



From strategy to outreach: strengthening The Gambia's diaspora engagement capacities

Overview

Main partner

The Diaspora and Migration Directorate (DMD) of the Ministry of Foreign Affairs, International Cooperation and Gambians Abroad (MFA) is mandated to coordinate national diaspora engagement, strengthen ties with Gambians abroad and promote their contribution to national development. The DMD oversees consular affairs, diaspora outreach, and the mobilisation of diaspora expertise, while coordinating with international partners to enhance diaspora engagement policies and programmes.



Duration

10 months

Sustainable Development Goals



Project design

Context & needs

The Gambia recognises its diaspora as a key development partner, with approximately 10% of Gambians living abroad. Remittances contribute around 30% of GDP, while diaspora communities provide valuable skills, expertise, networks, and investment potential. Despite progress in policy development, public institutions still require practical tools and capacities to move from reactive service delivery to more proactive and structured diaspora engagement, particularly through consular outreach, communication, diaspora mapping and economic diplomacy. This project supports the DMD and the Ministry of Foreign Affairs by combining tailored training with the conceptualisation of a concrete diaspora outreach initiative. In doing so, it strengthens institutional capacity, supports the practical implementation of the revised Diaspora Engagement Strategy, and enables more sustainable and long-term engagement with the Gambian diaspora

General objective

Strengthen the capacity of The Gambia's Diaspora and Migration Directorate and its consular network to engage Gambians abroad in a more strategic, structured and sustainable manner, by combining targeted training with the co-design and supported preparation of a diaspora outreach initiative.

Specific objectives

- Improve the institutional understanding within the MFA, DMD and partner institutions of diaspora engagement principles, policy frameworks and good practices, with a strong focus on the role of consular services.
- Equip staff with practical skills in economic diplomacy, diaspora outreach, communication and data collection as pertains to Gambian priorities and operational realities.
- Support the conceptualisation and planning of a diaspora outreach initiative, enabling staff to apply learning in practice.

Target groups

- Ministry of Foreign Affairs and DMD staff, and other relevant public institutions dealing with diaspora matters.
- Gambian diaspora communities worldwide

Programme of activities

