in October 2019.	https://dpi.gov.gy/hot-off-the-press-diaspora-digest/#gsc.tab=0
The Nubia Initiative	Sudan	2016 - 2022	The Nubia Initiative (TNI) is a US-based Nubian diaspora initiative that runs trans-boundary projects on Nubian cultural preservation and sustainable socioeconomic development efforts. It produces online multimedia archives to represent the endangered Nubian history, archaeology and culture, and engages local communities, particularly youth, in viable socio-economic projects, specifically focused on Green Economy and Sustainability. TNI also supports local and international entrepreneurial efforts towards sustainable tourism in Nubia.	https://www.facebook.com/nuba.ou ni
Global Ukraine Business Hub	Ukraine	ongoing	The Global Ukraine Business Hub is a new social project aiming at promoting unique creative Ukrainian modern brands. The project includes the creation of an innovative online promotion and communication platform connecting Ukrainian businesses with Ukrainian diaspora members. Through this project, the Ukrainian diaspora can buy Ukrainian goods and popularize new Ukrainian products as business ambassadors. Other key activities include organising meetings, trainings and workshops.	https://global-ukraine.com/en/company-table-2/global-business-hub/locations https://www.instagram.com/globalukrainebusinesshub/?hl=fr
Step to Ukraine	Ukraine	2005 - ongoing	This educational portal supports teaching Ukrainian with modern interactive materials and methodologies. There are summer schools for foreign students, scientists and researchers also form part of the project; these focus on the study of the Ukrainian language and culture. Ten summer schools have been organised and held in Ukraine, Argentina and Kazakhstan.	https://krok.miok.lviv.ua/uk/ https://miok.lviv.ua/

Group 2: Cultural events and other interactive spaces

Cambodge, d’hier à aujourd’hui – Season of Cambodia 2018	Cambodia	2018	This festival, organised by Cambodian-led NGO Cambodian Living Arts, offers a series of artistic events around Paris, to discover the revival of Cambodia’s cultural scene almost 40 years after the fall of the Pol Pot regime in 1979. It also seeks to engage the Cambodian diaspora to build ties between the generation that fled the Khmer Rouge, and their children who do not know of that period.	https://www.cambodianlivingarts.org/kh/archive/season-of-cambodia/
Dominica Diaspora Connection (DDC)	Dominican Republic	2018 - ongoing	This initiative was established by the Discover Dominica Authorities (DDA) to celebrate the 40th anniversary of the country’s independence and recognise the contribution that Dominicans living abroad have made to their home country. The DDC is an open membership group for Dominicans in the diaspora. Members receive special benefits and information on cultural and national development, airline and accommodation specials, recognition and rewards for contribution to the national economy, and assistance in travel for members’ groups visiting from their country of residence. To launch this initiative, the DDA conducted the Distinguished Dominicans activity featuring members of the diaspora community in social media channels. In addition, the ‘First Forty’ awards rewarded the first forty diaspora members to arrive to Dominica in November with commemorative gifts and the ‘Bring Home a Friend Campaign’ awarded a special prize to individuals who sent or brought the most friends to Dominica between October 2018 and March 2019.	
First Kiribati Language Week in New Zealand	Kiribati	2020	Kiribati diaspora communities in New Zealand collaborated with the New Zealand Ministry for Pacific Peoples in the framework of the first Kiribati Language Week, which was launched on Kiribati Independence Day in 2020 under the theme ‘Ribanan te Taetae ni Kiribati e Kateimatoa ara Katei ao Kinakira’, meaning ‘Nurturing Kiribati language promotes our Cultural Identity and Heritage’. The event was accompanied by the publication of Kiribati language cards, animated videos and a bilingual children's book	https://www.mpp.govt.nz/what-we-do/pacific-language-weeks/kiribati-language-week/
International Festival of	Kazakhstan		The festival was launched with the participation of compatriots in the frame of the Otandastar Foundation activities. It is dedicated to	

Arts “Saint Qazaq State”			identifying and supporting talented performers, and popularising traditional types of national culture and art.	
Kazakhstan Culture Days	Kazakhstan		The Kazakhstan Culture Days are administrated by the MFA and include different cultural events: exhibitions of Kazakhstani artists, presentations of books in Kazakh languages and/or Kazakhstan’s authors, music, dance and theater performances.	
Lebanese Diaspora Village	Lebanon	Ongoing	Diaspora Village DV is a project initiated by Lebanese Diaspora Energy with the aim to create a hub for the Lebanese Diaspora in their homeland in order to build and support a cohesive and dynamic community. Diaspora Village’s members will interact culturally, socially, educationally and economically. It will be a point of reference for any information and research on the respective Diaspora and a unique place, combining activities of a museum and its library, a guest house, an indoor multipurpose hall, an outdoor square for special events, a café, a gift shop, a bakery, a studio and several houses for Diaspora of Lebanese origin around the world.	https://www.lebanesediasporavillage.com/
"Morocco, in an instant" photo exhibition	Morocco	2018	Through the Council of Moroccans Abroad, Morocco engaged its diaspora to promote Moroccan films, theatre, arts and other cultural products. "Morocco, in an instant" is a 2018 photo exhibition organised in Spain featuring nine young Moroccan photographers who, through their photos, shed light on various topics such as adolescence, gender stereotypes, space and territory and the Moroccan diaspora.	
Itorero Urunana rw’Urungano / Kwibuka (‘Remembrance’) / Rwanda Day	Rwanda	ongoing	"Itorero is a youth training programme and is regarded mainly as a cultural-centred programme. It is a holistic training system attended by Rwandan youth from around the world that includes civic education exercises, cultural values, patriotism, and social political development of Rwandans. Kwibuka means 'to remember' in Kinyarwanda and describes the annual commemoration of the 1994 genocide against the Tutsi in Rwanda. The Rwandan diaspora are involved in organising Kwibuka commemorations around the world each year with the support of MINAFFET.	https://www.kwibuka.rw/ http://rwandaday.org/ https://minaffet.prod.risa.rw/rwanda-community-abroad

			Rwanda Day is a series of annual gatherings where the Rwandan community abroad has an opportunity to discuss its role in shaping the country's future. Rwanda Day brings together Rwandans living abroad, friends of Rwanda, the President of Rwanda, and other senior leaders from the public and private sectors. "	
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