

# COMMUNICATION STRATEGY:

## KYRGYZ DIASPORA, COMPATRIOTS, AND MIGRANTS ABROAD

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Recommendations for the implementation of communication activities to engage the Kyrgyz diaspora, compatriots and migrants living abroad in the development of the Kyrgyz Republic the period of 2022-2030 (with a focus on the development of new technologies, the development of the Kyrgyz language, and local communities).



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## ABBREVIATIONS AND ACRONYMS

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JK	Jogorku Kenesh (Parliament)
KR	Kyrgyz Republic
MH	Ministry of Health
MFA	Ministry of Foreign Affairs
MCISYP	Ministry of Culture, Information, Sports and Youth Policy
IOM	International Organization for Migration/UN Agency for Migration
MNRETS	Ministry of Natural Resources, Ecology and Technical Supervision
MA	Ministry of Agriculture
MLSSM	Ministry of Labor, Social Security and Migration
MDD	Ministry of Digital Development
MES	Ministry of Emergency Situations
MEC	Ministry of Economy and Commerce
NGO	Non-governmental organizations
NSC	National Statistics Committee
LSG	Local Self-Governance
UN	United Nations
UNDP	United Nations Development Programme

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Prepared by: Aigul Bolotova, Irina Chystyakova

## INTRODUCTION

**This document is a Communication Strategy and Communication Plan aimed at engagement of Kyrgyz diasporas, compatriots and migrants living abroad in the development of the Kyrgyz Republic.**



The 2030 Agenda for Sustainable Development directly and indirectly addresses migration issues and migrants, including the contribution made by migrants to sustainable development and their need to migrate in safety and respect for their fundamental rights. Several targets under the Sustainable Development Goals specifically address migrant issues, while others cannot be achieved without the participation of migrants.

While preparing this document, the strategic communication goals and objectives, vision and planned actions defined in the main strategic documents establishing the activities aimed at involving target groups in the development of the Kyrgyz Republic - the Concept of Migration Policy of the Kyrgyz Republic for 2021-2030, including the action plan<sup>1</sup>, were considered and used in order to implement this concept. The development of this strategy is necessary for the implementation of Action 4.2, “Development of a communication strategy for communication with compatriots, diasporas and migrants abroad” of the abovementioned action plan.

Also in preparing the Communication Strategy, the tasks of the main strategic programmes of the Kyrgyz Republic in the field of migration policy were used, as well having studied the activities of diasporas, active compatriots and migrants. With this aim, meetings were held with stakeholders, representatives of government agencies, NGOs involved in migration issues, representatives of diasporas and compatriots living abroad and migrants.

This Communication Strategy and Plan aims to enhance the capacity of the Government of the Kyrgyz Republic, the civil sector, and private partners and other relevant institutions to work with diasporas, compatriots and migrants to develop effective and sustainable communication with them, as well as to fulfill the objectives of the Concept on Migration.

<sup>1</sup>Note: The plan of measures to implement the first phase of the Migration Policy Concept (2022-2025) was considered.

**This Strategy and Plan are a necessary mechanism for institutionalizing the process of relations with all stakeholders.**

The Communication Strategy and Plan were developed as part of the project, Kyrgyzstan: Leveraging Diaspora Funding for Climate Action, which is being implemented by IOM Kyrgyzstan and is funded by the IOM Development Fund.

## DEFINITIONS AND BASIC TERMS USED IN THE DOCUMENT

The communication strategy uses definitions and terms in the field of migration established by the legislation of the Kyrgyz Republic, namely:

- ✎ **Citizenship** – citizenship or nationality of the Kyrgyz Republic or a foreign country.<sup>2</sup>
- ✎ **Diaspora** – migrants or descendants of migrants whose identity and sense of belonging, either real or symbolic, have been shaped by their migration experience and background. They maintain links with their homelands, and to each other, based on a shared sense of history, identity, or mutual experiences in the destination country.<sup>3</sup>
- ✎ **Migration** – the movement of individuals for various reasons from the Kyrgyz Republic to other states and from other states to the Kyrgyz Republic, as well as within the territory of the Kyrgyz Republic for the purpose of permanent or temporary change of residence.<sup>4</sup>
- ✎ **Compatriots abroad** – citizens of the Kyrgyz Republic temporarily or permanently residing outside the Kyrgyz Republic on the territory of a foreign country.<sup>5</sup>
- ✎ **The status of a compatriot with foreign citizenship** is a special legal status of foreign citizenship, whose rights and obligations are defined by the Kyrgyz legislation on the legal status of foreign citizens, this law and other normative legal acts of the Kyrgyz Republic.<sup>6</sup>

This document also uses definitions frequently used in the field of communications, such as:

- ✎ **A brand is a name** is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers.<sup>7</sup>
- ✎ **An Innovation Lab (Innolab)** is an intensive practical workshop lasting several days, aimed at developing effective business ideas (social, content, educational, etc.) and advanced solutions through independent team projects.
- ✎ **A Communication Strategy** is a part of the strategy of a particular subject/company/

<sup>2</sup>Law of the Kyrgyz Republic «On the Fundamentals of State Policy to Support Compatriots Abroad» of August 3, 2013 № 183.

<sup>3</sup>Glossary on Migration, 2019, IOM, p. 21 [https://publications.iom.int/system/files/pdf/iml\\_34\\_glossary.pdf](https://publications.iom.int/system/files/pdf/iml_34_glossary.pdf)

<sup>4</sup>Law of the Kyrgyz Republic «On External Migration» of September 13, 2021 № 116.

<sup>5</sup>Law of the Kyrgyz Republic «On the Fundamentals of State Policy to Support Compatriots Abroad» of August 3, 2013 № 183.

<sup>6</sup>Law of the Kyrgyz Republic «On Amendments to Some Legislative Acts of the Kyrgyz Republic on the Legal Status of Compatriots with Foreign Citizenship» of July 24, 2020 № 89.

<sup>7</sup><https://www.thebrandingjournal.com/2015/10/what-is-branding-definition/>

organization, the purpose of which is to build an effective exchange of information with the target audience, in order to promote the brand of the subject/company/organization, building relationships and getting feedback.

- ✎ **Content** is the information provided within the site (e.g. texts, graphics, sound information, etc.), as well as in books, newspapers, collections of articles, materials, etc.
- ✎ **Media relations**, MR are technologies of communication management, the purpose of which is to ensure systematic work from the management of the subject / company / organization with such components of the media system as press, publishing houses, television, radio broadcasting, news agencies, Internet, public relations and press services, and advertising agencies.<sup>8</sup>
- ✎ **Storytelling** is a marketing technique that helps convey information through a story or narrative. It is used in advertising, social networks, personal and corporate blogs.<sup>9</sup>
- ✎ **Targeting** is intended to attract new customers and increase sales.
- ✎ **Rebranding** is a marketing strategy in which a new name, term, symbol, design, concept or combination thereof is created for an established brand with the intention of developing a new, differentiated identity in the minds of consumers, investors, competitors, and other stakeholders. Often, this involves radical changes to a brand's logo, name, legal names, image, marketing strategy, and advertising themes.<sup>10</sup>
- ✎ **A hackathon** is a competition in which teams create a prototype of a mobile app, web service, or other product to solve a problem faced by a customer. The term is derived from the words hack and marathon. Hackathon means "marathon for hackers".

# 1

## OVERALL ASSESSMENT OF THE SITUATION IN THE FIELD OF MIGRATION AND BACKGROUND FOR IMPROVING COMMUNICATIONS (BASED ON STATE STRATEGIC DOCUMENTS OF THE KYRGYZ REPUBLIC, STAKEHOLDERS, RESEARCH, SWOT ANALYSIS)

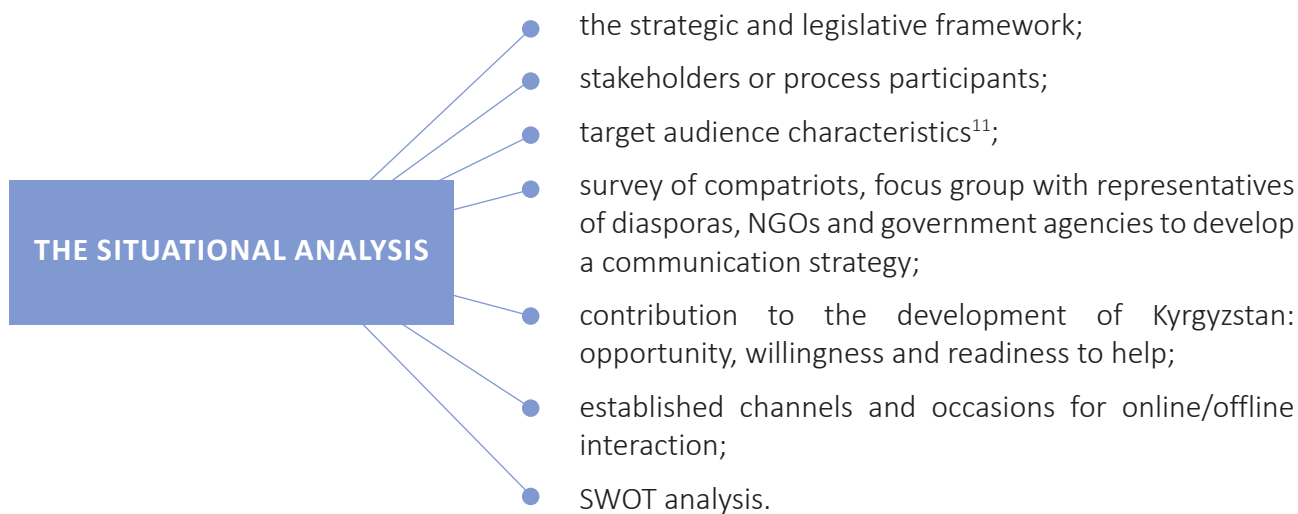
The assessment of the situation was prepared on the basis of desk research, the purpose of which was to identify and analyze the factors characterizing the background (prerequisites) and conditions of the situation in which relations with Kyrgyz diasporas, compatriots and migrants living abroad are developing. For this purpose, official documents in the sphere of migration policy, the results of previous studies and official data from open sources were analyzed. The analysis also includes the results of a survey of representatives of diasporas, compatriots and migrants conducted as part of the preparation of a communication strategy and an IOM-prepared study of motivational factors of the Kyrgyz diaspora, compatriots and migrants abroad that determine their investment or philanthropic behavior, in the context of adaptation to climate change in the Kyrgyz Republic.

<sup>8</sup>[https://www.marketch.ru/marketing\\_dictionary/marketing\\_terms\\_m/media\\_relations/](https://www.marketch.ru/marketing_dictionary/marketing_terms_m/media_relations/)

<sup>9</sup><https://www.unisender.com/ru/glossary/chto-takoe-storitelling/>

<sup>10</sup><https://en.wikipedia.org/wiki/Rebranding>

The situational analysis also takes into account a number of aspects that have shaped the content of this document, including:



## 1.1. STRATEGIC AND LEGAL FRAMEWORK

At present the policy of work with diasporas, compatriots and migrants is regulated by the following laws and strategic government documents:

- ▶ Law of the Kyrgyz Republic, “On the basis of state policy to support compatriots abroad”, as of August 3, 2013 № 183.
- ▶ Law of the Kyrgyz Republic, “On external migration”, as of September 13, 2021 № 116.
- ▶ Law of the Kyrgyz Republic “On the Legal Status of Foreign Citizens in the Kyrgyz Republic”, as of December 14, 1993 #1296-XII.
- ▶ Decree of the Cabinet of Ministers of the Kyrgyz Republic, “On regulation of issues of legal status of compatriots with foreign citizenship”, as of October 8, 2021 № 203.
- ▶ Law of the Kyrgyz Republic, “On amendments to some legislative acts of the Kyrgyz Republic on the legal status of compatriots with foreign citizenship”, as of July 24, 2020 № 89.
- ▶ National Development Strategy of the Kyrgyz Republic for 2018-2040.
- ▶ National Development Programme of the Kyrgyz Republic until 2026.
- ▶ Concept of Migration Policy of the Kyrgyz Republic 2021-2030 (additionally: Background and Letter to the Concept, plan for implementation of the first stage of the Concept of Migration Policy of the Kyrgyz Republic for 2021-2030).

These strategic documents:

- establish and define the basic concepts, principles and goals of the state policy of the Kyrgyz Republic regarding support of compatriots, migrants;

<sup>11</sup>Data from the study «Mapping of Kyrgyz Diasporas, Compatriots and Migrants Abroad. International Organization for Migration (IOM)/United Nations Agency for Migration in the Kyrgyz Republic» with the financial support of the International Organization for Migration (IDF) Development Fund, 2021.



- lay the foundation for relations with the citizens of the Kyrgyz Republic living abroad;
- regulate the basis for the implementation of the state policy of the Kyrgyz Republic in relation to compatriots;
- guarantee support for labor migrants and compatriots;
- assume resources to support labor and historical migrants to preserve the ethno-cultural identity of the Kyrgyz people.

### **National Development Strategy of the Kyrgyz Republic for 2018-2040**

The National Development Strategy of the Kyrgyz Republic for 2018-2040 notes the importance of creating conditions for migrant workers to invest their earned funds in the country's economy, in promising areas of production, in order to adopt and implement the experience of other countries in creating new industries and businesses in the country. This, in turn, requires the introduction of stimulating economic instruments and the development of necessary infrastructure.

The strategy also includes the need to find resources to support labor and historical migrants in order to preserve the ethnic and cultural identity of the Kyrgyz people.

### **National Development Programme of the Kyrgyz Republic until 2026**

The National Development Programme of the Kyrgyz Republic until 2026 prioritizes the Task 1.13. Support of labor migrants and compatriots, which states that:

“Protection of Kyrgyz citizens working abroad and support migration processes is a resource for development in terms of future investment, knowledge and skills, experience and international relations. In places of greatest concentration of our compatriots, with the support of our strategic partner, Russia, various levels of representative offices have been opened in many cities. This policy of supporting our migrants will not only be continued, but further expansion is planned. In particular, it is planned to create vocational training and retraining centers for professional personnel with the support of the Russian side, to create consultation centers on legal, administrative, and professional issues, and to create a unified Internet portal. Work on pension provision and medical care for family members of migrant workers will be continued. In order to preserve the full rights of migrant workers who received citizenship of another country on the territory of Kyrgyzstan the system “Meken Card” will be launched.

### **The Resolution of the Cabinet of Ministers of the Kyrgyz Republic, “On regulation of issues of legal status of compatriots with foreign citizenship”**

The Decree of the Cabinet of Ministers of the Kyrgyz Republic, “On regulation of the issues of legal status of compatriots with foreign citizenship”, No. 203, dated October 8, 2021, has been developed to support compatriots living abroad and to create favorable conditions for return to their historic homeland by implementing the national project

“Meken Card”. The launch of the system of granting preferences to foreign nationals, former citizens of the KR, “Meken Card” is included in the Priority Action Plan of the Government of the Kyrgyz Republic for 2020, approved by the Resolution of the Government of the Kyrgyz Republic No. 42 as of 10.02.2020. The main objective of this initiative is to maintain and intensify ties with former citizens of the Kyrgyz Republic abroad, their children and grandchildren, to attract intellectual capital and investments to the country through former citizens of the Kyrgyz Republic, and to ensure the stable development of society and sustainable economic growth.

In order to regulate the legal relations of such persons with the state, the draft law introduces a new legal status- the status of a compatriot with foreign citizenship. For citizens who have received such a status, it is envisaged to register and issue a certificate of a standard form- the so-called “Meken Card”. The authorized body for granting this status is proposed to determine the authorized body for population registration, as it is this body that executes the documents for citizenship withdrawal from the citizenship of the Kyrgyz Republic.

The Meken Card grants the following rights to persons who have been granted the status of a compatriot with foreign citizenship:



to freely enter and leave the Kyrgyz Republic without obtaining a visa, upon presentation of a Meken-card (there is no need to apply this mechanism for citizens of those countries which have a visa-free or simplified visa regime);



to reside and work in the Kyrgyz Republic without registration of residence or a work permit;



a person having the status of a compatriot with foreign citizenship is exempt from registration with the authorized body upon arrival in the Kyrgyz Republic.

The achievement of these goals will allow persons who have acquired foreign citizenship to maintain ties with their historic homeland, facilitate their stay, labor, economic, investment activities, and other aspects of their relationship with Kyrgyzstan. Persons granted the status can enjoy practically the same rights granted to citizens of the Kyrgyz Republic. However, these persons do not have the right to vote and be elected, nor do they have the right to hold positions in state and municipal services, law enforcement, defense, and the judicial system.

### **The Concept of Migration Policy of the Kyrgyz Republic for 2021-2030**

The Communication Strategy makes a key contribution to the implementation of the following tasks of the Concept of Migration Policy of the Kyrgyz Republic for 2021-2030, namely:

**Establishing favorable conditions** that facilitate and enable migrants, compatriots and their associations to invest and voluntarily contribute to the development of the Kyrgyz Republic.

**Engagement of the potential of migrants, compatriots and their associations** in the development and implementation of social, cultural, educational projects, strategies for the development of local communities and regions.

**And serves as the background for achieving the expected results of the Concept:** “migrants, compatriots and their communities invest in the development of the Kyrgyz Republic and regions of the country through the implementation of social, economic, educational, cultural and other projects;- conditions and mechanisms were created to attract investment by migrants to create their own businesses in the Kyrgyz Republic”.

It should also be noted that that the Concept lists a number of risks associated with its implementation, among which informational risks are singled out, including: “the lack of clear and complete information about all the measures envisaged for the development of the labor market, the creation of conditions

for decent labor will reduce the effect of their implementation and create risks for the achievement of the stated objectives”.

The communication strategy includes activities aimed at achieving the following priorities and objectives in the field of migration policy, namely:

- Improving conditions for citizens of the country, compatriots, immigrants and stateless persons to realize their educational, labor, professional and cultural potential and opportunities in the Kyrgyz Republic.
- Using the migration potential of the population, compatriots, immigrants and stateless persons for the development of the Kyrgyz Republic.

The implementation of the Migration Policy Concept is ensured through the work of an interagency (advisory) body at the level of the Government of the Kyrgyz Republic, the Coordinating Council on Migration, which will help ensure consistency and remove barriers to the implementation of the action plan of the Concept, including the communication strategy.



## 1.2. STAKEHOLDERS OR PARTICIPANTS

### STATE AUTHORITIES

#### ▶ Council on relations with compatriots abroad under the President of the Kyrgyz Republic

On November 22, 2018, the President signed a Decree “On the Council for Relations with Compatriots Abroad under the President of the Kyrgyz Republic”<sup>12</sup>. The Council on relations with compatriots abroad under the President of the Kyrgyz Republic is an advisory and consultative body that ensures the adoption of coordinated decisions on the development and implementation of measures to ensure the strengthening of interaction of compatriots with state authorities of the Kyrgyz Republic, the development and preparation of recommendations and proposals to support, protect the rights and interests of compatriots abroad, and maintain cultural and spiritual cooperation.

#### ▶ Coordination Council on Migration

By the Order of the Prime Minister of the Kyrgyz Republic № 25<sup>13</sup> dated May 6, 2016, in order to ensure effective interaction between state agencies, public and international organizations to regulate migration processes, including issues to combat human trafficking, a Coordination Council on Migration was formed. In order to ensure the effective work of the Coordinating Council on Migration Issues, the Order of the Chairman of the Cabinet of Ministers of the Kyrgyz Republic № 407 of June 14, 2022 introduced changes. The Council is responsible for coordinating the activities of state bodies, public and international organizations in developing proposals for improving legislation in the area of migration, regulating migration processes, preventing and combating trafficking in persons and developing an effective mechanism of interaction between state bodies on migration issues and preparing recommendations for the implementation of

<sup>12</sup>[https://www.president.kg/ru/sobytiya/12934\\_sozdan\\_sovet\\_posvyazyam\\_ssootechestvennikami\\_zarubeghom\\_pri\\_prezidente\\_kirgizskoy\\_respubliki](https://www.president.kg/ru/sobytiya/12934_sozdan_sovet_posvyazyam_ssootechestvennikami_zarubeghom_pri_prezidente_kirgizskoy_respubliki)

<sup>13</sup><http://cbd.minjust.gov.kg/act/view/ru-ru/215168?cl=ru-ru>

measures in the area of migration.

▶ **The Council on Migration, Compatriots and Diasporas Abroad under the Jogorku Kenesh (Parliament) of the Kyrgyz Republic**

On December 9, 2020 on the initiative of the Speaker of the Jogorku Kenesh (Parliament), the Council for Migration, Compatriots and Diasporas Abroad under the Jogorku Kenesh of the Kyrgyz Republic was established. The Council on Migration, Compatriots and Diasporas Abroad under the Jogorku Kenesh of the Kyrgyz Republic is a public advisory body providing interaction of compatriots, international partners, diaspora organizations with the state bodies of the Kyrgyz Republic to develop and prepare recommendations and proposals on migration issues, as well as supporting and protecting the rights and interests of compatriots abroad, preventing and combating human trafficking. The activity of the Council is implemented by the Secretariat of the Council on Migration, Compatriots and Diasporas Abroad under the Jogorku Kenesh of the Kyrgyz Republic.

▶ **Ministry of Labor, Social Security and Migration of the Kyrgyz Republic.**

Управление по вопросам миграции является структурным подразделением министерства и формирует, реализует деятельность в области миграционной политики в Кыргызской Республике.

▶ **Embassies and Consulates of the Kyrgyz Republic**

Embassies and consular services abroad are representative offices of the Kyrgyz Republic in the host state and implement foreign policy in the host state and protect the rights and interests of citizens and legal entities of the Kyrgyz Republic in the host state and ensure the interests of the Kyrgyz Republic in the relevant region and the world as a whole.

As well as the following ministries and agencies involved in the process of implementing the Concept of migration policy, chiefly:

- Ministry of Internal Affairs of the KR (MIA)
- Ministry of Economy and Commerce of the KR (MEC KR)
- Ministry of Digital Development of the KR (MDD KR)
- Ministry of Emergency Situations of the KR (MES KR)
- Ministry of Health of the KR (MH KR)
- Ministry of Natural Resources, Ecology and Technical Supervision of the KR
- Ministry of Agriculture of the KR (MA KR)
- National Investment Agency under the KR President
- Climate Finance Center (CFC)
- National Statistical Committee of the KR (NSC)
- Jorgorku Kenesh of the KR (JK)
- Ministry of Culture, Information, Sports and Youth Policy of KR (MCISYP)
- Ministry of Education and Science (MES)

- Representations of the President in the regions of KR, and
- Local self-government bodies (LSG).

## NON-GOVERNMENTAL ORGANIZATIONS

The non-governmental sector of Kyrgyzstan is active in providing support, establishing links and exchanging information with public associations of compatriots, diaspora organizations, international organizations, and migrant associations with the aim to provide legal, informational and explanatory support to compatriots.

## ACADEMIA

Academia and universities, including the National Academy of Sciences of the Kyrgyz Republic (NAS KR), the Tian Shan Policy Center of the American University in Central Asia, the Kyrgyz-Russian Slavic University named after Boris Yeltsin, the Academy of Public Administration under the President of the Kyrgyz Republic, and the Kyrgyz National University named after Jusup Balasagyn.

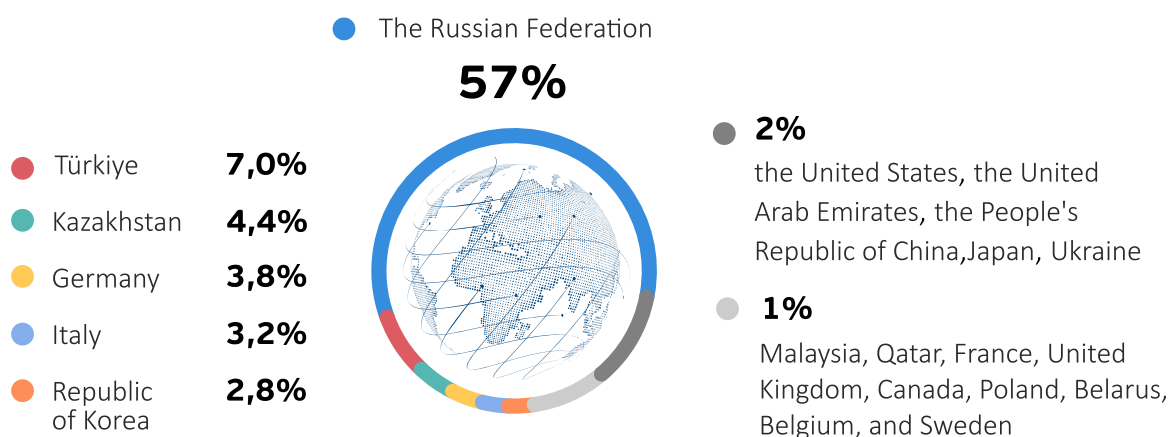


### 1.3.CHARACTERISTICS OF THE TARGET AUDIENCE

The Kyrgyz diaspora abroad was formed not long ago, around the 2000s, and is currently structured into approximately 200 associations, including various initiative groups, public organizations, national and cultural associations, foundations, and associations of fellow countrymen.<sup>14</sup>


The largest associations are registered in the Russian Federation, Türkiye, Kazakhstan, Germany, Austria, Italy, the United States of America, England, France, Republic of Korea, and the United Arab Emirates. These are different types of associations, with different legal statuses, models of management and areas of activity. The integrating factor for all diaspora structures is nationality and citizenship.

#### Mapping of Kyrgyz Diasporas



According to the results of the mapping of the Kyrgyz diasporas, compatriots and migrants in 2021, the Russian Federation is the country of permanent residence for 56.5% of the respondents, followed by

<sup>14</sup>Data from the study «Mapping of Kyrgyz Diasporas, Compatriots and Migrants Abroad. International Organization for Migration (IOM)/United Nations Agency for Migration in the Kyrgyz Republic» with the financial support of the International Organization for Migration (IDF) Development Fund, 2021.



Türkiye with 7.1% of respondents naming this country of their permanent residence, 4.4% indicated Kazakhstan, 3.8% said Germany, 3.2% indicated Italy, and 2.8% said Republic of Korea. The sample included 2% of respondents who permanently resided in the United States, the United Arab Emirates, the People's Republic of China, Japan, and Ukraine. One percent of respondents were permanent residents of Malaysia, Qatar, France, United Kingdom, Canada, Poland, Belarus, Belgium, and Sweden.

As a rule, diaspora organizations, compatriots and migrants establish business ties with local authorities, law enforcement agencies, national and community organizations and diasporas of other nations and engage in organizing cultural events or business around migration, drawing into their public work Kyrgyzstani citizens already established in their home countries, including those with other citizenship (according to the Zamandash Association). According to the results of meetings and discussions with diasporas and compatriots, the main goal of these organizations is to help their fellow citizens and migrants protect their interests in their country of residence, for which purpose the organizations establish relationships with local authorities, law enforcement agencies, national and community organizations. They also share their experience and cooperate with diasporas of other nations in order to organize various cultural and social activities.

By the efforts of citizens of the Kyrgyz Republic public associations of Kyrgyz citizens have been formed and are successfully operating in such countries as the Russian Federation, the Republic of Kazakhstan, Ukraine, the United States of America, the United Arab Emirates, Korea, Turkey, the Federal Republic of Germany, Belgium, France, Austria, and the United Kingdom. The work of these diaspora organizations is aimed at uniting compatriots, providing assistance and support, as well as the preservation of culture and traditions and the formation of national identity.

The concept of the migration policy for 2020–2030<sup>15</sup> noted that among the socio-demographic characteristics, firstly, the professional level of citizens living abroad should be underlined as part of labor migration. And if in the 1990s and early 2000s emigrants were mostly qualified specialists employed in public administration, agriculture, industry, education, then in subsequent years and up to the present, most migrants have been low-skilled workers from rural areas or small towns, facing the problem of employment and low income. However, the number of intellectuals, doctors, teachers, and scientists has increased in recent years, which suggests a new outflow of highly qualified specialists from the country.

Another important trend is the steady feminization of modern migration processes in the Kyrgyz Republic. According to the National Statistical Committee of the Kyrgyz Republic, since 2014, the number of women involved in both external and internal migration significantly exceeds the number of men<sup>16</sup>. In 2018, their number was almost 2 times higher than the number of men. The “pushing factor” is the situation of women in the domestic labor market: over the same period, the share of women in the economically active population is falling<sup>17</sup>, which is immediately reflected in the share of poor women, which has been increasing in recent years and in 2018 has exceeded the share of men.

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<sup>15</sup>Concept of Migration Policy of the Kyrgyz Republic for 2020-2030, p.5.

<sup>16</sup>Women and Men of the Kyrgyz Republic, 2013-2018. NSC KR, Bishkek-2018, pp. 33-34.

<sup>17</sup>Ibid., p. 44.

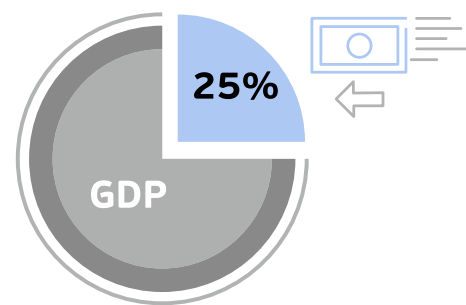


#### 1.4. CONTRIBUTION TO KYRGYZSTAN: WILLINGNESS AND READINESS TO RETURN HOME OR HELP<sup>18</sup>.

According to the World Bank<sup>19</sup>, in 2021, the ratio of remittances to Gross Domestic Product of the Kyrgyz Republic was more than 25 percent and is one of the highest in the world. Thus, experts note the traditionally high impact of remittances on the well-being of migrant households has become greater and thoroughly consider migrant remittances (which on average represent more than half of total household income) as a contribution to the economy. In addition, migrant remittances are considered a factor in poverty reduction, as evidenced by statistics - the poverty rate in 2019 was 20.1 percent, down 11.6 percent from 2009.

At the same time, as a result of a number of unfavorable factors, such as the lack of areas of application or financial instruments and other factors, most households that receive remittances do not consider them specifically as a source of investment and economic development, either at the level of individual families and at the level of entities of the «small» and «large» homeland. One of the reasons for this situation is also the low level of financial literacy of the population, including migrants, who have little awareness of the investment tools that exist in the market.

If we consider the main factors in the labor market of the Kyrgyz Republic, we can highlight the imbalance between supply and demand, which is expressed in the shortage of skilled workers and specialists in certain professions and specialties. At the same time, there are problems of employment policy related to the awareness of the labor force about suitable vacancies for them. It is also worth adding that for rural areas the lack of jobs is a major push factor for migration. As a result of the lack of information about vacancies in the Kyrgyz Republic, many are forced to migrate (to other parts of the country or abroad) or remain unemployed. Here we can also assume that this is the reason why labor migrants do not return home, as they do not know where they can put their efforts and earn money.



● The ratio of remittances to Gross Domestic Product

There are also no mechanisms provided by the state to organize self-employment and start their own entrepreneurial activities, and there is no developed system for attracting funds from migrants, compatriots, and their associations in the development of the Kyrgyz Republic. Mobilization of remittances through community programmes, as a rule, for local infrastructure projects is done by the migrants themselves.

- ▶ At the same time, according to the results of the 2021 mapping, 66% of migrant respondents intend to return to Kyrgyzstan for permanent residency, 12% answered “no” and 22% were not sure.

<sup>18</sup>Data from the study «Mapping of Kyrgyz Diasporas, Compatriots and Migrants Abroad. International Organization for Migration (IOM)/United Nations Agency for Migration in the Kyrgyz Republic» with the financial support of the International Organization for Migration (IDF) Development Fund, 2021.

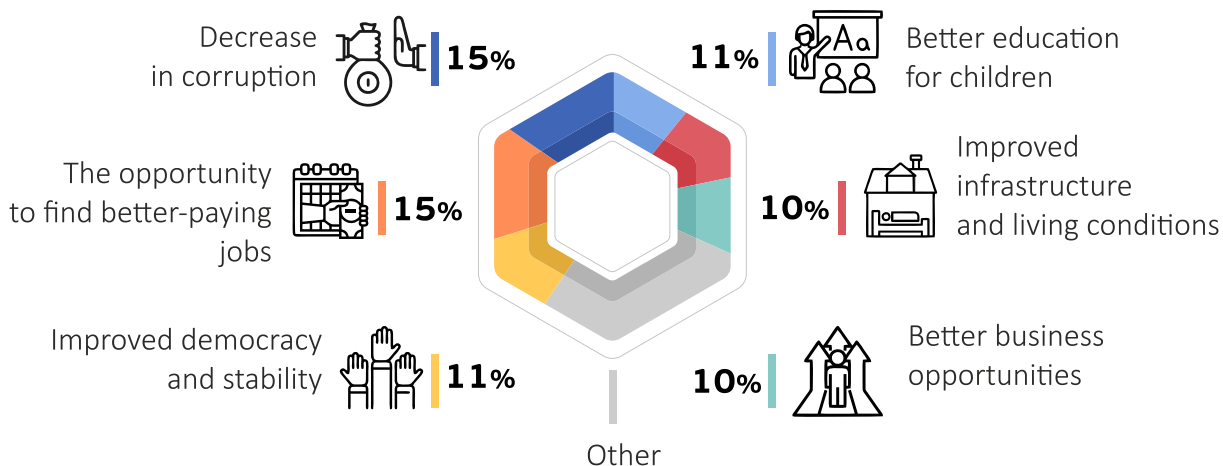
<sup>19</sup><https://www.vsemirnyjbank.org/ru/news/press-release/2021/11/17/remittance-flows-register-robust-7-3-percent-growth-in-2021>

### Do respondents intend to return to Kyrgyzstan?



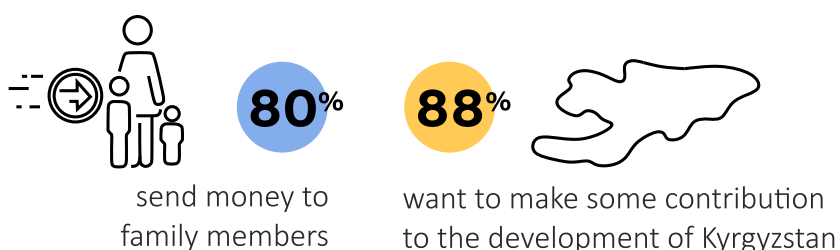
- ▶ Among the factors that could positively influence on the decision to return to Kyrgyzstan, 15% indicated a decrease in corruption and the opportunity to find better-paying jobs, 11% each indicated “improved democracy and stability” and “better education for children”, and 10% each indicated “improved infrastructure and living conditions” and “better business opportunities”.

### The factors that could positively influence on the decision to return to Kyrgyzstan



- ▶ As noted above, the traditionally high impact of support from Kyrgyz migrants to those who stayed home: 88% of mapped participants send money to family members and close relatives, and 80% want to make some contribution to the development of Kyrgyzstan.

### Distribution of support among Kyrgyz migrants

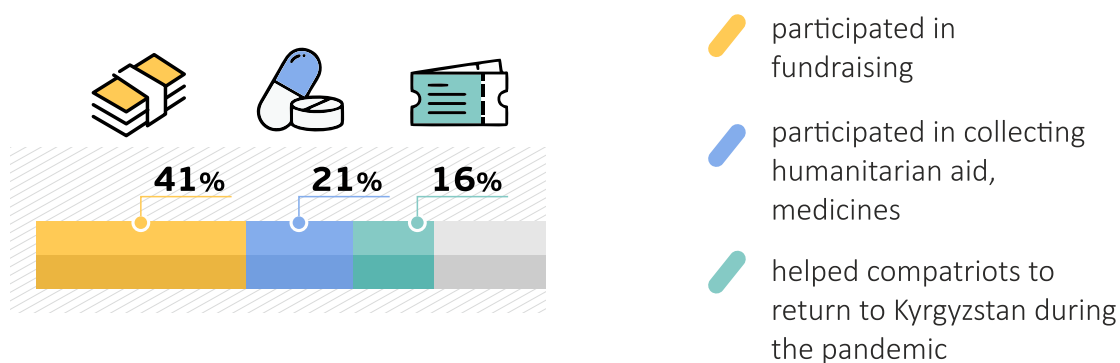


- ▶ Traditionally, migrants are active participants in charitable and pro bono assistance, fundraising during emergencies occurring in Kyrgyzstan, which was also evident during the COVID-19 pandemic, including among diaspora associations, community groups, spontaneously gathered groups with an appeal to help. In 2020, 41% of respondents participated in fundraising, 21% of



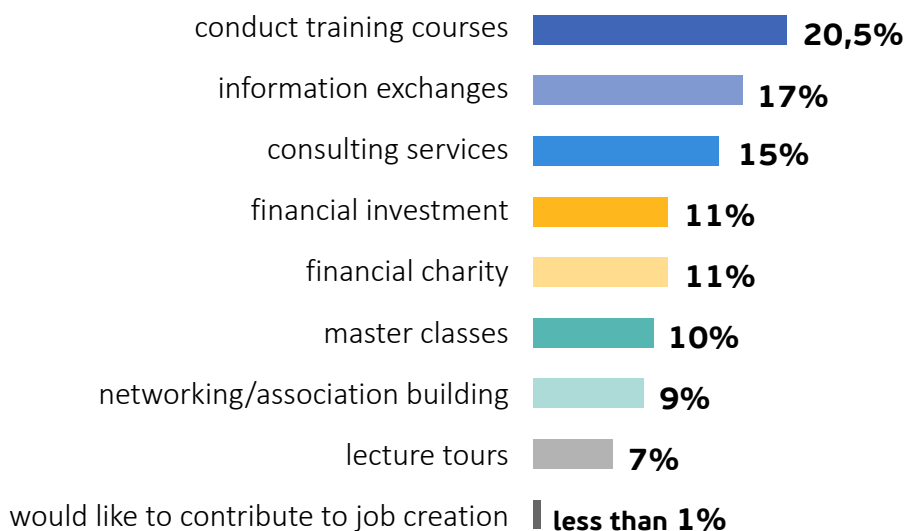
respondents participated in collecting humanitarian aid, medicines, etc. during the pandemic. 16% - helped compatriots to return to Kyrgyzstan during the pandemic. During the meetings with representatives of diasporas and compatriots, distrust in state structures of the Kyrgyz Republic was evoked and an example was given of a case when diasporas, compatriots and migrants, providing assistance during the pandemic, did not receive feedback or a report from the government on the distribution and targeting of the assistance provided.

### Activity of migrants in charity and free aid



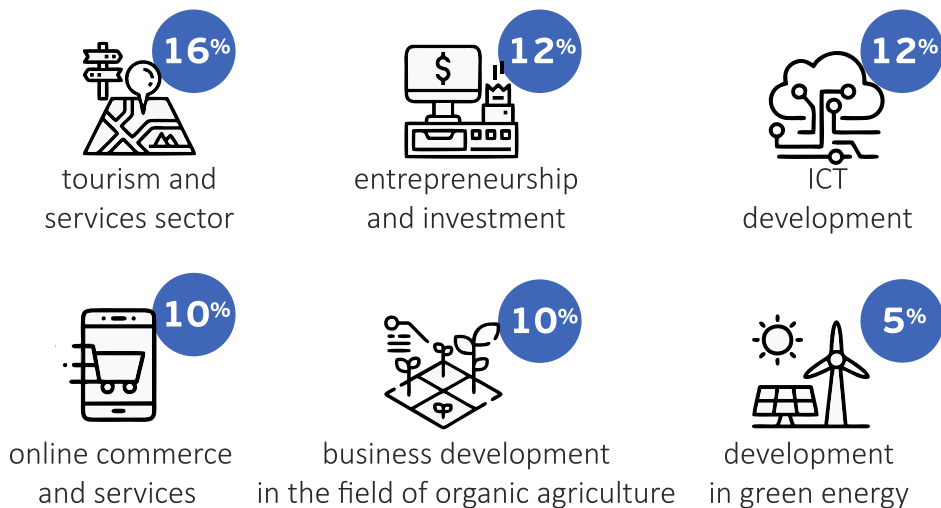
- ▶ Over the past 2-3 years, just over 18% of respondents supported organizations and businesses in Kyrgyzstan, namely orphanages and crisis centers, entrepreneurs, small and medium businesses, kindergartens, schools, universities, sports clubs and health centers, mosques, as well as research centers and technology companies.

If we talk about the economic contribution to development on the part of Kyrgyzstani citizens abroad, they would like to:



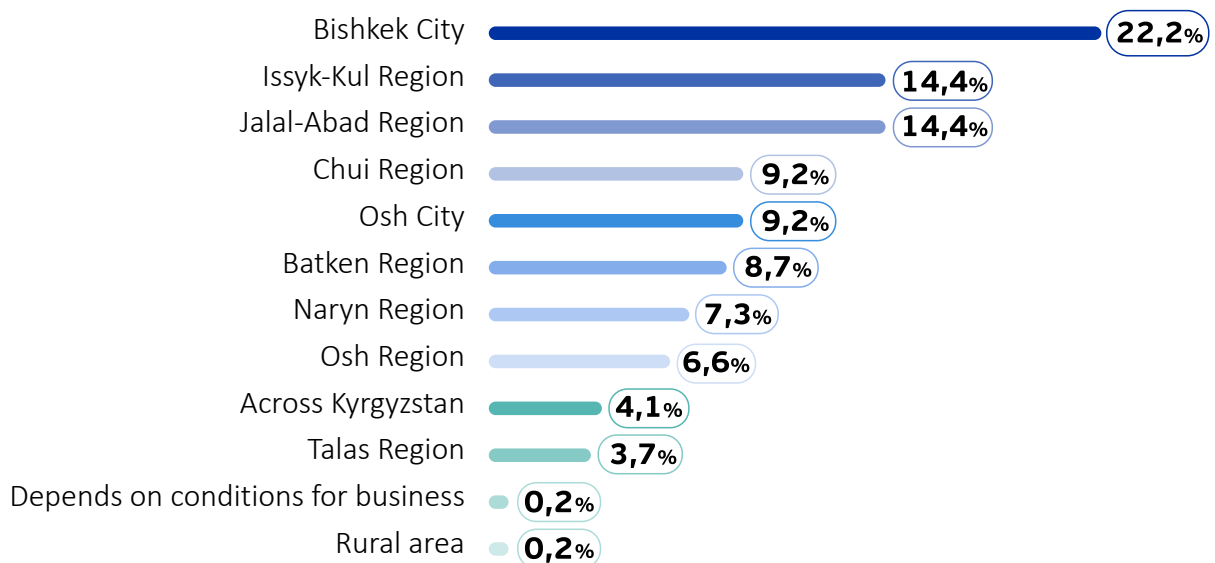
- ▶ In the business sector, about 16% of respondents want to contribute to the tourism and services sector, 12% want to contribute to entrepreneurship and investment, 12% want to contribute to ICT development, and almost 10% want to contribute to online commerce and services. 10% of respondents would like to contribute to business development in the field of organic agriculture, and 5% - in green energy.

### Contribution of migrants in the sphere of business



- ▶ In terms of geography, the largest proportion of respondents are interested in investing in Bishkek - 22.2%. The next most popular are Issyk-Kul and Jalal-Abad regions (14.4% each). 9% of respondents are interested in investing in Chui region, Osh city and Batken region. In Naryn region 7% of the respondents want to invest, and in Osh region- 6.6%. About 4% want to contribute to Talas region, and there are also 4% of respondents- who are willing to contribute throughout Kyrgyzstan.

### Preferred location in Kyrgyzstan for contributions



It should be noted that, according to the study, respondents tend to contribute to those regions/ villages/cities that they mentioned as their “small motherland”. Also mapping highlights the areas of social and environmental protection, as well as charity, and the interest of investing which respondents stated.

In 2022, a study was conducted where the focus was on subjective knowledge. Like previous studies, this study also found that people with more knowledge about climate change and adaptation were more likely to donate to charities, civil society organizations or community organizations in the destination country and to invest in environmental activities in the Kyrgyz Republic. Moreover,

people's intention to start or continue donating to charities, civil society organizations, or community-based organizations increases as their knowledge of climate change and adaptation increases.

Trust in government efforts is extremely important for encouraging adaptive behavior, but this variable can be problematic. The study found a negative relationship between trust in government-led adaptation measures and overall philanthropic behavior. However, respondents who have more trust in government-led adaptation measures are more likely to invest in renewable energy, energy-efficient solutions, flood or drought preparedness in the Kyrgyz Republic.

The results of this study showed the willingness of our compatriots to contribute to climate action, for the most part through new energy-efficient technologies.

During the focus group discussions to prepare a communication strategy, there was also a willingness to assist in building the ICT capacity of young people, as well as the ICT start-ups of young people, improving knowledge from different fields by involving compatriots who have succeeded in their business/area while living abroad.



## 1.5. SURVEY AMONG COMPATRIOTS, FOCUS GROUP WITH REPRESENTATIVES OF DIASPORAS, NGOS AND GOVERNMENT AGENCIES TO DEVELOP A COMMUNICATION STRATEGY

In order to develop a communication strategy in June-July 2022, research was conducted in the form of individual interviews, focus group discussions with stakeholders (online and offline), a survey by filling out Google forms and questionnaires to embassies and consular offices of the Ministry of Foreign Affairs of the Kyrgyz Republic.

### Research Methodology and Results


The main purpose of this study is to identify the communication and information preferences and motivations that are critical in the process of building effective communication with diasporas, compatriots, migrants with state agencies and other stakeholders.

#### 1. Focus group discussions (offline and online):

- with representatives of state structures working in the field of migration
- with representatives of NGOs/public associations working in the field of migration
- with representatives of diaspora organizations in the Russian Federation, Kazakhstan.

2. Individual interviews (online) were conducted with representatives of diaspora organizations in Canada, Germany, Türkiye, and the United States.

The research allowed us to find out what the target audiences think about the possibility of attracting investments to the country by diasporas, compatriots and migrants, why they think so, what motives drive them, how they react to certain processes and problems related to communication opportunities and what factors related to access to information, informing and building effective communications actually have a greater influence on them. For example: why they trust some sources of information and do not trust others, why they choose some channels of content delivery and do not choose others, etc.



Several approaches and tools were used in the methodology of the meetings to gather information for the formulation of hypotheses, the theory of change, and the search for communication solutions.

It was important to start each interview with a general approach, setting the participants up for discussions, activating their personal experience. Such a tool was a question-trailer in conjunction with scaling, which, on the one hand, set the topic and warmed up the audience, and, on the other, gave an understanding of the relevance of the topic and the depth of the discussion.

At the beginning of the discussion, participants were asked to answer the question: “Please evaluate on a scale of 1 to 10, what role do you think diasporas, compatriots and migrants play in the development of Kyrgyzstan today (where 1 is the smallest role, which is even difficult to measure and feel, and 10 is the most effective and proactive role in the development of the country)”.

The minimum score on the scale is 3.5, with the comment that, “migrants today cannot play a role in the development of the country because there is no communication bridge and their voice is not heard”.

The maximum score on the scale was 9, with the comment: “30% of our country’s GDP comes from migrants’ remittances, and that says it all”.

Another participant gave a score of 10, but as he later noted in the discussion, it was his emotional assessment of the help that migrants and compatriots provided to fellow countrymen during the COVID-19 pandemic.

After scaling, everyone who voted answered questions designed to explore the situation and spark a discussion:

- To those who gave the lowest scores: why did you rate it that way? What prevents diasporas, compatriots, and migrants from being involved in investing and developing the country and building communication with them today to a greater extent? List 3 main factors.
- To those who gave the lowest scores: why did you rate it that way? What is more helpful today in engaging diasporas, compatriots and migrants in investing and developing the country and building communication with them? List 3 main factors.
- To all others, if you wish: what prevents/helps most to involve diasporas, compatriots and migrants in investing and developing the country and building communication with them today? List 3 main factors.

Afterwards, the discussion questions focused on collecting recommendations for a future communication strategy:

- ? What specific actions can quickly and tangibly improve communication with diasporas, compatriots, and migrants? What should be done first?
- ? Give examples where, in your opinion, the state successfully communicates with diasporas, compatriots and migrants? How can this experience be multiplied?
- ? Are there any successful examples of other national diasporas- what is their “know-how”?
- ? What are you personally (your organization) ready to do right now to involve diasporas, compatriots and migrants in the development of the country?
- ? How can the country now help diasporas, compatriots and migrants and how can we build stable and trusting relationships with them?

Moreover, since there were no joint interviews in which both representatives of diasporas and migrants and representatives of state agencies participated, it was important to find approaches that would demonstrate how far these target audiences differ or coincide on key issues and what their points of contact were that could be used to build effective communication.

For this purpose, we used an approach where the most emotional statements recorded by the primary target audience (representatives of diasporas, compatriots, migrants) were then voiced at meetings with representatives of government agencies and non-governmental organizations to record their reactions (secondary target audience).

This is a list of the key messages that had the most emotional coloring in the discussion:

- ! migrants- ordinary people- no one hears them;
- ! decisions are made by people who know nothing about the problems of migrants;
- ! it is important for us to preserve language, culture, national traditions; to show our people from the cultural and sporting side;
- ! by the 30-year migration process we have lost the understanding that we should have our own ideology;
- ! there is no effective logistics of transferring offers from migrants and communication;
- ! there is contradictory information coming to us from the homeland, we need verified channels of information delivery on which we can rely; it is important to provide migrants with information;
- ! it is important that this document, the communication strategy, becomes a document not on paper, but documents of concrete communication actions.

The study examined the demographic and professional characteristics of migrants; their resources (material and financial) that can be used in the development of the economy of the Republic; issues of communication with the immediate environment, between migrants; mechanisms for maintaining communication between government agencies and compatriots living abroad; the work of government agencies in addressing migrant issues, the activities of NGOs, and other issues.

Thus, the study identified the following key factors that influenced the choice of strategic approaches to communication, as well as determined the main approaches to the choice of distribution channels and content formats, namely:

- The frequent restructuring of the structure of the Government of the Kyrgyz Republic and state bodies in the area of support of compatriots and migrants abroad;
- A lack of a single political body/appointed official to support compatriots and migrants abroad (participants of the sessions said: “to invest in projects at home we want to know a specific person who is responsible for migration issues and can give us a guarantee that our investments will be used qualitatively and as intended”);
- The lack of human resources, weak capacity to build and use effective communication and information in embassies (as well as, in general, government agencies authorized to deal with migration issues) and consular services, as well as a lack of coordination and cooperation with diasporas, compatriots and migrants abroad;
- A lack of trust of compatriots and migrants in state bodies, in general (except for local self-

government bodies on the ground, in regions where migrants know many personally);

- The insufficient state funding for systematic support and cooperation with diasporas, compatriots and migrants abroad;
- A lack of human resources and capacity to systematize communications and inform compatriots and migrants abroad;
- A lack of an instrument for monitoring the investment and assistance of compatriots and migrants in the development of the country, providing transparency and regular information (preferably in real time);
- A lack of government measures to stimulate compatriots and migrants and increase motivation to invest in the development of the country.



## 1.6. ESTABLISHED CHANNELS AND OCCASIONS FOR INTERACTION/ COMMUNICATION

Communication channels identified as a part of the Mapping of Kyrgyz Diasporas, Compatriots and Migrants Abroad, conducted by the International Organization for Migration, and desk research provided the preparation of this communication strategy.

It should be noted that the mapping highlighted two areas of interaction between migrants which were also taken into account in the development of this communication strategy:

### 1. within the Kyrgyz diaspora abroad

### 2. with family

For the first area (within the Kyrgyz diaspora), it is important to keep in mind that more than half of those surveyed during the 2021 survey, (56% of respondents), have never participated in events related to Kyrgyzstan and organized by the diaspora. A quarter of respondents (25%) participate in events at least 1-2 times a year, and slightly less than a fifth of the sample (18%) are active and regular participants in events organized by the Kyrgyz diaspora abroad.

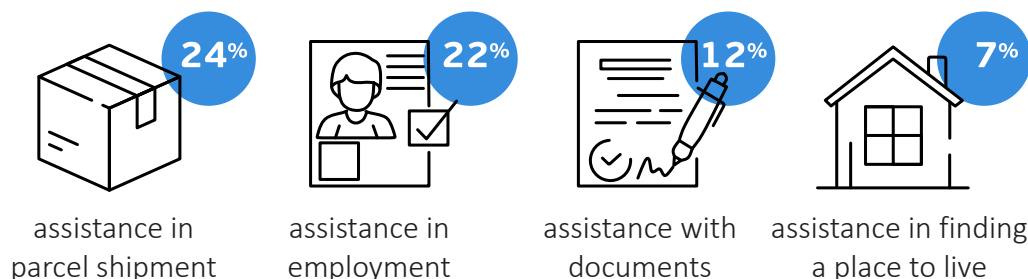
Active participation in events organized by Kyrgyz diasporas



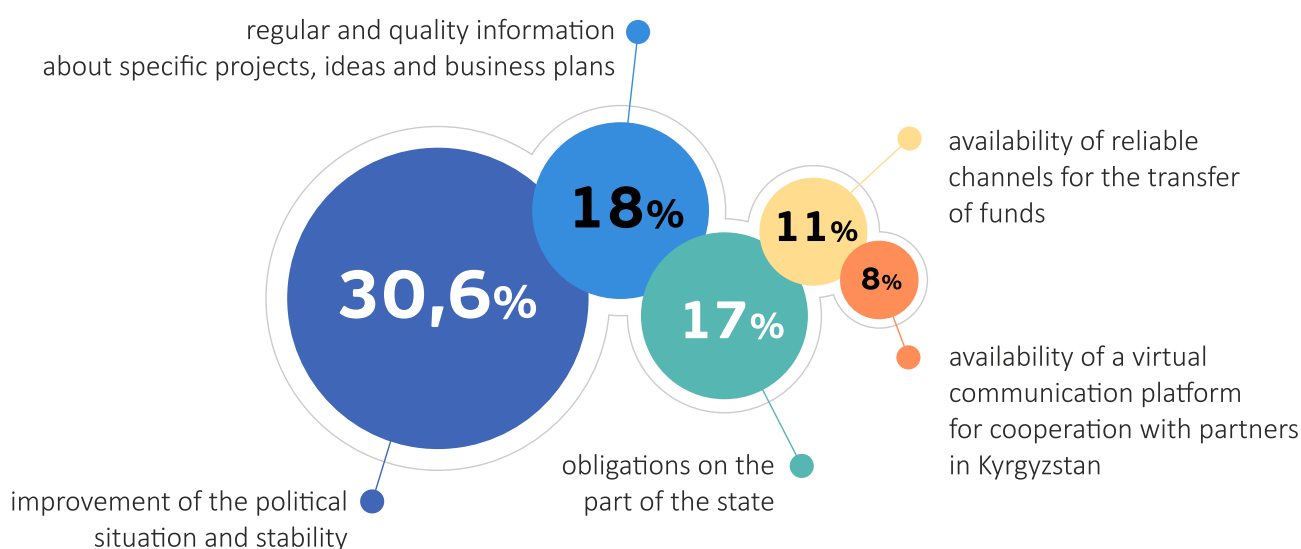
Regarding the types of assistance, for which migrants turn to communities abroad (hence the reasons for communicating and participating in diasporas and the reasons for using social networks and mobile applications for communication), a quarter of them (24%) are sending and receiving parcels from Kyrgyzstan, a little over a fifth (22%) is assistance in finding a job, next in frequency are registration, citizenship, etc. official documents (12%), followed by assistance with housing (7%). 5% and less types

of assistance: placement of migrants' children in educational institutions, assistance with money, diaspora assistance in contacting authorities in countries of permanent residence, diaspora assistance in communicating with law enforcement agencies, in resolving conflicts with other members of the diaspora.

Types of help that migrants seek from the community abroad. assistance in parcel shipment ; assistance in employment , assistance with documents, assistance in finding a place to live



Also, the 2021 mapping<sup>20</sup> showed that the following could help strengthen the interest of migrants to become involved in Kyrgyzstan's development initiatives:



Meanwhile, the results of semi-structured in-depth interviews with compatriots abroad, attended by diaspora representatives already involved in internal and external communications, with experience and status in diaspora organizations, or in informal initiative groups, showed that the most frequently voiced concerns among the principles of uniting people in countries of permanent residence in migration were: "preservation of the traditions and culture of the Kyrgyz people" and "mutual support of compatriots". Next come the variants of "work or study" and "holding events", then "compatriotism" and others.

Also unifying motives are the difficulties of the migration experience and the desire to stabilize migration and help others to do so. «Migrant solidarity» is one of the powerful motives for unification. And organizational diaspora ties inspire more trust, including among the initiators of business,

<sup>20</sup>Data from the study «Mapping of Kyrgyz Diasporas, Compatriots and Migrants Abroad. International Organization for Migration (IOM)/United Nations Agency for Migration in the Kyrgyz Republic» with the financial support of the International Organization for Migration (IDF) Development Fund, 2021.

economic, social, and environmental projects, including investment initiatives.

The communication platform for migrants and diaspora can be informed about such useful and supportive elements of diaspora assistance abroad that become systematic, reliable and possibly demanded or planned (“The Migrant’s Way”). Some of the best and most visible examples could be produced for communication purposes to attract more migrants into well-organized, ethical and responsible diaspora networks and alliances (e.g. success stories, storytelling).

Also the result could be stronger marketing solutions, leading to diaspora events and communication channels that are better informed about the needs and interests of Kyrgyz migrants and better tailored to their time management needs and opportunities for attendance and accommodation during events. More online events could also be part of the solution.

An important factor in bringing people together is belonging to a “small motherland” and the idea that compatriots demonstrate a desire to help more regions is confirmed. It should be said that the responsiveness of state agencies at the level of local administrations is also higher, so it makes sense to communicate with migrants through local (municipal) self-government bodies.

For example, local self-governance can monitor the need and bring priority projects to compatriots on permanent communication platforms. Also, initiatives related to the small homeland, discussed in groups of natives from one village/region, are promoted much faster and more effectively than national projects.

Thus, the communication campaigns and content of an online communication platform can be tailored to specific regional appeal. And the Communication Platform and its content and targeting can be designed with these geographic and municipal trends in mind, or in appropriate prioritization.

Participants also see merit in the creation of a development fund, where funds from migrants (diasporas) from different countries would be accumulated to finance projects and charitable actions.

For donors within diasporas, transparency and accountability procedures are crucial, and structured and organized migrant associations have priority here as well.

The main obstacle that migrants have faced in implementing development initiatives is the lack of feedback from Kyrgyzstan and local partners who could qualitatively accompany these initiatives.

Communication would be improved if government agencies (as well as other regional and local partners in Kyrgyzstan) developed and implemented a standardized form / channel / feedback system on communication platforms that would be appropriate and effective for the purpose of conveying specific information to migrants and effective interaction.

The introduction of a structured approach to cooperation with clear mandates and responsibilities of all key actors, including the Kyrgyz diaspora in migration, would also improve communication. Here a good communication solution can be the collection and dissemination of cases (success stories) of cooperation with local authorities, municipal councils and communities, on the basis of which norms and standards of constructive dialogue of diasporas with state institutions can be developed.

The three most common channels of communication among migrant respondents are:

**Whatsapp** (38%)

**Facebook** (23%)

**Instagram** (16%)



**38%**



**23%**



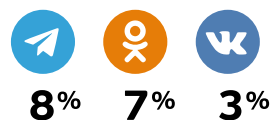
**16%**



Telegram channels and groups are used by just over 8% of the respondents

Odnoklassniki (7%)

Vkontakte (3%).



## 1.7. INFORMATION PLATFORMS AND CHANNELS THAT EXIST TODAY AND ARE COORDINATED BY THE DIASPORA ITSELF

Kyrgyz diasporas, compatriots and migrants make efforts and work to inform and protect the rights and interests of our compatriots abroad. Thus, to date the following platforms created by our compatriots are actively working:

**Erkinish** (erkinish.kg) - a freelance exchange in the Kyrgyz language. An online platform where Kyrgyz-speaking employers (potential investors or migrants who were able to get good jobs abroad, possibly started their own businesses) can outsource projects to freelancers from Kyrgyzstan (in most cases in the regions) or from the Russian Federation (or Italy, Turkey).

**Ashar** (ashar.team) - a crowdfunding platform. Collective financing of scientific, creative, social, environmental, and other ideas and innovations by raising money from compatriots abroad.

**Kyrgyzcha psycologia** (instagram.com/kgpsyc) - a project in the Kyrgyz language aimed at developing and supporting psychological health and literacy in our country.

**Karaan** (karaan.org) - an independent platform made up of active Kyrgyzstani people living in the country and abroad. Karaan Global promotes the idea of independent media, supporting in-depth analysis and high-quality content.

**Kutucha** (instagram.com/kutucha.club) - a web design studio that provides web design, graphic design, UI/UX design services. Kutucha also compiles a list of beautiful websites in Kyrgyzstan, a wiki dictionary on web design and useful tips related to this field in Kyrgyz.

**Choyro Forum** - The Kyrgyz citizens' forum, "Choyro", uses «digital codes of the new reality» intending to form a united team of concerned Kyrgyz citizens, regardless of their present place of residence to consolidate common efforts, ideas and projects aimed at the development of Kyrgyzstan.

**ITJoop** - the first question and answer platform for programmers in the Kyrgyz language.


**KGDiaspora** (kgdiaspora.org) - a platform for migrants abroad.

**Zher-Ene** - an eco-project aimed at disseminating environmental knowledge in order to form an environmental culture, foster a caring attitude to nature, and rationally use natural resources.

**MedJardam** - a platform for online consultations of Kyrgyz doctors around the world, which contains information about medical tourism.

**Ustat** - a platform of modern online courses for career development, business development and new professions in the Kyrgyz language.

**Kitepchi** - the first electronic bookstore in the Kyrgyz language. Kitepchi allows authors and publishers



to post and sell their books. And readers can buy, read and listen to e-books quickly and easily using modern technology.

**Kelechek.Digital** - a Kyrgyz-language web studio that offers quality services in web development and website creation.

**Kazhy-Kuzhu** ([kontentchi.com/author/kazhykuzhu](http://kontentchi.com/author/kazhykuzhu)) - a podcast in the Kyrgyz language. The main purpose of this podcast is to increase and disseminate quality information in the Kyrgyz language.

**REC 55** ([rec55.net.kg](http://rec55.net.kg)) - a recording and dubbing studio in Kyrgyzstan. It translates and dubs foreign video games, movies, TV series into Kyrgyz.

Therefore, when developing a communication platform for the Kyrgyz diaspora abroad, it is necessary to consider the specifics of social networks and online channels in terms of design, content, product packaging and promotion to target audiences and in terms of service placement, as well as in terms of the growing audience and interactivity of online tools.

### Communication Platform Recommendations:

Diaspora mappings offer the following recommendations, which were also confirmed during meetings with diaspora representatives and partially incorporated into the communication strategy:

- ▶ create an information bank of diaspora members who are ready to contribute to the development of the Kyrgyz Republic through «skills transfer» programmes;
- ▶ develop and implement various «skills transfer» programmes, including educational, professional and cultural projects to which diaspora members participate. Skills transfer programmes should be differentiated by sector, timing of implementation, and target groups of the diaspora;
- ▶ develop a system of incentives for increasing the work of diaspora professionals in Kyrgyzstan on a short, medium and long term basis;
- ▶ develop a system of recognition of skills and achievements within the diaspora by awarding members of the diaspora with state awards, prizes, badges of honor and certificates;
- ▶ ensure media coverage of the merits of individuals and their promotion to advisory and consultative bodies (including the Council for Relations with Compatriots, etc.);
- ▶ Issue invitations to the Kyrgyz Republic when significant events are held;
- ▶ encourage philanthropy by diaspora members through symbolic and substantial donations organized by government agencies, local governments and NGOs in the Kyrgyz Republic;
- ▶ develop an interactive and user-friendly web portal to provide online contacts with diaspora organizations and members (including advice on legal aspects of labor issues, etc.);
- ▶ unite compatriots from different countries by their interests (networking), including joint projects, crowdfunding;
- ▶ provide information about the migration experience of compatriots to newly arrived immigrants or those who plan to leave;
- ▶ serve as a bridge in the interaction between the state and the diaspora; a «mediator» or some non-governmental organization should be responsible for coordinating the work of such a platform.

The above-mentioned recommendations proposed in the Diaspora Mapping Study are also outlined in terms of communication.



## 1.8. SWOT ANALYSIS

This SWOT analysis has been prepared based on the analysis of the sections described above:

- Legislative framework in the field of migration,
- Policy documents regulating migration policy,
- Research on migration and migration-related issues conducted earlier,
- Research conducted to develop this communication strategy, study of target audiences and their needs.

As part of the review of existing documents and research, an analysis of strengths, weaknesses, opportunities and threats was conducted to formulate the purpose of the communication strategy and the choice of a strategic approach.

### Strengths

- ▶ There is a legal framework to support compatriots abroad
- ▶ National strategic documents define basic concepts, principles and goals of state policy of the Kyrgyz Republic in relation to support of compatriots, migrants
- ▶ The Concept and Migration Policy of the Kyrgyz Republic and its plan for 2021-2030 have been developed and started to be implemented
- ▶ The programme to support compatriots, «Meken-Kart», has been developed and has started to be implemented, which ensures sustainability
- ▶ Diaspora organizations are active and their initiatives aimed at the development of the country and assistance have been launched
- ▶ Initiatives to unite these diasporas abroad
- ▶ There is targeted support from international and non-governmental organizations, including support from government agencies in the implementation of strategic documents in the field of migration policy
- ▶ There is a mapping of diasporas
- ▶ There is a study, research of motivational factors of Kyrgyz diaspora and compatriots abroad that determine their investment or philanthropic behavior in the context of adaptation to climate change in the Kyrgyz Republic.
- ▶ Communication and information platforms (such as [www.migrant.kg](http://www.migrant.kg) and its profiles on social networks, communication and information channels and groups in social networks, a directory for migrants, and others) were created and are functioning.

## Weaknesses

- ▶ The frequent restructuring of the structure of the Government of the Kyrgyz Republic and state bodies in the area of support of compatriots and migrants abroad
- ▶ The lack of a single policy body to support compatriots and migrants abroad
- ▶ A lack of human resources, weak communication and information capacity in embassies and consular services, as well as lack of coordination and cooperation with diasporas, compatriots and migrants abroad
- ▶ A Lack of trust by compatriots and migrants in the state bodies
- ▶ A lack of government funding for systematic support and cooperation with diasporas, compatriots and migrants abroad
- ▶ Insufficient state funding for systematic support and cooperation with diasporas, compatriots and migrants abroad
- ▶ The lack of a tool for monitoring the investment and assistance of compatriots and migrants in the development of the country
- ▶ The lack of stimulating measures for investing into the development of the country
- ▶ A lack of human resources, capacity, and funding for the implementation of the communication strategy
- ▶ The unwillingness of the compatriots from different countries to unite by their interests (networking), including the joint realization of projects
- ▶ Weakly implemented possibilities to increase the trust of compatriots and migrants to the state bodies.

## Opportunities

- ▶ Belonging to the homeland is an important binding factor for the joint activities of compatriots, including those in different countries.
- ▶ Professional associations have demonstrated stable connections through individual relationships.
- ▶ Activity, initiative and potential of diaspora organizations, compatriots and migrants
- ▶ The presence of the will and potential to create a brand of diasporas of Kyrgyzstan
- ▶ A high need, desire and potential on the part of diaspora organizations, compatriots and migrants to cooperate with government agencies to develop the country and promote Kyrgyzstan abroad
- ▶ The potential of diaspora organizations, compatriots and migrants to increase investment, remittances, tourism promotion and other issues
- ▶ Using and expanding existing communication platforms and promotion of information platforms and applications
- ▶ Establishing a feedback system from responsible government agencies to diasporas, compatriots and migrants.

## Threats

- ▶ General instability in the world, global threats to which states, organizations, and individuals need to respond first
- ▶ Financial instability in the world and in the country
- ▶ Protracted processes of restructuring in the state bodies in the field of migration
- ▶ Weak capacity for implementation of strategic documents and plans (funds, human resources, lack of political will)
- ▶ Big competition for the attention of target audiences on the background of rapidly developing information resources
- ▶ Information stress of target audiences
- ▶ Globalization of the information processes, influence of algorithms of big information distribution channels (social networks, messengers, meta-villages etc.) and complexity and costs of resisting the influence of “information bubbles” (information flows are controlled not by people, but by the masters of global networks).

# 2

## THEORY OF CHANGE, GOALS AND OBJECTIVES OF THE COMMUNICATION STRATEGY

### 2.1. THEORY OF CHANGE

IF

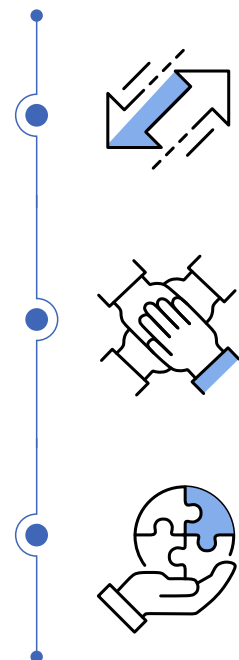
state organizations provide effective information exchange, provide and receive feedback, establish channels of communication with representatives of the Kyrgyz diasporas, compatriots and migrants living abroad;

...and IF

representatives of Kyrgyz diasporas, compatriots and migrants living abroad feel supported and interested by the state and receive timely information and feedback, which, in turn, will increase their trust in the state;

...THEN

all parties will be involved in the process of investing in the development of the Kyrgyz Republic and its regions, as well as in strengthening support for compatriots and migrants through the implementation of social, economic, educational, cultural and other projects.



### 2.2. GOALS AND OBJECTIVES OF THE STRATEGY

In order to formulate strategic as well as communication goals and objectives, strategic documents were analyzed in order to define activities aimed at involving diasporas, compatriots and migrants in

the development of the country.

Based on this analysis, as well as focus groups and personal meetings, the following strategic goal for communication activities was formulated

**An effective exchange of information between government agencies and representatives of Kyrgyz diasporas, compatriots and migrants living abroad has been established and is developing, as a result of which all parties are involved in the process of investing in the development of the Kyrgyz Republic and its regions, as well as in strengthening the participation and support of compatriots and migrants through the implementation of social, economic, educational, cultural and other projects.**

Based on the analysis of the situation and the strategic approach, the following communication tasks were developed, the solution of which will contribute to the achievement of the following objectives and results:

**OBJECTIVE 1:** Promotion of the idea of investing in projects within the country and in the countries of residence by Kyrgyz diasporas, compatriots and migrants living abroad.

**Results:**

- ▶ Representatives of Kyrgyz diasporas, compatriots and migrants living abroad:
  - will be informed about the opportunities to invest in the implementation of social, economic, educational, cultural and other projects in the Kyrgyz Republic;
  - will be involved in the process of project formation at their level/ place of implementation (communication with local authorities and communities of potential projects location for investment);
  - are informed about the progress and results of investment projects;
  - are aware of the best practices and people who supported and implemented the projects, as well as of those whose lives were changed/improved by the projects.

**OBJECTIVE 2:** To promote the image of government agencies as reliable partners for cooperation and joint projects.

**Results:**

- ▶ State agencies authorized to deal with migration issues, as well as local authorities are available and competent in communicating with representatives of the Kyrgyz diaspora, compatriots and migrants living abroad;
- ▶ Embassies and consulates of the Kyrgyz Republic are effective and accessible permanent points of information and interaction with compatriots and migrants.

**OBJECTIVE 3:** Create and maintain effective and regular feedback between authorized government agencies and Local Self Governances and representatives of the Kyrgyz diaspora, compatriots and migrants living abroad through an online platform and other opportunities for two-way communication.

**Results:**

- ▶ Regular meetings are held on the online platform on the implementation of joint investment projects and other relevant issues of interaction with the participation of competent and

authorized representatives of all stakeholders;

- ▶ Regular meetings are held on offline platforms subordinate to embassies and consulates of the Kyrgyz Republic with representatives of the Kyrgyz diaspora, compatriots and migrants living abroad;
- ▶ Investment issues with social, economic, educational, cultural and other projects are regularly included in the agendas of all forums (conferences, kurultais, festivals, etc.) on migration and compatriots;
- ▶ Online information dissemination channels and strategy/tactics for interacting with target audiences (targeting, promotion, engagement, including based on the geographic preferences of the target audience, etc.) are optimized and effective;
- ▶ Online feedback tools for target audiences are optimized, and feedback results are regularly disseminated through all channels.

# 3

## TARGET AUDIENCE

The target audience in this Communication Strategy includes all stakeholders defined and listed in the section 1.2. of this document and is segmented as follows: the primary audience is those people whose behavior must change in order the goal of strategy can be met; the secondary audience is those people who directly influence those in the primary group; and the tertiary audience includes those who influence the entire community, with leadership status, resources they can direct towards change, and the ability to persuade, thanks to people's trust.

### Primary group



Diaspora organizations

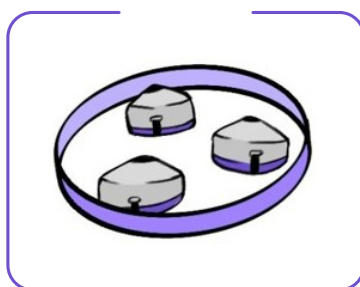


Compatriots and migrants living abroad

### Secondary group



State bodies



Non-governmental and international organizations



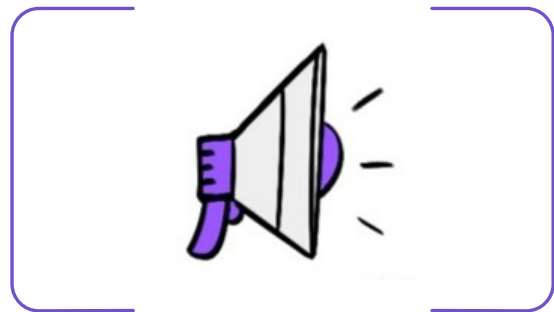
Private sector

- Ministry of Labor, Social Security and Migration of the Kyrgyz Republic, Ministry of Foreign Affairs of the Kyrgyz Republic, Ministry of Economy and Commerce of the Kyrgyz Republic, Ministry of Education and Science of the Kyrgyz Republic, Ministry of Culture, Information, Sports and Youth Policy of the Kyrgyz Republic. Ministry of Emergency Situations of the Kyrgyz Republic, Climate Finance Center and Ministry of Natural Resources, Ecology and Technical Supervision of the Kyrgyz Republic, Ministry of Agriculture of the Kyrgyz Republic, State Agency on Local Self-Government and Interethnic Affairs under the Government of the Kyrgyz Republic, local self-government bodies.
- And other ministries and departments of the Kyrgyz Republic related to migration and development issues.
- Non-governmental and international organizations, private sector.

### Tertiary group



The population and the immediate environment of migrants, compatriots



Leaders of the formation of public opinion, prominent natives of Kyrgyzstan living abroad

## 4

### GENDER-SENSITIVE APPROACH

Approaches to gender sensitivity in the strategy should be addressed and ensured in the implementation of activities of the Communication Plan, taking into account the awareness of gender-sensitive aspects of migration, and being cognizant of the gender composition of the participants involved. Also the gender aspects of the strategy should include the legal aspects of women and children's involvement, likewise young people and should take into account their needs.

The information products, their content should be gender balanced and include the legal aspects of women, youth and children. The content produced within the strategy should be gender-sensitive, gender equal and exclude gender stereotypes.

## 5

### STRATEGIC APPROACHES

The strategic communication approaches required to achieve the goals of the Communication



Strategy describe how they will be achieved: what activities will be included in the communication interventions, how these activities will be framed in a single programme of action, information campaign or implemented on different information platforms. They support the theory of change and, by combining the different types of interventions, channels and content formats into a single program, are implemented in specific activities of the Communication Plan.

Thus, the communication strategy includes several strategic communication approaches that ensure consistency of communication efforts and coordination between the target group and partners, as well as the synergy of ongoing changes planned, either simultaneously or in stages.

Strategic communication approaches define a combination of approaches (refer to a description of approaches) and are implemented over a period of time through organized communication activities

The main goal of this communication strategy is the involvement of diasporas, compatriots and migrants in the process of investing in the development of the Kyrgyz Republic and its regions, and the theory of change proposes that in order to achieve it, communication channels be established that will ensure effective information exchange, providing and receiving feedback. Therefore, direct meetings online and offline (forums, competitions, thematic meetings, laboratories, consultations, etc.) are an effective strategic approach, because the lack of direct two-way communication with instant feedback is one of the causes of dissatisfaction identified in the research phase, namely the lack of trust of target audiences in the state, a lack of information about real investment projects, and a lack of access to information sources.

Building a model of direct interaction between all stakeholders, face-to-face, through direct meetings (primarily involving departments of the Ministry of Foreign Affairs- embassies and consulates, as well as agencies- MLSSM, LSG, MDD, MEC) to create a mode of communication whereby representatives of Kyrgyz diasporas, compatriots and migrants living abroad will feel the support and interest from the state. In turn, they will engage and accept the idea of investing in projects for the development of the country as an important and real opportunity to contribute.


The advantages of direct meetings include: two-way communication – the reaction of the target audience is immediately visible and can be adjusted; it is easier to arouse and retain interest and achieve communication goals; and it can leverage the great impact of the emotional component in the process of communication.

The disadvantages of this approach are as follows: it requires thorough preparation of direct meetings and non-standard/creative solutions in the area of formats, programs, and other elements. It depends on the level and mood of the invited participants- and here it is important that from the state side the representatives of authorized agencies participate with them. We need to make full use of online tools that allow such meetings around the world without limiting the number of participants.

Another obstacle is the low capacity of government agencies to communicate directly. Meanwhile, this is a very important competence, i.e. communication skills, and most importantly- the power of representatives of government agencies, which, as research shows, they still lack. Therefore, among the strategic approaches is informing and shaping attitudes through capacity building (i.e. training sessions, webinars, hackathons, innolabs, training modules- both offline and online).

The advantages of this approach include: such communications structure information well; form opinions and attitudes; allow us to speak the same language; and give us a competitive advantage in the marketplace.

But in order to effectively implement this approach, quality educational content, resources, and high



motivation by the target audience to learn are needed.

The following observations are related to online platforms and resources, where so far, mainly communication with diasporas and compatriots has been developed, but so far it has been ineffective. These are the so-called “new media” – social networks and messengers, as well as mobile resources/platforms/applications – which can harness references, content, games.

Advantages of this mode include: it is the most popular source of information today, there are already a large number of them on various topics, and they are easy to manage and administer. As for mobile applications- these are the most popular resources, primarily for young people (accessible from the phone), with high-quality development. They stimulate engagement and easily retain attention.

If we talk about the disadvantages of these approaches, it is important to note that in social networks and messaging apps today there is big competition for attention, they all have uncontrollable algorithms of interaction with users and it takes effort, resources and potential to saturate the content, and for their own sites,- huge efforts and finances are required for promotion. Mobile applications are costly to produce (in terms of resources, creativity), promotion efforts are required, and competition in the application market is high.

The use of traditional media (websites of news agencies, publications) can also be a successful communication strategy for achieving the goal, primarily because it is already known to many channels of communication. They are familiar, operative, offer journalistic approaches (standards of quality journalism). regular output, and a constant audience.

And one more strategic approach to communicate with the target audience:- the author’s content as a project. This includes multimedia storytelling, films, game content, and success stories. One of the tasks of the communication strategy is to involve and popularize the idea of investing in important social, cultural, business projects in their homeland. This is where the stories of ordinary people- those who are already investing and those whose lives are changing for the better as a result of those efforts- can become the key.

Advantages of this method include: storytelling engages people and holds their attention; it reveals the subject in depth; and most importantly, it influences attitudes toward the topic.

Disadvantages of this method may be stated as: high-quality authoring content is expensive; there are few interesting creative authors; and it takes effort to promote it to a wide audience.

Table “Strategic approaches in communication with the target audience” – please see Appendix 3.

## 6

## RISKS AND RISK MITIGATION STRATEGY

No	THREAT/RISK	STRATEGIC APPROACH
1	<p>General instability in the world, global threats to which states, organizations, and individuals need to respond first.</p> <p>Financial instability in the world and in the country.</p>	<p>Development of preventive and adaptive measures.</p> <p>Working with development partners to raise funds for awareness.</p>
2	The protracted processes of restructuring in the state bodies in the field of migration.	Creation of monitoring mechanisms at the state level.
3	Low capacity to implement strategic documents and plans (funds, human resources, lack of political will).	Creation of motivating and working state mechanisms.
4	Great competition for the attention of target audiences against the background of the rapid development of information resources.	Ongoing capacity building and skills development in information technology to work with target groups.
5	Informational stress of target audiences.	Creation of high-quality content that meets the needs of first group of the target audience and effective promotion through relevant channels.
6	Globalization of information processes, the influence of algorithms of large information distribution channels (social networks, messengers, meta-universes, etc.) and the complexity and cost of resisting the influence of «information bubbles» (information flows are controlled not by people, but by the masters of global networks).	Continuous capacity building and improvement of skills in the field of information technology.

# 7

## COMMUNICATION PLAN

**Note:** The Communication Plan was developed for the period from 2022 to 2025 inclusively, taking into account the fact that it for this period also developed the Action Plan for the implementation of the first phase of the Migration Policy Concept (2022-2025).

Communication activities	Expected results	Communication channels	Indicators	Responsible ministry/agency	Frequency/ duration of implementation	Budget <sup>21</sup>
<b>ORGANIZATIONAL AND COORDINATION ACTIONS/COSTS</b>						
<p><b>Optimization of existing online platforms and resources (priority language - Kyrgyz)</b></p> <p>Engage a team of consultants (consisting of: team leader, development (IT), promotion/ targeting, analytics, content repackaging).</p>	<p><b>Web: <a href="https://migrant.kg">https://migrant.kg</a> :</b></p> <p><b>1.Optimized site structure and design:</b></p> <p><b>a)</b> composition and thematic model of the site based on the priorities and requests of the CA</p> <p><b>b)</b> user-friendly content and graphic composition, design and site navigation</p> <p><b>c)</b> added database of investment projects, the Choyro platform and other similar are sites integrated on the web</p> <p><b>d)</b> all solutions allow the site to be a single “entry point” for major thematic requests of migrants/compatriots</p> <p><b>e)</b> site is equally representative</p>	<p>Websites of MLSSM, the MFA, embassies, messenger channels, and pages on social networks</p> <p><a href="https://migrant.kg/">https://migrant.kg/</a></p> <p>Migrants’ Guide mobile app</p>	<ul style="list-style-type: none"> <li>• media coverage</li> <li>• engagement of the target audience</li> <li>• viewing depth</li> <li>• repost count</li> <li>• content plan</li> </ul> <p>And also, indirectly, the following quantitative indicators:</p> <ul style="list-style-type: none"> <li>• amount of content for websites</li> <li>• amount of content for social networks/ messengers (repackaging)</li> </ul>	MLSSM, MFA, Development partners	2022–2023	From the budget allocated for the implementation of the Concept for Migration Payment to the team of consultants (development (IT), promotion, analytics, content repackaging, team leader)

<sup>21</sup>Amounts are taken as of the time the strategy is being developed, September 2022. Subject to be changed due to the economic situation of the Kyrgyz Republic.

Communication activities	Expected results	Communication channels	Indicators	Responsible ministry/agency	Frequency/duration of implementation	Budget
	<p>and convenient for both desktop and mobile version</p> <p><b>f)</b> site should become the most popular aggregator of all news for migrants and compatriots, etc.</p> <p><b>2.Resource content:</b></p> <p><b>a)</b> the site content policy was developed and integrated with the mobile application “Migrant Guide”,</p> <p><b>b)</b> interaction with the target audience was improved (targeting, promotion, engagement, etc.)</p> <p><b>c)</b> a thematic and graphic concept of content repackaging was developed,</p> <p><b>d)</b> a content plan was developed, etc.</p> <p><b>3. Improved the “Migrants’ Guide” mobile app based on the results of the expert evaluation, including:</b></p> <p><b>a)</b> rebranding the name of the application for the Kyrgyz language audience + full promotion among migrants/</p>					

Communication activities	Expected results	Communication channels	Indicators	Responsible ministry/agency	Frequency/duration of implementation	Budget
	<p>compatriots</p> <p><b>b)</b> user-friendly content and graphic composition, design and navigation of the "application"</p> <p><b>c)</b> all solutions allow the application to be a single "entry point" for basic reference queries of migrants / compatriots</p>					
<p><b>Optimization of feedback tools on websites and resources (priority language - Kyrgyz)</b></p> <p>Engage a team of consultants (consisting of: team leader, development (IT), promotion/targeting, analytics, content repackaging).</p>	Existing feedback tools were analyzed and improved / new ones were created on the website <a href="https://migrant.kg/">https://migrant.kg/</a> and in the Migrants' Guide mobile app	<p>Websites of MLSSM, the MFA, embassies, messenger channels and pages on social networks</p> <p><a href="https://migrant.kg/">https://migrant.kg/</a> Migrants' Guide Mobile application</p>	<ul style="list-style-type: none"> <li>• number of OS tools</li> <li>• the number and growth of appeals and responses</li> <li>• the number and speed of responses to appeals</li> <li>• increase in response rate</li> </ul>	MLSSM, MFA, Development partners	2023	The budget is included to optimize existing online sites and resources (see line above)
<b>Content team to provide information support</b>	SMM Manager Content Manager Photo, videographer	Websites of MLSSM, the MFA, embassies, messenger channels	<ul style="list-style-type: none"> <li>• amount of content for websites</li> <li>• amount of content</li> </ul>	MLSSM, Development partners	2023–2025	From the budget allocated for the implementation

Communication activities	Expected results	Communication channels	Indicators	Responsible ministry/agency	Frequency/duration of implementation	Budget
	Designer Coordinating editor	and pages in social networks  <a href="https://migrant.kg/">https://migrant.kg/</a> Migrants' Guide Mobile application	for social networks/messengers • target audience reach • target audience engagement • viewing depth number of reposts • content plan availability			of the Concept for Migration
<b>Transport costs for content production team</b>						From the budget allocated for the implementation of the Concept for Migration
<b>DSA for content production team</b>						From the budget allocated for the implementation of the Concept for Migration
<b>Monitoring and evaluation of the implementation of the Communication Plan</b>	Monitoring and evaluation reports	• quantitative indicators of the execution of the Communication Plan • internet statistics	• number of reports • number of recommendations	MLSSM, Development partners	2022–2025 1 option: at the end of the implementation of the Communication Plan	From the budget allocated for the implementation of the Concept for Migration

Communication activities	Expected results	Communication channels	Indicators	Responsible ministry/agency	Frequency/duration of implementation	Budget
		<ul style="list-style-type: none"> <li>the results of the survey of the target audience (phone / or online)</li> </ul>			Option 2: at the beginning of the implementation and at the end of the implementation of the Communication Plan	
<b>Strengthening embassies' communications with diaspora</b>	Additional staff in the structure of embassies, responsible for communication with compatriots, diasporas, migrants	Offline/online	<ul style="list-style-type: none"> <li>number of meetings</li> <li>number of responses to requests</li> <li>processing rate</li> <li>coverage</li> </ul>	MFA	2022–2025	According to the state budget expenditures for the work of embassies and consulates to fund capacity building of employees and expansion/ optimization of staffing As well as from the budget funds allocated for the implementation of the Concept on Migration



Communication activities	Expected results	Communication channels	Indicators	Responsible ministry/agency	Frequency/duration of implementation	Budget
<b>DIRECT MEETINGS</b>						
<p><b>"Online-Mekendesh": online meetings with compatriots and migrants</b></p>	<p>Regular direct two-way communication between compatriots and migrants with authorized employees of state agencies, LSG, and public organizations:</p> <ul style="list-style-type: none"> <li>• informing</li> <li>• question-answers</li> <li>• success stories of implemented projects</li> <li>• overview of potential projects</li> </ul>	<p>Online communication platform (Zoom, Teams, online broadcast in Telegram, etc.)</p> <p>Promotion of the meeting recording (websites of MLSOM, embassies, organizations of compatriots, channels in social networks and messengers)</p> <p>YouTube archive <a href="https://migrant.kg/">https://migrant.kg/</a></p> <p>Mobile application «Handbook for Migrants</p>	<ul style="list-style-type: none"> <li>• number of meetings</li> <li>• number of participants</li> <li>• number of reposts</li> </ul>	<p>MMLSSM, MFA, MDD LSGs, Council on Relations with Compatriots under the President, Coordinating Council on Migration Issues, Council on Migration, Compatriots and Diasporas Abroad under the Jogorku Kenesh of the Kyrgyz Republic</p>	<p>2023–2025</p> <p>Once every 2 months 2 time zone options</p>	<p>From the budget allocated for the implementation of the Concept for Migration</p> <p>(Possible: request for funding support from development partners)</p> <p>Structure of work and costs:</p> <ol style="list-style-type: none"> <li>1. Development of the concept and format</li> <li>2. Paid account for the site</li> <li>3. Designer</li> <li>4. Promotion (targeting, advertising)</li> <li>5. Content packaged for social networks and messengers</li> </ol>

Communication activities	Expected results	Communication channels	Indicators	Responsible ministry/agency	Frequency/duration of implementation	Budget
<b>Thematic meetings on investment projects in the home country, organized by embassies</b>	Regular and direct two-way communication of compatriots and migrants with authorized employees of the Ministry of Foreign Affairs on topical issues and opportunities for investment projects	Promotion, media coverage of the results of meetings (websites of the Ministry of Foreign Affairs, embassies, organizations of compatriots, channels in social networks and messengers) <a href="https://migrant.kg/">https://migrant.kg/</a> Mobile application «Migrants' Guide  News agencies, mass media	<ul style="list-style-type: none"> <li>• number of meetings</li> <li>• number of participants</li> <li>• number of reposts</li> </ul>	MFA, embassies, consulates with participation of MEC, MLSSM, LSGs  Council on Relations with Compatriots under the President, Coordinating Council on Migration, Council on Migration, Compatriots and Diasporas Abroad under the Speaker of the Jogorku Kenesh of the Kyrgyz Republic	1 a year in each embassy	From the budget funds allocated for: <ul style="list-style-type: none"> <li>• the activities of embassies and consulates;</li> <li>• implementation of the Concept on migration.</li> </ul>
<b>Award for the best investment project “Mykty Mekendesh” (the Best Compatriot)</b>	Forming a positive attitude on the part of compatriots and migrants to investing projects	Promotion of the contest results (websites of MLSSM, MFA, embassies,	<ul style="list-style-type: none"> <li>• number of reposts of information messages</li> </ul>	MLSSM, MFA  Council on Relations with	1 in 2 years (starting from 2023)	From the budget allocated for the implementation of the Concept

Communication activities	Expected results	Communication channels	Indicators	Responsible ministry/agency	Frequency/duration of implementation	Budget
		organizations of compatriots, channels in social networks and messengers) <a href="https://migrant.kg/">https://migrant.kg/</a> Mobile application “Migrants’ Guide”  <a href="https://choyro.com">https://choyro.com</a> <a href="https://choyro.co">https://choyro.co</a> <a href="https://ashar.team/product/choyro-co">https://ashar.team/product/choyro-co</a>  News Agencies, Mass Media		Compatriots under the President Coordinating Council on Migration Issues, Council on Migration, Compatriots and Diasporas Abroad under the Jogorku Kenesh of the Kyrgyz Republic		of Migration.  At the expense of funds raised from the business community, business associations, etc.
<p><b>Manaschi competition on the topic of involving compatriots in investing in their home country</b></p>	Informing about best practices and people who have supported and implemented projects, as well as about those whose lives have been changed/improved by these projects  Shaping the attitude of the target audience to the possibility of investing	Offline/online		MLSSM, MFA, LSGs  Council on Relations with Compatriots under the President Coordinating Council on Migration Issues,		From the budget funds allocated for the implementation of the Concept of migration

Communication activities	Expected results	Communication channels	Indicators	Responsible ministry/agency	Frequency/duration of implementation	Budget
				Council on Migration, Compatriots and Diasporas Abroad under the Jogorku Kenesh of the Kyrgyz Republic		
<b>Contest for journalists “Investments that change people’s lives”</b>	Informing about best practices and people who have supported and implemented projects, as well as about those whose lives have been changed/improved by these projects	Promotion of the contest results (websites of MLSSM, MFA, embassies, organizations of compatriots, channels in social networks and messengers) <a href="https://migrant.kg/">https://migrant.kg/</a> Mobile application “Migrants’ Guide”  News agencies, mass media	<ul style="list-style-type: none"> <li>• number of entries</li> <li>• coverage of the target audience</li> </ul>	MLSSM, MFA, MCSYP	Once every 2 years (summing up the results of the «Mykty Mekendesh» contest)	From the budget funds allocated for the implementation of the Concept of Migration
<b>Mainstreaming the topic of engagement of diasporas in investing into the</b>	The topic of engagement of diasporas in investment is regularly included on the agenda of Forums at various	Online/offline Event venues	<ul style="list-style-type: none"> <li>• number of events with the inclusion of the topic into the agenda</li> </ul>	MLSSM, LSGs, MFA, Embassies Consulates	2022–2025	From the budget funds allocated for the implementation

Communication activities	Expected results	Communication channels	Indicators	Responsible ministry/agency	Frequency/duration of implementation	Budget
<b>agenda of key events</b>	events (Kurultays, Business Forums, Conferences, Roundtables, meetings with stakeholders, etc.).	“Migrants’ Guide” mobile app  News agencies, mass media		MEC, MCSYP Development partners  Council on Relations with Compatriots under the President, Coordinating Council on Migration Issues, Council on Migration, Compatriots and Diasporas Abroad under the Speaker of the Jogorku Kenesh of the Kyrgyz Republic		of the Concept of Migration
<b>Accelerator laboratory “Invest-Challenge”: a contest of investment startups for young people</b>	Young compatriots presented projects of investment startups. The winners received grants to implement their ideas.	Promotion of the contest and its results (websites of MLSSM, MFA, embassies, organizations of	• number of grants awarded	MCSYP MLSSM LSGs MFA, Embassies Consulates	2024	From the budget allocated for the implementation of the Concept for Migration

Communication activities	Expected results	Communication channels	Indicators	Responsible ministry/agency	Frequency/duration of implementation	Budget
		compatriots, channels in social networks and messengers)  https://migrant.kg/  “Migrants’ Guide” mobile app  https://choyro.com https://choyro.co https://ashar.team/product/choyro-co  News agencies, mass media		MEC Development Partners		(Possible: request for funding support from development partners)
<b>EDUCATIONAL COMPONENT</b>						
<b>Capacity building for staff of state agencies authorized to deal with migration issues</b>	Employees of state agencies authorized to deal with migration issues, as well as local authorities are available and competent in communication with representatives of the Kyrgyz diaspora, compatriots and migrants living abroad.	Training	<ul style="list-style-type: none"> <li>• number of training sessions offline</li> <li>• number of training sessions online</li> </ul>	MLSSM LSGs MFA, Embassies, Consulates, MEC	2023	From the budget allocated for the implementation of the Concept for Migration

Communication activities	Expected results	Communication channels	Indicators	Responsible ministry/agency	Frequency/duration of implementation	Budget
<b>Training courses for press officers and administrators of social networks and channels of state bodies authorized to deal with migration issues</b>	Press officers and administrators of social networks and channels have increased capacity to produce content and promote it to a wider audience	Training	<ul style="list-style-type: none"> <li>• number of trainings sessions offline</li> <li>• number of training sessions online</li> </ul>	MLSSM LSGs MFA MEC MDD	2023	From the budget allocated for the implementation of the Concept for Migration
<b>Online courses on investing in social and cultural projects</b>	Compatriots, migrants trained to financial management and investment Topics: Investment management Personal Financial Management Project Management Partner projects and investments Crowdfunding Attracting investments	Online modules  Archive on YouTube <a href="https://migrant.kg/">https://migrant.kg/</a>  “Migrant’s Guide” mobile app  <a href="https://choyro.com">https://choyro.com</a> <a href="https://choyro.co">https://choyro.co</a>	<ul style="list-style-type: none"> <li>• number of training sessions</li> <li>• number of trainees</li> </ul>	MLSSM MES LSGs MFA MEC MA  Development partners (EBRD IOM GIZ)	2023–2024	From the budget allocated for the implementation of the Concept for Migration  (Possible: request for funding support from development partners)
<b>Webinars with successful compatriot investors and well-known personalities, opinion leaders: “Compatriots Abroad”</b>	Compatriots and migrants know about best practices and people who have supported and implemented projects, as well as those whose lives have been changed/improved by these projects	Online communication platform (Zoom, Teams, online broadcast in Telegram, etc.)	<ul style="list-style-type: none"> <li>• number of webinars</li> </ul>	MLSSM MFA LSGs  Council on Relations with Compatriots	2023–2025	From the budget allocated for the implementation of the Concept for Migration

Communication activities	Expected results	Communication channels	Indicators	Responsible ministry/agency	Frequency/duration of implementation	Budget
		<p>Promotion of the record of the meeting (websites of MLSSM, embassies, organizations of compatriots, channels in social networks and messengers)</p> <p>Archive on YouTube <a href="https://migrant.kg/">https://migrant.kg/</a></p> <p>“Migrant’s Guide” mobile app</p>		<p>under the President, Coordinating Council on Migration Issues, Council on Migration, Compatriots and Diasporas Abroad under the Speaker of the Jogorku Kenesh of the Kyrgyz Republic</p>		
<p><b>Training for journalists: specifics of content production on migration and involvement of diasporas, compatriots and migrants</b></p>	<p>Journalists, bloggers, and other content producers increased their capacity on the following topics:</p> <ul style="list-style-type: none"> <li>-Migration policy of the Kyrgyz Republic</li> <li>-Involvement of diasporas, compatriots and migrants</li> <li>-Potential of compatriots and migrants</li> </ul>	<p>Training sessions</p>	<ul style="list-style-type: none"> <li>• number of offline training sessions</li> </ul>	<p>MLSSM MFA LSGs</p> <p>Development partners</p>	<p>2023</p>	<p>From the budget allocated for the implementation of the Concept for Migration</p> <p>(Possible: request for funding support from development partners)</p>



Communication activities	Expected results	Communication channels	Indicators	Responsible ministry/agency	Frequency/duration of implementation	Budget
<b>Innovation Lab for young compatriots to develop investment start-ups</b>	Young compatriots/students/migrants living abroad learn how to create innovative investment startups	<p>InnoLab online platform</p> <p>Promotion of Innolab and its contest results (websites of MLSSM, MFA, embassies, organizations of compatriots, channels in social networks and messengers)</p> <p><a href="https://migrant.kg/">https://migrant.kg/</a> “Migrants’ Guide” mobile app</p> <p><a href="https://choyro.com">https://choyro.com</a> <a href="https://choyro.co">https://choyro.co</a> <a href="https://ashar.team/product/choyro-co">https://ashar.team/product/choyro-co</a></p> <p>News agencies</p>	<ul style="list-style-type: none"> <li>• number of developed startups</li> </ul>	<p>MCISYP MLSSM LSGs MFA MEC Embassies Consulates</p> <p>Development Partners</p>	2023	<p>From the budget allocated for the implementation of the Concept for Migration</p> <p>(Possible: request for funding support from development partners)</p>
<b>CONTENT PRODUCTION</b>						
Success stories in storytelling format	Compatriots and migrants know about best practices and	Promotion of the contest and its	<ul style="list-style-type: none"> <li>• 5 multimedia stories</li> </ul>	MLSSM LSGs	2023–2025	From the budget allocated for the

Communication activities	Expected results	Communication channels	Indicators	Responsible ministry/agency	Frequency/duration of implementation	Budget
	people who have supported and implemented projects, as well as those whose lives have been changed/improved by these projects	<p>results (websites of MLSSM, MFA, embassies, organizations of compatriots, channels in social networks and messengers)</p> <p><a href="https://migrant.kg/">https://migrant.kg/</a></p> <p>“Migrants’ Guide” mobile app</p> <p><a href="https://choyro.com">https://choyro.com</a>  <a href="https://choyro.co">https://choyro.co</a>  <a href="https://ashar.team/product/choyro-co">https://ashar.team/product/choyro-co</a></p> <p>News agencies, mass media</p>	<ul style="list-style-type: none"> <li>• 5 videos</li> </ul>	MFA MA		<p>implementation of the Concept for Migration</p> <p>(Possible: request for funding support from development partners)</p>
Photo exhibition	Compatriots and migrants and other stakeholders know about best practices and people who have supported and implemented projects, as well as those whose lives have been changed/improved by these	<p>Mobile exhibition in embassies, Centers for the Development of Culture and Traditions Abroad</p> <p>Archive on YouTube  <a href="https://migrant.kg/">https://migrant.kg/</a></p>	<ul style="list-style-type: none"> <li>• number of exhibitions</li> </ul>	MLSSM MFA	2025	From the budget allocated for the implementation of the Concept for Migration

Communication activities	Expected results	Communication channels	Indicators	Responsible ministry/agency	Frequency/duration of implementation	Budget
	projects	<p>“Migrant’s Guide” mobile app</p> <p><a href="https://choyro.com">https://choyro.com</a> <a href="https://choyro.co">https://choyro.co</a></p>				
<p>Database of investment projects (priority language-Kyrgyz)</p> <p>Engage a team of consultants (consisting of: team leader, development (IT), promotion/targeting, analytics, content repackaging) + resource specialists of the project «Choiro»</p>	Compatriots and migrants have access to successful investment projects	<p>Web-site <a href="https://migrant.kg/">https://migrant.kg/</a></p> <p>“Migrant’s Guide” mobile app</p> <p><a href="https://choyro.com">https://choyro.com</a> <a href="https://choyro.co">https://choyro.co</a></p>	<ul style="list-style-type: none"> <li>the number of relevantly described and accessible projects</li> <li>number of database accesses and project queries</li> </ul>	MLSSM MEC MDD	2023–2025	<p>The budget is partially (for migrant.kg and the mobile application Migrants’ Guide) included in the amount to optimize existing online platforms and resources (see the line above)</p> <p>For Choyro project resources - possible to request from development partners and donors, tentatively: 700000 KGS</p>
Interactive immersive training series-quest on the topic of	Compatriots and migrants and other stakeholders are engaged in the virtual process of	Online quest site (mobile)	<ul style="list-style-type: none"> <li>number of views</li> <li>viewing depth</li> </ul>	MCSYP MLSSM MDD	2024	(Possible: request for funding support from

Communication activities	Expected results	Communication channels	Indicators	Responsible ministry/agency	Frequency/duration of implementation	Budget
involving compatriots in investing at home (training content + mobile quest)	investing in a playful way: increased capacity, formed attitudes	<a href="https://migrant.kg/">https://migrant.kg/</a> “Migrant’s Guide” mobile app  <a href="https://choyro.com">https://choyro.com</a> <a href="https://choyro.co">https://choyro.co</a>	<ul style="list-style-type: none"> <li>number of reposts/recommendations</li> </ul>	Development partners		development partners)

# 8

## MONITORING AND EVALUATION

We offer a comprehensive approach to monitoring and evaluating the implementation of the Communication Strategy on the basis of the following tools.

### Quantitative indicators

The Communication Plan of this strategy includes Expected Results and Quantifiable Indicators of Completion (see table in Communication Plan, column 2 Results, column 4 Indicators), which give general information about the implementation of the Communication Plan.

### Internet statistics

Data source – online resources, including the main services <https://migrant.kg/> and the mobile application «Migrants’ Guide». It can include the following indicators (you can use all or choose at the discretion of the executors of the communication strategy):


- number of visitors to the site;
- availability and operation of the feedback service on the site;
- number of “subscribers” on social media;
- indicators of audience engagement in social media (comments, “Share”);
- number of views on the Internet;
- analysis of letters and comments on social networks;
- number of disseminated information by unauthorized Internet users;
- number of appeals through feedback channels on the site;
- number of processed appeals and transmitted through feedback channels on the site.

Note: Internet statistics are recommended to use both BEFORE and AFTER the optimization of <https://migrant.kg/> resources and mobile application «Migrants’ Guide» to track trends and progress and develop relevant comments to improve the performance of resources and information campaign.

### Survey of target groups

To assess the effectiveness of the implementation of the Communication Plan it is proposed to conduct a final survey among the target audience (option: conduct research in 2 stages: BEFORE implementation and AFTER implementation; limitation- more funds are needed). The following indicators will be used:

- Number of respondents (from among compatriots and migrants) aware of opportunities to invest in social, economic, educational, cultural and other projects in the Kyrgyz Republic;
- Number of respondents (from among compatriots and migrants) satisfied with the quantity (optionally- and quality) of information about the opportunities to invest in the



social, economic, educational, cultural and other projects in the Kyrgyz Republic;

- Number of respondents who believe that it is important to invest in projects within the country and in the countries of residence by Kyrgyz diasporas, compatriots and migrants living abroad.

It is proposed (to choose) two methods of research- a telephone survey or online survey of the target audience (note: primary audience defined in the communication strategy).

Thus, it is recommended that the final report on the results of monitoring and evaluation consists of 4 parts:

- 1** Quantitative indicators (based on the execution of the Communication Plan);
- 2** Internet statistics (based on the work of the resources <https://migrant.kg/> and Migrants' Guide mobile app)
- 3** Results of the survey of target audiences;
- 4** Recommendations for changes and adjustments to the current plan of execution of the Communication Strategy.

## ANNEX 1. Draft information campaign concept

The information campaign reflects a systematic approach that contributes to achieving the main goal of the Communication Strategy through the planned results.

The proposed approaches to planning the information campaign are aimed at building effective two-way communication of target audiences with stakeholders and include the following areas:

- ▶ Formation of attitude on the part of Kyrgyz diasporas, compatriots and migrants to investment projects as an important contribution to the process of cohesion and unity, based on voluntary assistance and commitment to the people and country through informing about best practices, stories of people whose lives have changed through these projects and public recognition of the importance of this contribution (for example, the “Mykty Mekendesh” (the Best Compatriots Investment Project Award, photo exhibition, success stories in a storytelling format, etc. ).
- ▶ Increasing the trust and credibility of government agencies at all levels responsible for the implementation of migration policy by increasing the capacity of their staff to build effective communication with target audiences (direct communication, written communication, digital competencies, etc.) and the use of digital technologies to ensure transparency and credibility of the process of systematic attraction and implementation of investments of Kyrgyz diasporas, compatriots and migrants in the development of the country.
- ▶ Providing quick (“one-click”) access to information on the activities of the state and partners, legal, reference information and advice on migration, including investment opportunities, through the optimization of existing but not yet effective online resources/services (e.g. the portal <https://migrant.kg/> and mobile application “Migrants’ Guide”), increasing the reach and involvement of target audiences (so that every migrant knows where and who he can ask and get information and support).
- ▶ Creating opportunities for quick and useful feedback from employees of government agencies and authorities at various levels to address issues of Kyrgyz diasporas, compatriots and migrants through direct meetings (online/offline), feedback tools on websites, applications, channels in messengers and social networks, mailing, correspondence).
- ▶ Creating one “entry point” on any relevant topics for Kyrgyz diasporas, compatriots and migrants, as well as space for affiliate links to a list of other resources on the portal <https://migrant.kg/> and mobile application «Migrants’ Guide», through optimization of the structure and promotion system.
- ▶ Using the possibilities of the group of sites of the project «Choyrö» (<https://choyro.com> <https://choyro.co> <https://ashar.team/product/choyro-co> ) and other abovementioned sites to create a database of investment projects, raising funds for their implementation and ensuring the transparency of their implementation with the partner support of the authors of the project and the involvement of all stakeholders.

The concept of an information campaign is based on the principle of systematicity, which is achieved by ensuring thematic unity that unites all activities. The system-forming element of the information campaign concept is the central theme formulated on the basis of an analysis of strategic documents, desk research and the results of focus groups. Replication of the central theme in various formats and its promotion through various channels will allow the formation of a unified and easily readable by target audiences, an integral image that supports and develops the main idea of the information campaign

The central theme of the information campaign: **“Investing in the development of the country make the lives of specific people living in your homeland better!”**

The central theme structures all key messages of the information campaign, filters the information noise and forms a holistic view of the problem and the opportunities to solve it by the efforts and resources of Kyrgyz diasporas, compatriots and migrants who invest in social, economic and cultural projects in their homeland with the support and direct participation of government agencies. The central theme of the information campaign also brings together a variety of information products.

Additional topics of the information campaign:

1. “People’s stories”: how investments have made life better.
2. “Investment Success Formula”: share your formula and tell your success story.
3. “When the state is the investor’s responsible partner”: what is important to do first to authorities of different levels.
4. “Take my experience, knowledge and skills”: investing is not just about money
5. “Through building trust for profitable investments”: how to invest at home to make money.

This thematic focus determines the choice of genres and formats of the information product, among which the most important are:

1. various types of storytelling, where the heroes can be both investors and people in the regions of the country whose lives are changing for the better as a result of investments, representatives of different parties involved (government agencies, associations of compatriots, businesses, public organizations, etc.);
2. platforms and opportunities for dialogue (meetings and online platforms for interaction, various forms of feedback, direct communications, contests, interviews, game mechanics, stories, etc.);
3. platforms and opportunities for experience and knowledge transfer (training, master classes, case studies, etc.).

The integrity of the information product, its recognition and detuning in the oversaturated information space will provide a set of key messages, formulated taking into account the specifics and needs of the target audience communication strategy, which is recommended to use throughout the information campaign.



Target audience	Interests	Key message
<p><b>Primary group.</b></p> <p>Diaspora organizations, compatriots and migrants living abroad.</p>	<ul style="list-style-type: none"> <li>• Raising awareness of opportunities to invest in projects that are profitable in terms of social and economic development, as well as financial results;</li> <li>• Awareness-raising with government agencies (central authorities, LSGs, foreign missions, consulates and embassies of the Kyrgyz Republic) to promote common interests;</li> <li>• Having/improving information flows with each other to develop and implement their own investment projects;</li> <li>• Informing about the transparency of the use of their contributions;</li> <li>• Informing about opportunities to transfer knowledge, skills, experience for the population of the Kyrgyz Republic;</li> <li>• Awareness of the population about the assistance of Kyrgyz diasporas, compatriots, migrants;</li> <li>• Operational and up-to-date information about the steps of the state to implement the concept of migration;</li> <li>• More information about different aspects of the country's development (financial, social, cultural, etc.).</li> </ul>	<p>Each contribution of compatriots and migrants to the development of the country makes people's lives better</p>
<p><b>Secondary group.</b></p> <p>Ministry of Labor, Social Security and Migration of the Kyrgyz Republic, Ministry of Foreign Affairs, Ministry of Economy and Commerce, Ministry of Education and Science, Ministry of Culture, Information, Sports and Youth Policy of the Kyrgyz Republic.</p>		<p>Cooperation with compatriots and migrants for the development of the country is beneficial for all and makes people's lives better</p>

Target audience	Interests	Key message
Non-governmental and international organizations, the private sector.		
<p><b>Tertiary group.</b></p> <p>Population and the immediate environment of migrants, compatriots,</p> <p>Public opinion leaders, prominent natives of Kyrgyzstan living abroad.</p>	<ul style="list-style-type: none"> <li>• More relevant information on how to improve their lives and develop local areas and communities with the support of Kyrgyz diasporas, compatriots and migrants;</li> <li>• More opportunities and information for self-development and financial well-being;</li> <li>• To know about the investment successes of others in order to replicate their experience.</li> </ul>	<p>Cooperation with compatriots and migrants for the development of the country is beneficial for all and makes people's lives better</p>

## ANNEX 2. Successful Practices (Cases) of Kyrgyz Diasporas in Assistance to Kyrgyzstan

№	Successful case	Source/link/date
1	<p>The press service of the State Migration Service reports that the Kyrgyz diaspora from the Republic of Turkey as part of the activities to fight against the pandemic and to assist the Kyrgyz Republic, in early July 2020 provided humanitarian assistance in the form of 15 oxygen concentrators worth over 10 thousand USD, which were handed over to the Ministry of Health of the Kyrgyz Republic. The equipment was delivered and distributed to medical institutions of Chui and Issyk-Kul oblasts, as well as Bishkek city. They also sent additional vitally important medicines worth about 13,000 USD, which will be sent to the regions. This work was carried out by members of the Kyrgyz diaspora, “Kyrgyzstan, Dostuk zhana Madaniyat” from Istanbul TR, led by its executive director A. Kochkorov</p>	<p>Press service of the State Migration Service</p> <p><a href="http://ssm.gov.kg/ru/post/118">http://ssm.gov.kg/ru/post/118</a></p> <p>23 July 2020</p>
2	<p>In the summer of 2020, a Kyrgyz diaspora in Philadelphia, USA, sent humanitarian aid to Kyrgyzstan in the form of 54 oxygen concentrators, as well as medicines worth \$5,000, which were distributed throughout the country.</p>	<p>MFA press service</p> <p><a href="http://ssm.gov.kg/ru/post/146#">http://ssm.gov.kg/ru/post/146#</a></p> <p>22 August 2020</p>
3	<p>On behalf of the Kyrgyz diaspora and the honorary chairman of the diaspora in Ukraine, Kyrgyzstani citizens received \$1,500 in financial aid. This was reported by the press service of the State Migration Service. According to the compatriots, the funds were transferred to the current account of the public charity fund «Elim Barsynby» in Bishkek. The money transferred is supposed to be spent on the needs of the regions in the fight against the pandemic.</p>	<p>NA «Akchabar»</p> <p><a href="https://www.akchabar.kg/ru/news/kyrgyzskaya-diaspora-v-ukraine-perechislila-v-blagotvoritelnyj-fond-15-tyisyachi/">https://www.akchabar.kg/ru/news/kyrgyzskaya-diaspora-v-ukraine-perechislila-v-blagotvoritelnyj-fond-15-tyisyachi/</a></p> <p>24 July 2020</p>
4	<p>The Kyrgyz Diaspora in Novosibirsk Region provided financial assistance to the Batken Region. On May 23-24, 2021 representatives of the Kyrgyz Diaspora in the Novosibirsk Region of the Russian Federation, employees of the Consulate General of the Kyrgyz Republic in Novosibirsk and the Embassy of the Kyrgyz Foreign Ministry in the UDB visited the border villages of Batken and Leilek districts of Batken Region, which suffered during the conflict on the Kyrgyz-Tajik state border in late April this year. During the trip, financial assistance was provided by the Kyrgyz diaspora in Novosibirsk Region of the Russian Federation to the relatives of the victims and the affected residents, as well as for the restoration of the village police station and mosque in Maksat village of Leilek district, and vehicles of the Batken Regional Border Guard Service Department. The total amount of aid was more than 3 million soms.</p>	<p>MFA press service</p> <p><a href="https://mfa.gov.kg/ru/osnovnoe-menyu/press-sluzhba/novosti/kyrgyzskaya-diaspora-v-novosibirskoy-oblasti-okazala-finansovuyu-pomoshch-batkenskoy-oblasti">https://mfa.gov.kg/ru/osnovnoe-menyu/press-sluzhba/novosti/kyrgyzskaya-diaspora-v-novosibirskoy-oblasti-okazala-finansovuyu-pomoshch-batkenskoy-oblasti</a></p> <p>23 May 2021</p>

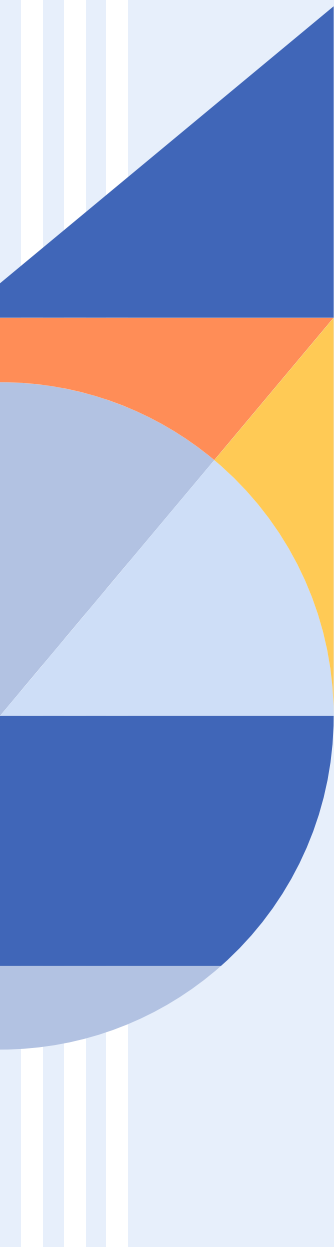
№	Successful case	Source/link/date
5	<p>Many children's families and single elderly people of Kyrgyzstan received assistance from Swiss patrons</p> <p>On the eve of 2020 the Public Association «Resource Center for the Elderly» with the support of the Kyrgyz-Swiss non-governmental association «Bridge to Kyrgyzstan- Brücke nach Kirgisistan» has supported the single elderly people of Kyrgyzstan. The funds were used to buy the necessary food for 29 single elderly citizens and children from low-income families living in the Chui, Talas, Issyk-Kul, Osh and Jalal-Abad regions of the Kyrgyz Republic.</p>	<p>PA «Resource Center for Elderly»  <a href="https://rce.kg/2020/12/30/mnogodetnym-semyami-odinokim-pozhilym-kyrgyzstana-okazana-pomoshh-ot-metsenatov-iz-shvejsarii/">https://rce.kg/2020/12/30/mnogodetnym-semyami-odinokim-pozhilym-kyrgyzstana-okazana-pomoshh-ot-metsenatov-iz-shvejsarii/</a>            30 December 2020</p>
6	<p>In the village of Kashkaldak in the Zulpuev rural district of Nookat district, Osh province, a house was built for a mother raising four children alone.</p> <p>Natives of Kashkaldak village, who were working in the Russian Federation, created the foundation. In May, the members of the fund launched an initiative. The total amount spent was 600,000 soms, of which 450,000 rubles were sent by villagers who were working in the Russian Federation. Villagers born in 1981 helped with the foundation. Bricks were brought by guys born in 1988. A group of guys helped cover the roof. Help in the amount of 100 soms to 100,000 soms was provided,» he said. Abdysamat Karataev and Shumkar Erkebayev are the leaders of the Mekendesh Foundation. Beknur Ergeshov supervised the construction and provision of the necessary materials.</p>	<p>Migranty.org  <a href="https://migranty.org/novosti/nahodjashhiesjana-zarabotkah-v-rossii-kyrgyzstancy-postroili-dom-materi-s-chetyrmjadetmi/">https://migranty.org/novosti/nahodjashhiesjana-zarabotkah-v-rossii-kyrgyzstancy-postroili-dom-materi-s-chetyrmjadetmi/</a>            December 2019</p>
7	<p>The Kyrgyz diaspora in Chicago (USA) has collected \$70,000 to help the victims in the Batken region. This was reported by the press service of the Ministry of Foreign Affairs of the Kyrgyz Republic.</p> <p>The Ministry specified that part of the funds has been collected at the ethnic food fair, organized by the diaspora in Chicago suburbs.</p> <p>Besides, the Embassy of the Kyrgyz Republic has received information on fundraising by representatives of the diaspora in other cities and regions of the USA, the results of which will be announced in the nearest future, the press service added.</p>	<p>Economist.kg  <a href="https://economist.kg/novosti/2021/05/04/kyrgyzskaya-diaspora-v-ssha-sobrala-70-tysyach-dlya-pomoshhi-batkencam/">https://economist.kg/novosti/2021/05/04/kyrgyzskaya-diaspora-v-ssha-sobrala-70-tysyach-dlya-pomoshhi-batkencam/</a>            14 May 2021</p>
8	<p>In May 2021 representatives of the diaspora reported that compatriots living in different cities and regions of the United States raised funds for the following amounts:</p> <ul style="list-style-type: none"> <li>-New York City (New York State)-\$22.0 thousand,</li> <li>-Ohio State- \$20,000,</li> <li>-Pittsburgh (Pennsylvania)-\$10.0 thousand,</li> <li>-Philadelphia (Pennsylvania)-\$20.0 thousand,</li> </ul>	<p>NA «Kabar»</p>

№	Successful case	Source/link/date
	-Chicago (Illinois)-\$105.0 thousand, -Chicago (Illinois)-\$14.0 thousand.	<a href="https://kabar.kg/news/kyrgyzskaia-diaspora-v-ssha-prodolzhaet-sbor-sredstv-dlia-okazaniia-pomoshchi-postradavshim-v-batkenskoi-oblasti/">https://kabar.kg/news/kyrgyzskaia-diaspora-v-ssha-prodolzhaet-sbor-sredstv-dlia-okazaniia-pomoshchi-postradavshim-v-batkenskoi-oblasti/</a>  7 May 2021

**ANNEX 3. Table “strategic approaches” in communication with the target audience (TA)”**

Strategic approach	Description	Advantages	Disadvantages
Direct meetings (forums, competitions, thematic meetings, laboratories, consultations, etc.)	Target audience contact occurs in a direct offline/online interaction	Allows for direct impact, two-way communication - reactions are immediately visible and can be corrected Easier to generate and retain interest and achieve communication objectives Great emotional impact in the communication process	It requires preparation and non- standard/creative solutions in the area of formats, programs, and other elements. Depends on the level and mood of the invited participants Low capacity of state agencies in direct communication
New media (social networks, messaging)	Accounts, pages, chats of government agencies, organizations of compatriots (e.g., the Choiro project)	The most popular source of information A large number on a variety of topics. Easy to manage and administer	Great competition for attention. Unmanageable social media algorithms. It takes effort, resources and the potential to saturate content. For your own sites - a huge effort to promote.
Mobile resources/ platforms	Mobile apps: <ul style="list-style-type: none"> <li>• reference</li> <li>• content</li> <li>• game</li> </ul>	The most popular resources for young people (login from the phone). Good for engaging and holding attention.	Costly to produce: resources, creativity Need efforts for promotion Competition on the application market is high
Traditional media	Websites of editions (newspapers, magazines, etc). Websites of news agencies.	Traditional channels, many people know. Offer journalistic approaches (standards of quality journalism). Regular output. Constant audience.	Decreasing quality of content, especially specialized content. In the difficult competition with new media and, often, loses. Decreasing audience trust.

Strategic approach	Description	Advantages	Disadvantages
Informing and shaping attitudes through capacity building	Training sessions Webinars Hackathons Innolabs Training modules  Online/Offline	Good at structuring information. Forms opinions and attitudes. Allows you to speak the same language. Gives a competitive advantage in the marketplace.	We need quality educational content. We need resources. You need motivation for your target audience to learn.



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