



**Enough Food for Everyone IF Campaign:  
Diaspora Engagement Review Report**

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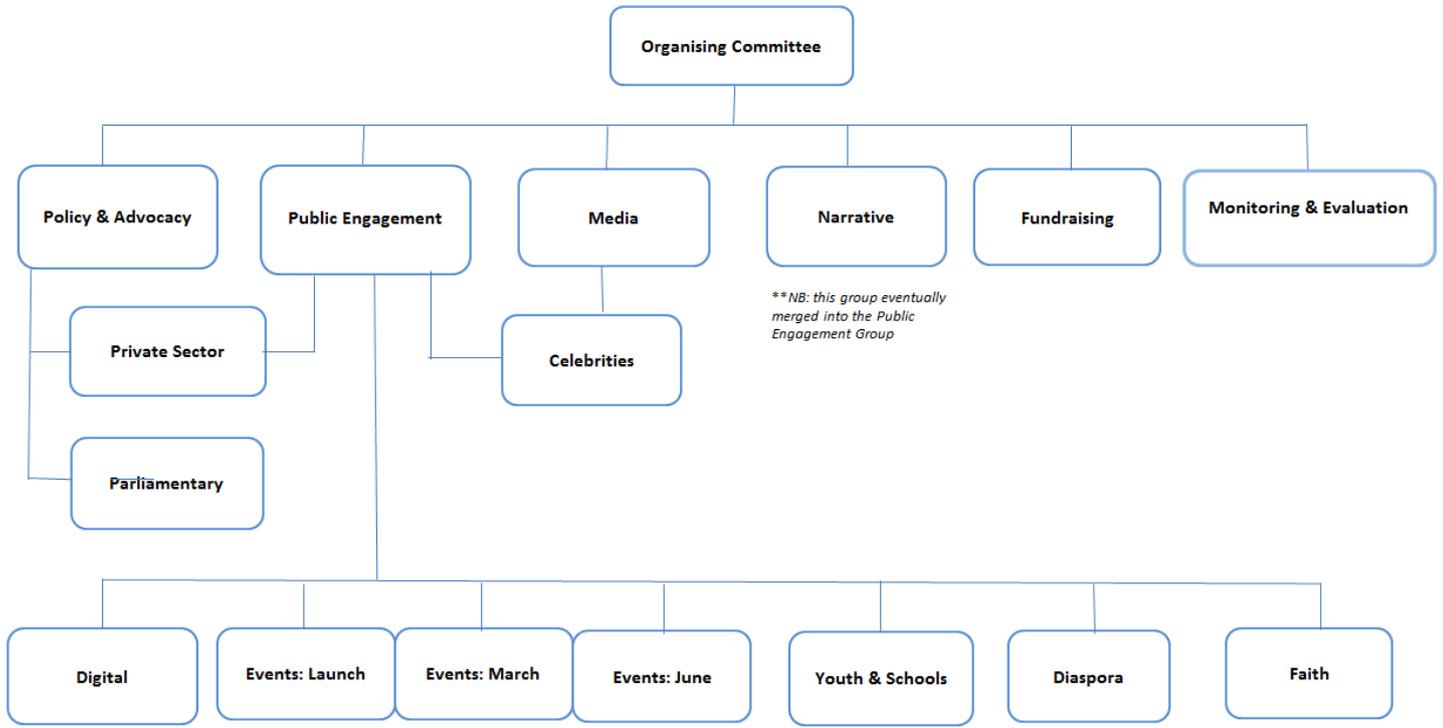
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**Definitions and Acronyms**

<b>BAME</b>	Black and Minority Ethnic
<b>DO</b>	Diaspora Organisation
<b>DWG</b>	Diaspora Working Group
<b>IF/ The Campaign</b>	Enough Food for Everyone IF Campaign
<b>INGO</b>	International Non-Governmental Organisation
<b>OC</b>	Organising Committee

**Definition of Diaspora**  
 For the purposes of the IF Campaign, ‘diaspora’ was defined as meaning those possessing a cultural link to a country of origin or heritage. The DWG was aware of the overlap between the terms Black and Minority Ethnic (BAME), and diaspora, and at times the two terms were understood and used interchangeably throughout the campaign.

**Diagram 1: IF Campaign Organogram**



## Executive Summary

### The campaign

In 2013, the international development sector came together as a coalition of over 200 organisations to tackle the issue of hunger through the IF campaign.

The campaign objectives were:

1. To achieve specific policy progress towards a sustainable food system and to tackle hunger, focusing on aid, land, tax and transparency.
2. To build massive public support for action to achieve these goals by deepening understanding of poverty and development, the environment, and the need for structural change.

In recognition of the previous challenges in engaging organisations and individuals from diaspora communities in coalition campaigning,<sup>1</sup> the IF campaign sought to 'particularly engage with diaspora communities'.<sup>2</sup> The Diaspora Working Group (DWG) was set up as a sub group of the Public Engagement working group to provide a space for organisations and individuals from African and Asian diaspora communities to engage with the campaign.<sup>3</sup>

The aim of the DWG was to ensure that the IF campaign reached African and Asian diaspora communities and found engaging ways to motivate them to add their voice, and influence to the campaign.

### **DWG Objectives**

1. **Mobilise African and Asian diaspora organisations** to join the IF coalition and ask people from their networks/membership to sign up to the campaign and take action.
2. **Provide resource** support to African and Asian diaspora organisations to facilitate their input into and shaping of mass mobilisation and grassroots campaign events.
3. **Deliver campaign outreach** to African and Asian diaspora and Black and Minority Ethnic audiences and mobilise them to sign up to the campaign and take action.
4. **Generate media coverage and social media** activity from diaspora and Black and Minority Ethnic outlets. Work with relevant working groups to recruit diaspora spokespeople to communicate the campaign message.
5. **Document and share learning** about how to engage and mobilise diaspora and Black and Minority Ethnic communities in international development campaigning.

### Review Methodology

This evaluation draws from both qualitative and quantitative sources. Records of the Diaspora Working Group activity and events from inception to September 2013 were reviewed and consultations with INGOs and Diaspora Organisations (DOs) were held.

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<sup>1</sup> A Martin, C Culey and S Evans, *Make Poverty History 2005 Campaign Evaluation* p68

<sup>2</sup> Joint Campaign Board Meeting December 2012. *Paper – B Enough Food for Everyone IF Campaign Strategy* 5.5 p4

<sup>3</sup> There was a focus on Africa and Asian diaspora as these regions were identified as having the highest burdens of global hunger and malnutrition.

### The report structure

The first section of the report covers the DWG outcomes, measuring achievements or delivery of eight set targets. The DWG met most of its outcomes and targets, and in some cases exceeded them; key points are as follows:

- **Ensuring diaspora and BME organizations sign ups** to the IF campaign was very successful. 11% of organisations who signed up to the campaign were Diaspora and BAME groups.
- **Diaspora input into the wider IF campaign was on achieved through having four champions** in the following working groups: Media (Jonaid Jilani from Oxfam); Celebrity (Christine Khamann from Action Against Hunger); Digital (Mohammad Zaman from MADE); and the Policy & Advocacy (Sam Barker from Tearfund) working groups . However, many DWG members, as well as others involved in the campaign, felt that “The Diaspora Working Group was always an ‘add on’ to a machinery already in motion” (Anonymous).
- The standout “**Easy win**” for the DWG and the wider IF campaign was the extensive media coverage in diaspora and BAME media outlets that was achieved.
- The **most contentious issue** of the campaign for diaspora communities was that the diaspora had no meaningful involvement in developing the IF Campaign policy asks and their role was seen by some as ‘tokenistic’ or ‘ceremonial’. This significantly affected the level of engagement DOs were willing to make to the campaign and the level of satisfaction of the DWG members, which was composed of both DO and INGOs.

Through the DWG, a number of broader challenges faced by DOs in relation to working with INGOs were raised. This adds thematic value to the learning of the IF campaign, as well as to the international development sector as a whole. The second half of the report covers these thematic issues:

- **INGO and Diaspora Relationships**  
IF brought together DOs and INGOs. This led to positive outcomes, including co-delivered events, but also brought to a head the sector-wide issue of the infrequency and challenges of DO and INGO collaborations, exposing a lack of on-going relationships between the diaspora and INGOs.
- **IF Operational issues**  
Some issues that arose within the DWG during the course of the campaign related to the wider nature of the campaign and its operational functioning and were not directly related to the issue of diaspora engagement.
- **Legacy**  
The lack of INGO and DO relationships outside of the IF campaign creates a risk of losing the connections made and insights gained during the campaign must be guarded against.

“I hope there can be ongoing engagement from INGO's willing to learn from the diaspora, and from diaspora members willing to grapple with policy and political reality, so that we build a good foundation for the next campaign.”<sup>4</sup>

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<sup>4</sup> Anonymous contributor to the DWG review.

## Introduction

### Purpose of the Review

**This report was commissioned to enable the IF campaign and the organisations involved in it to review the diaspora engagement model and the factors behind its achievements and challenges. The report is intended to assist diaspora and international NGOs working together effectively in the future, whether as part of a large coalition or on independent projects.**

### Background to the Campaign

From 2011, The British Overseas Aid Group, compiled of the UK's five biggest International Non-Governmental Organisations (INGOs) (ActionAid, Oxfam, CAFOD, Save the Children and Christian Aid) began discussing plans for a big movement to take advantage of the potential opportunities provided by the UK government's G8 presidency. By 2013, these five INGOs, in coalition with over 200 other NGOs developed the Enough Food for Everyone – IF campaign.

The campaign objectives were:

1. To achieve specific policy progress towards a sustainable food system and to tackle hunger, focusing on aid, land, tax and transparency.
2. To build massive public support for action to achieve these goals by deepening understanding of poverty and development, the environment, and the need for structural change.

A board made up of the CEOs/directors of 14 organisations had strategic oversight of the campaign, and day to day management responsibility was held by the Organising Committee (OC), comprised of 12 organisations<sup>5</sup>. The OC had oversight of a number of working groups which evolved throughout the campaign, in response to the needs of the campaign<sup>6</sup>.

### The Diaspora Working Group (DWG)

In recognition of the previous challenges in engaging organisations and individuals from diaspora communities in coalition campaigning<sup>7</sup> the IF campaign sought to 'particularly engage with diaspora communities'.<sup>8</sup> The diaspora working group (DWG) was set up as a sub group of the Public Engagement working group to provide a space for organisations and individuals from African and Asian diaspora communities to engage with the campaign.<sup>9</sup>

The DWG was established in September 2012. It was initially chaired by Natalie Duck<sup>10</sup> of Concern; Chibwe Henry<sup>11</sup> of Diaspora for African Development (DfAD) joined as co-chair in early 2013. Ruth Talbot<sup>12</sup> from Comic Relief's Common Ground Initiative (CGI) programme coordinated the group. Together these individuals made up the DWG steering committee and brought experience and expertise in diaspora engagement to the campaign.

The aim of the DWG was to ensure that the IF campaign reached African and Asian diaspora communities and found engaging ways to motivate them to add their voice, and influence to the campaign.

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<sup>5</sup> These were: ActionAid, Bond, CAFOD, Christian Aid, Comic Relief, Concern UK, Global Poverty Project UK, Oxfam, ONE, Save the Children, Tearfund, and UNICEF UK.

<sup>6</sup> The working groups included: Policy and Advocacy, Public Engagement, Media, Narrative, Fundraising, Monitoring and Evaluation; Private Sector, Parliamentary, Celebrities; Digital, Events (Launch, March and June 8th event), Youth and Schools, Diaspora and Faith.

<sup>7</sup> A Martin, C Culey and S Evans, *Make Poverty History 2005 Campaign Evaluation* p68

<sup>8</sup> Joint Campaign Board Meeting December 2012. *Paper – B Enough Food for Everyone IF Campaign Strategy* 5.5 p4

<sup>9</sup> There was a focus on Africa and Asian diaspora as these regions were identified as having the highest burdens of global hunger and malnutrition.

<sup>10</sup> Head of Policy and Campaigns at Concern Worldwide and member of the IF Organising Committee

<sup>11</sup> CEO at Diaspora for African Development (DfAD)

<sup>12</sup> Policy and Programme Manager at Common Ground Initiative, Comic Relief

## **DWG Objectives**

1. **Mobilise African and Asian diaspora organisations** to join the IF coalition and ask people from their networks/membership to sign up to the campaign and take action.
2. **Provide resource** support to African and Asian diaspora organisations to facilitate their input into and shaping of mass mobilisation and grassroots campaign events.
3. **Deliver campaign outreach** to African and Asian diaspora and Black and Minority Ethnic audiences and mobilise them to sign up to the campaign and take action.
4. **Generate media coverage and social media** activity from diaspora and Black and Minority Ethnic outlets. Work with relevant working groups to recruit diaspora spokespeople to communicate the campaign message.
5. **Document and share learning** about how to engage and mobilise diaspora and Black and Minority Ethnic communities in international development campaigning.

## **Review Methodology**

This evaluation draws from both qualitative and quantitative sources. Records of Diaspora Working Group activity and events up to September 2013 were reviewed and INGOs and Diaspora Organisations (DOs) were consulted.

Six DOs and nine INGOs were consulted including through an online survey<sup>13</sup>; one to one open interviews<sup>14</sup>; and a focus group with key DWG members. The main IF campaign surveys conducted during the campaign period have also informed this report, as has the mid-campaign evaluation report.

## **Diaspora Working Group Achievements and Outputs**

In addition to the group's objectives, as set out above, the DWG strategy set out nine outputs with corresponding indicators of success. Table 1 below outlines achievements against these outputs and targets; the key outputs are then discussed.

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<sup>13</sup> The survey was sent to all DWG and those from other IF working groups who had been involved with the DWG. It was completed by nine INGOs and five DOs. A link to the copy of this survey can be provided at request.

<sup>14</sup> Open-ended, semi-structured interviews were used to allow free discussion of the campaign and diaspora involvement.

**Table 1: DWG Delivery against Targets**

Output	Target	Achievement
1. Campaign has broad reach amongst <b>diaspora and BME organisations sign ups</b> .	Poor = 2% Average = 4% Good = 6% Excellent = 8%	<b>Excellent</b> 11% of organisations signed up to the campaign were diaspora and BAME groups. <sup>15</sup>
2. <b>Diaspora input is mainstreamed</b> across the campaign rather than delivered in isolation.	Poor = 2 champions Average = 3 champions Good = 4 champions Excellent = 5 champions	<b>Good</b> There were 4 diaspora champions on the IF campaign working groups <b>Media</b> (Jonaid Jilani from Oxfam) <b>Celebrity</b> (Christine Khamann from Action Against Hunger) <b>Digital</b> (Mohammad Zaman from MADE) <b>Policy &amp; Advocacy Group</b> (Sam Barker from Tearfund)  There was no diaspora champion in the Parliamentary group, Private sector group Faith group, or any of the various sign-off groups
3. Campaign has broad reach amongst <b>diaspora and BME individuals signed up</b> to the campaign.	Poor = 6% Average = 8% Good = 10% Excellent = 12%	<b>Data not available</b> This information was not recorded.
4. <b>Policy and/community dialogue</b> created for diaspora to share thoughts on hunger in joint campaign.	Minimum of 2 events Minimum of 100 participants	<b>Exceeded</b> 3 events were held – African and Asian policy events and an IF fashion event with 339 participants overall. <sup>16</sup>  Side events held by DOs resulted in an additional 682 participants; total participants = 1021 (see Appendix 3).
5. Campaign has <b>representation from diaspora and Black and Minority Ethnic spokespeople</b> (e.g. celebrities, community leaders).	Poor - 2 Average - 4 Good - 6 Excellent - 8+	<b>Good (7)</b> <b>Diaspora - 4</b> Angelique Kidjo, Cyrus Todiwala, Satish Kumar, Henry Bonsu <b>BAME - 3</b> David Gyasi, Annaliese Dayes, David Harewood
6. <b>Level of coverage</b> (print, TV, online) of the campaign across diaspora and BME press.	5-10 pieces = poor 10-15 pieces = average 15-20 pieces = good 20+ pieces = excellent	<b>Excellent</b> There were 82 pieces featured on diaspora radio, TV and newspapers, covering the launch, budget moment and the G8 summit. <sup>17</sup>
7. <b>Level of satisfaction of members of the DWG</b> about their personal and wider community engagement in the campaign.	Poor – 5 members Average – 10 members Good – 15 members Excellent 20+ members	<b>Average/ Good (14 members)</b> “The DWG was really a great help. I am happy with what we as a group achieved and that we [DOs] were invited to be involved!” Margaret Nyuydzewira, CAME Women and Girls Development Organisation
8. <b>Level of satisfaction of general IF members and other IF working groups</b> of the role of the diaspora engagement.	Poor – 5 members Average – 10 members Good – 15 members Excellent 20+ members	<b>Not Available</b> This information was not recorded.

<sup>15</sup> The IF Campaign had a total of 218 organisations signed up; of these 24 were diaspora or BAME organisations.  
<http://enoughfoodif.org/who-we-are>

<sup>16</sup> This is comprised of 53 at the African policy event, 36 at the Asian policy event and 250 at the IF fashion show.

<sup>17</sup> The amount of press coverage is likely to be higher, as diaspora organisations also secured additional coverage for their own events in addition to the coverage gained for the key joint campaign moments.

### **Output 1: Diaspora and BME organisation sign ups**

“I think there was more diaspora engagement than there has been in the past and I was more satisfied with the inclusion of diaspora throughout the campaign.” (Anonymous)

The first key priority for the IF campaign and the DWG specifically was to ensure that the IF coalition included diaspora organisations so that the campaign could maintain deeper Asian/African community engagement.

11%<sup>18</sup> of the total number of IF campaign coalition members were diaspora or BAME organisations. This demonstrates the willingness and desire of DOs and INGOs to work in partnership when the opportunity arises. It can be assumed that there is the potential for much greater diaspora participation in future campaigns if the challenges faced by diaspora organisations in this campaign are addressed and more groups feel welcomed to participate in joint campaigns.

### **Output 2: Diaspora input is mainstreamed**

The DWG attempted to have representatives of the DWG in all working groups to ensure diaspora input was mainstreamed across the campaign, rather than being siloed. Despite having four champions, many DWG members, as well as others involved in the campaign felt that “the diaspora working group was always an ‘add on’ to a machinery already in motion with no chance of complete integration in the system. More often than not, it was a standalone group” (Anonymous). As Natalie Duck, the DWG chair, described, “We had a chance of having champions, but from the DOs we didn’t have the numbers, and from INGOs we didn’t have the expertise, so we lacked people willing to come and do the work.” This stifled opportunities for engagement and working group collaboration, with many citing ‘missed opportunities’ for working group partnerships, particularly with the Faith Working Group where BAME and diaspora communities were a large constituent. As Christine Allen, Director of Policy and Public Affairs at Christian Aid recognised, “A lot of diaspora groups are very much community based and look to churches and mosques.”

However, one INGO partner remarked that “engagement with [the] diaspora got better as the campaign progressed” and a sustained effort was made, particularly through subgroup meetings initiated by the DWG, to engage the wider campaign with the diaspora. Notable meetings included: IF training for DOs in March 2013; a DO/OC meeting on diaspora engagement in G8 campaigning and numerous working meetings with DOs and INGOs to organise the three main diaspora-led IF events.<sup>19</sup>

### **Output 3: Diaspora and BME individuals signed up**

Although it was initially proposed that the campaign monitor the number of diaspora and BAME individuals taking action in the campaign, this information was not gathered as part of the main campaign evaluation. Anecdotally, it appears that the campaign was diverse as reflected in the attendance of supporters from diverse ethnic backgrounds at the IF campaign events.

“The campaign had good speakers and the rally had a good representation of diverse spokespeople.”  
Kalyani Gandhi-Rhodes; UK South Asia Engagement Manager, Oxfam.

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<sup>18</sup> The full list of DOs in the IF campaign coalition can be found in appendix 1.

<sup>19</sup> IF African Policy Debate (21st May); Asian Diaspora & IF Policy Debate (4th June); IF Campaign Fashion Against Hunger Catwalk Show (1st June). There were 15 side meetings, a full list of which can be found in Appendix 2.

“The amount of Asian, African and Caribbean people who came to the event (The Big IF, Hyde Park June 8<sup>th</sup>), you could visually see a diverse group of people and it was a multi-faith and multi-cultural event!” Natalie Duck; Co-Chair of the DWG.

#### **Output 4: Policy, community dialogue and the level of satisfaction of DWG members**

By far the most contentious issue of the campaign within diaspora communities and DOs was that the diaspora was brought in relatively late in the campaign and had no meaningful inclusion in developing the IF Campaign policy asks. This significantly affected the level of engagement DOs were willing to have with the campaign and the level of satisfaction of the DWG members, which was composed of both DO and INGOs.

“The diaspora groups were often treated quite tokenistically. There wasn’t sincere engagement with the groups actually being able to drive policy or lead projects perhaps the way they would have liked.” Lev Taylor, campaigner (Save the Children)

By the time the diaspora were encouraged to join the campaign, there was a perception that that most significant decisions about the campaign had already been made. Although the campaign evolved in a somewhat organic nature, there was a widespread sentiment that “diaspora ownership was lacking” (Ruth Talbot, DWG Coordinator). Margaret Nyuydzewira, DWG member and Director of CAME Women and Girls Development Organisation stated that when she attempted to engage her community in the campaign, “People thought we were doing a job for somebody else”.

“It certainly seemed that the role of the DOs was limited to being given something of which they had no ownership of, because they hadn’t been consulted, and then told to roll this out to their communities get their communities on board and get them to come to the big event and nothing more than that.” Mohammad Zaman, campaigns Officer (MADE).

Still, notable among the strengths of the campaign is that some DOs developed their campaigning and advocacy skills through their involvement with the campaign. Moreover, some INGOs felt they had also developed skills and understanding of how to work better and more closely with the diaspora. INGOs and DOs alike expressed an interest in receiving further training to further their skills in these areas.

To address the frustration expressed by DOs, the DWG encouraged the diaspora to voice their policy opinions through two events held in Parliament and attended by DOs and INGOs, namely: the IF African Policy Debate<sup>20</sup> (21<sup>st</sup> May) and the Asian Diaspora & IF Policy Debate (4<sup>th</sup> June)<sup>21</sup>. These two events fed into the creation of the ‘Diaspora Enough Food IF Campaign Letter to the Prime Minister’<sup>22</sup> outlining the Asian and African diaspora policy asks for sustainable finance for development and growth. The letter had more than 20 DO<sup>23</sup> signatories.

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<sup>20</sup> Chaired by Lord Jack McConnell

<sup>21</sup> Chaired by Tony Cunningham MP

<sup>22</sup> A copy of the letter can be provided on request, from Comic Relief

<sup>23</sup> Some of the signatories were not signed up to the wider IF Campaign.

### **Output 6: Level of media coverage**

The standout “easy win” for the DWG and the wider IF campaign as a whole was the extensive media coverage of the campaign in diaspora and BAME media outlets. The amount of coverage far exceeded the initial DWG target of 20+ features: there were over 80 features in print, radio and television. This will have impacted on the level of diaspora and BAME participation at events. Features notably Colourful Radio,<sup>24</sup> Foreigners in the UK,<sup>25</sup> Asian Image,<sup>26</sup> the Islam Channel and the Trumpet<sup>27</sup>.

This level of coverage was largely a reflection of the work of Jonaid Jilani, Oxfam Press Officer, who was the DWG media champion working specifically with ethnic minority media in the UK. This, together with a charismatic representative from the DWG (Justina Mutale), who spoke about the IF campaign on radio and TV, ensured the coverage was achieved.

### **Output 7: Level of satisfaction of members of the DWG**

There were 14 organisations in the DWG (primarily, although not exclusively DOs). However, of these approximately nine were active throughout the campaign.

Only five respondents to the survey answered the question of whether they were satisfied with the level of the engagement they had with the campaign. All of these were DOs; three were satisfied, one was unsatisfied and one very unsatisfied. Positive statements were made about “the way it was managed and the involvement of so many people.” Negative statements referred to the lack of diaspora engagement from the start and the perception that DOs were just there to “roll out” the campaign and “there was a lack of consultation”.

### **Output 8: Level of satisfaction of general IF members and other IF working groups**

Two DWG questions were put forward to be included in the final IF Monitoring, Evaluation and Learning Survey, which would have allowed the DWG to consult the wider campaign members on this output. However, due to constraints on the length of the survey, the questions were kept very broad and the diaspora related questions were therefore not included.

### **Summary of DWG Achievements**

The DWG met most of its outcomes and targets, and in some cases exceeded them. This led to further positive outcomes, including developing relationships and greater understanding between the diaspora and INGOs. Through the operation of the DWG, challenges and concerns were also raised concerning the lack of ongoing relationships between the diaspora and INGOs and how this would be addressed post-IF.

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<sup>24</sup> <http://www.colourfulradio.com/presenter/breakfast/> (Select no 65 and go to 42minutes in audio clip)

<sup>25</sup> <http://www.foreignersinuk.co.uk/news-news-ten-muslim-organisations-in-uk-unite-to-tackle-global-hunger-4430.html>

<sup>26</sup> <http://www.asianimage.co.uk/uk-national-news/10178079.Gates-and-Tutu-back-hunger-campaign/>

<sup>27</sup> <http://trumpetmediagroup.com/videos/%27fashion-against-hunger%27-catwalk-focuses-on-world-hunger/>

### **Case Study: MADE Trafalgar Square Stunt**

#### **What was achieved?**

A group of Muslim organisations, led by MADE in Europe and Human Appeal International, organised a photo stunt in Trafalgar Square on the 31st January. Members of 'Made in Europe' laid prayer mats spelling out the word "IF" to create an iconic image demonstrating the support of UK Muslim communities for the campaign. The stunt marked the first independently organised event of the Enough Food for Everyone IF Campaign, following the official launch of the campaign on 23<sup>rd</sup> January.

#### **How was this achieved?**

MADE ensured interest in the stunt by sending out tweets and facebook posts telling people to look out for 'something interesting we're doing tomorrow/today on the IF campaign'. By taking photos of the stunt, filming it and interviewing the MADE campaigns manager, MADE was able to send the information to satellite channels catering to the Indian, Pakistani, Bangladeshi and Arab diaspora communities. The photos, together with a press release, were sent to newspapers and magazines catering to diaspora communities. This resulted in great coverage of the stunt and raised the profile of the campaign within the diaspora communities. Coverage was secured on Bangla TV, ATN Bangla, NTV and mentioned in numerous newspapers including The Afro News<sup>1</sup> and Asian Press as well as various blogs<sup>1</sup>.

#### **What were the challenges of working together?**

As a coalition campaign, perceived bureaucratic limitations kept organisations from clearly understanding what they were permitted to do under the IF brand name. This caused a lot of inaction and hesitancy, especially on the part of smaller organisations who weren't represented on the IF board.

#### **What were the strengths of working together?**

The recognised universal nature of the problem of hunger across the development sector encouraged many diaspora organisations to sign up to the IF campaign and contribute to effecting change. This investing in the cause meant diaspora organisations like MADE, although not involved in the conceiving of the policy asks, were nevertheless happy to promote the message of the campaign and rally support for it.



### INGO and DO Relationships

IF presented a unique opportunity to enable DOs and INGOs to work together. This led to positive outcomes, such as co-delivered events, but also brought to a head the sector-wide issue of the infrequency and challenges of DO and INGO collaborations, exposing a lack of ongoing relationships between the diaspora and INGOs.

As DWG Coordinator Ruth Talbot put it “There isn’t very much cross-fertilisation between INGOs and DOs.” The reasons and debates about why DOs and INGOs operate in parallel to each other, and rarely in coalition, are many and varied. They include differences in relative financial resources and political connections, as well as wider societal inequalities in access to resources and opportunities. Rather than operating in a vacuum, IF saw DOs and INGOs try to navigate relationships with each other in the context of a wider socio-economic and political context.

“The diaspora engagement was teetering on the edge of ceremonial” (Anonymous)

For diaspora organisations, the lack of involvement very early on in the campaign was endemic of how many feel they are perceived in and by the development sector, somewhat “tokenistically” and as an afterthought.

“Based on what some diaspora organisations have said, they felt like they were being asked to come and endorse a campaign that they had not actually been a part of developing” Stella Opoku-Owusu, Engagement and Capacity Manager (Africa-UK)

Findings from the DWG survey noted that most respondents<sup>28</sup> were mostly ‘neither satisfied nor unsatisfied’ or simply ‘unsatisfied’ with both the DWG and the wider IF campaign diaspora engagement. Routinely, throughout the interviewing and surveying process for this report, INGOs were keen to stress a recognised importance of diaspora engagement but often unable to articulate practically how, and sometimes why, the diaspora add value to the international development sector.

“I think it is very true that the engagement of the diaspora was transactional. It was very much what can you do for the campaign.” Christine Allen, Director of Policy and Public Affairs (Christian Aid)

The late involvement of DOs meant that within the campaign the DOs role was relegated to drumming up numbers for the Big IF rally and ‘deeper engagement’ failed to be initiated.

“If consulted, the diaspora could have added increased depth, understanding of cultural sensitivity and a different perspective to the policy asks.” Kalyani Gandhi-Rhodes, UK South Asia Engagement Manager (Oxfam).

Notably, this opinion was vocalised at both the Asian Diaspora & IF Policy Debate event and the IF African Policy Debate, where various audience members argued that within IF, the diaspora engaged at a late stage, and had they engaged earlier their impact would have been even more significant and enhanced the overall success of the campaign. For example, as one INGO staff member remarked “In my attendance at the working group meeting, I heard that the ‘Aid’ pillar of IF had been amended to ‘Aid and investment’ with guidance from a member of the DWG to reflect the

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<sup>28</sup> Which is composed of 9 INGOs and 5 DO’s

diaspora community's views on longer term sustainable development. I was sorry to see this was not always reflected in the materials and messaging." Many went on to state that to make a long term structural difference, diaspora needed to have an on-going permanent place within policy making, so they are able to bring what diaspora organisation AFFORD cites as diaspora capital to the table: diaspora financial resources,<sup>29</sup> diaspora political capital and diaspora social/cultural capital and networks that have vital insight into how people actually function.

"I think the fact that the diaspora as a whole (individuals and organisations) are significant stakeholders in development, and the fact that any other stakeholder with its experience and expertise would engage another organisation because they see them as peers, that is the same type of relationship that diaspora organisations want. And actually I can say that because internationally the diaspora are not seen as players so it's about the relationship. I think as soon as you begin to think of that relationship as equal you engage differently. DOs need to be seen as equals and that is the only way things will be able to improve in the sector." Stella Opoku-Owusu; Engagement and Capacity Manager (Africa-UK)

Such sentiment was also evident in the financial support of the DWG. Although the DWG budget<sup>30</sup> reflected an expression of OC trust in and commitment to diaspora activities, its limited amount did not match the potential of all the DOs involved in the campaign. Problems also arose around budget management for events and at times became a point of contention because of the different approaches to budget management and expenditure sign off of DO and INGOs.

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<sup>29</sup> According to figures from the World Bank, remittance flows to developing countries are estimated to be \$372 billion in 2011

<sup>30</sup> Of £15000

**Case Study of DfAD and Zed United Sponsorship – Africa Nations Cup UK 2013**

**What was achieved?**

Diaspora for African Development (DfAD) and the Enough Food for Everyone IF Campaign sponsored Zed United Football Club, a UK based Zambian community football club, entering the 2013 annual African Nations Cup UK. The sponsorship of Zed United was intended to enhance the mass mobilisation efforts of the IF campaign’s DWG and encourage the African Diaspora to add their voice to the campaign by attending the BIG IF London G8 Event in Hyde Park on 8th June 2013. As a result, over 30 people associated with the Zed United football team attended the London Big IF G8.

**How was this achieved?**

DfAD applied for the small grants funding from the IF central funds and was awarded £400 to sponsor Zed United’s entry and participation in the Africa Cup of Nations UK tournament. At the annual community tournament, the IF campaign was promoted by the Zed United team players wearing IF promotional materials e.g. wristbands, logos on t-shirts. Volunteers passed out leaflets to raise awareness of the campaign and mobilise people for the June 8th Big IF event in Hyde Park.

**What were the strengths of the DO outreach?**

The IF funding opportunity, although relatively small, allowed DfAD to utilize its links in the Zambian Diaspora community to engage Zed United and take advantage of their strong base in the UK African Diaspora sports community to promote the IF campaign as a whole and mobilise for the Big IF on June 8<sup>th</sup>.

This created an opportune platform for the introduction of IF to over 20+ different African Diaspora communities present at the tournament.



**Above: Zed United with Richard Miller, Executive Director ActionAid UK and ActionAid Zambia Country Director Pamela M Chisanga at the Big IF London Rally on 8th June 2013**

**What were the challenges of the DO outreach?**

The limited time to organise and carry out the planned activities led to challenges. Organisers felt that had they been given more lead time they could have worked with several of the other participating teams, thus further increasing the reach of the IF campaign’s mobilisation and public engagement.

“The aim of the sponsorship was to get people to Hyde Park on 8<sup>th</sup> June so all we could do in the limited time for those interested in signing up was to signpost them to the DWG page on the IF website. There was no time to allow for proper engagement with the potential supporters as all of it was spent organising the event. This for us meant another missed opportunity for comprehensively engaging the community to allow for well-informed supporters with a better understanding of the four policies. This led to some pockets of the community not being interested in signing up” Chibwe Henry, DWG Co-Chair (DfAD).

**Case Study of INGO/ DO Collaboration on IF - Positive Runway and Save the Children**

**What was achieved?**

On 1<sup>st</sup> June 2013 at the Tabernacle in Powis Square Notting Hill, Positive Runway, in collaboration with Save the Children, held the 'IF Campaign Fashion Against Hunger Catwalk Show'.

The event injected fun into the IF campaign, quickly selling out of its 200 tickets, and an additional 100 which were released later. The show received media coverage from online outlets before and after the event, mobilising the public to attend the Big IF on June 8<sup>th</sup>.

**What were the strengths of working together?**

Each organisation involved brought different skills to the collaboration, whether in relation to the fashion industry or event management. Additionally, each organisation's connection were utilised; for the DWG this meant that their network of supporters were encouraged to volunteer their time to help staff the event. This also meant the event was able to engage a new audience through volunteers as well as those not yet reached by the more conventional forms of advertising. Throughout the fashion show, an invitation to the Big IF Hyde Park event on June 8<sup>th</sup> was the backdrop of the catwalk ensuring outreach and mobilisation.

**What were the challenges of working together?**

Primarily due to the quick turn over time required between organising and holding the event, there were organisational and logistical challenges. Workloads were perceived not to be shared equally and resulted in a few individuals being relied upon to carry out a lot of tasks. For example, on the day of the fashion show, volunteer roles were not consistently delegated or managed due to miscommunication about workload and timings.

The awarded budget of £8000 fell short of the funds required for the show, which many felt stifled the creative process and the quality of the show.

Another problem involving financial concerns was the different working approaches of Save the Children and Positive Runway. In the fashion industry, many jobs are performed cash in hand, whereas NGO expenses and finances for events are often claimed retrospectively to ensure transparency and accountability.



**Model walks the catwalk against the backdrop of an invitation to attend the Big IF**

### **IF operational Issues**

Some issues that arose during the course of the campaign related to the wider nature of the campaign and its operational functioning.

#### **Support for smaller organisations**

The most applicable operational issue for diaspora organisations in particular is that most of them are small voluntary organisations, staffed by two or three part-time staff, many of whom were experiencing high level advocacy for the first-time.

“There was that kind of inbuilt dynamic which meant if you were a smaller organisation, which most DOs are, it makes it really very difficult [to engage]. So you want to actually spend your time doing something, working on something or mobilising people you can’t just spend your time sitting in a meeting. That kind of dynamic to some extent played into the strengths of those organisations that had staff etc. ... To what extent were we serious and intentional about thinking about how we can engage smaller organisations? I don’t think we were.” Christine Allen, Director of Policy and Public Affairs (Christian Aid).

Lack of capacity was an immediate and direct hurdle for many DOs. As Chibwe Henry, DWG Co-Chair (DfAD) stated, “I felt if I asked for too much I would be seen as having ‘special needs’. We have skills, but because the campaign was a new way of working we needed that balance between getting guidance and being hand-held.”

The DWG initially planned capacity building workshops, but as the focus was immediate mobilisation due to the fast approaching G8 summit, these got sidelined. Mention must be made of the fact that resources were available, but navigating them was difficult for many DOs. Campaigning was new for many organisations, “I think that [capacity building or training] would have helped. If you look on the website, over 200 organisations are listed, most of them were not very active in the campaign, they just added their organisation’s support through their logo, but did they really understand that they could have done anything?” Ruth Talbot, Comic Relief.

The unmet necessity for small organisation capacity support is likely linked to the timing of the campaign and the time constraints that saw “The campaign chasing its tail most of the time” (Natalie Duck, Co-Chair of the DWG and OC member). This, coupled with what many saw as an “overcorrection from Make Poverty History where they felt that policy was a bit vacuous”<sup>31</sup> meant the IF campaign was seen by many to have overemphasised policy at the expense of public engagement. Thus there was a huge appeal towards the culmination of the campaign, where mobilisation was the biggest concern, leaving very little time and financial resources for providing the required support for smaller organisations to engage fully with the campaign.

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<sup>31</sup> Lev Taylor, Campaigner (Save the Children)

### Case Study of Diaspora Organisations' outreach experience

#### What was achieved?

Some 45,000 people joined the Big IF anti-hunger rally on June 8<sup>th</sup> 2013.

The diversity of the crowd at the Big IF rally in Hyde Park, although not directly measurable, was likely due to public engagement initiated by the DWG and its affiliates.

*"It was great seeing so many people of different ethnicities in that crowd."*

Mohammad Zaman, Campaigns Officer (MADE)



Attendees at the Big IF London event helped create this visual petition, showing their support whilst demonstrating the scale of the problem of hunger

#### How was this achieved?

With the campaign focus on driving numbers for the Big IF rally, many diaspora organisations were charged with outreach and mobilising their networks to attend the Hyde Park event.

Diaspora Organisations were provided with IF merchandise, such as the IF wristband, posters and soft and hard copies of invitations to the rally, to mobilise their communities and leverage their networks.

#### What were the challenges of working together?

Outreach to the diaspora organisations and community was not an easy task. Due to the late nature of the involvement and conception of the DWG, as well as the fact that the DWG was a small team, it took time to put operational strategies in place to work together. Although the central campaign acknowledged the need to engage the diaspora, no practical strategy of how to do so was in place.

Many diaspora groups the DWG contacted were very excited about the IF campaign, and had they been engaged earlier would have helped in spreading the word even further. While nearly all diaspora organisations contacted agreed to push the IF campaign and events to their members either through emails or social media, there were a few organisations that expressed an interest in involvement beyond mobilisation.

Many diaspora organisations do not have a web presence, and were never on a list of organisations to contact. Although they signed up to the campaign, most diaspora organisations are quite small and did not have the capacity to engage extensively with the IF campaign. Additionally the DWG presence was largely limited to London, and while many organisations are London based, many more are based in other big cities and towns such as Leeds, Birmingham and Cardiff.

### Legacy

“The strengths are in following it through: more importantly than if the community understand the campaign is if they will understand the legacy.” Kalyani Gandhi-Rhodes; UK South Asia Engagement Manager (Oxfam)

One of the most simple strengths of the campaign was the willingness to engage the diaspora and accordingly involve them in the process of the IF campaign. Interestingly the most remarked upon success of the campaign for both INGOs and DOs alike is that the campaign helped foster relationships between organisations in the sector. The importance of this cannot be overstated and it should be noted that there is no natural place for engagement between INGOs and the diaspora post-IF. Of the 12 founding INGOs, only two of them (Comic Relief and Oxfam) had a staff member experienced in diaspora or BAME engagement. The lack of default INGO and DO relationships outside of the campaign means there is a risk that the connections made and insights gained are lost.

### Recommendations moving forward

“I hope there can be on-going engagement, from INGO's willing to learn from the diaspora, and from diaspora members willing to grapple with policy and political reality, so that we build a good foundation for the next campaign.” (Anonymous)

When asked what key changes to the campaign would have improved the level of diaspora engagement, the standout answers in response by both INGOs and DOs were: the provision of training and support to INGOs on diaspora engagement; and the involvement of the diaspora earlier on in the campaign. The primary recommendation arising from the review is to continue the dialogue and collaboration between DOs and INGOs.

These recommendations and some of the issues discussed in this report continue to have relevance outside of the campaign. DOs and INGOs need to identify the potential benefits of collaboration and ways of working together. “INGOs need to be critically aware of DOs’ sensitivities about how the international development sector perceives, and interacts, with the diaspora, and the previous lack of collaboration between the two.” Ruth Talbot (Comic Relief).

The notion of bringing INGO and DOs together to discuss if, or how, their respective organisations could work together emerged in the early stages of the DWG’s work and is being taken forward as part of the IF transition work of the DWG.

**“If you don’t know how to work with me, and I don’t know how to work with you, let’s have a dialogue, let’s have a talk.”**

Margaret Nyuydzewira (CAME Women and Girls Development Organisation)

IF Diaspora Working Group  
October 2013

Based on research completed by Mujina Kaindama

**Appendix 1: Diaspora Organisations involved in the IF Campaign**

	<b><u>Diaspora Organisation</u></b>
1	Asian Foundation for Philanthropy
2	Diaspora Volunteering Alliance
3	Africa-UK
4	Diaspora for African Development (DfAD) [previously known as ZDDN]
5	Positive Runway
6	MADE in Europe
7	HIRDA
8	Yemen Relief and Development Forum
9	Bastiram
10	WHEAT Mentor Support Trust
11	JRRO
12	Development Impact For Nigeria (DIFN)
13	NILE African Development (NAD)
14	Somali Relief and Development Forum
15	CAME Women and Girls Development Org
16	MIFUMI
17	Zed United FC
18	Human Care Foundation Worldwide
19	FORWARD
20	Africare
21	Penha
22	Tao Trust for Africa's Orphans
23	Capricon

**Appendix 2: DWG significant side meetings**

	<b><u>Meeting</u></b>
1	Diaspora focus group on G8 main event. Date: 19/4
2	Meeting on diaspora engagement in G8 campaigning between DOs and OC members. Date: 27/3
3	Numerous meetings between relevant DOs and INGOs to organise the 3 main diaspora led IF events
4	IF Policy and Advocacy working group and DWG rep 28/3
5	DWG representative and IF Board meeting 23/7
6	M and E representative and DWG reps meetings
7	DWG reps and BOND senior management meeting
8	Policy and Advocacy working group managers with DWG members (2 meetings)
9	OC (3 meetings) and DWG chair
12	OC and diaspora organisations

**Appendix 3: Table of Diaspora-led IF Events**

<b>Diaspora Organisation</b>	<b>Event name</b>	<b>Event date</b>	<b>Type of event</b>	<b>No. of participants</b>
Diaspora Volunteering Alliance (DVA)	Challenges of International Development: Role of International Aid Agencies in Supporting Diaspora Communities	22 <sup>nd</sup> February	Annual Conference	84
Asian Foundation for Philanthropy (AFP)	International Women's Day at Houses of Parliament	6th March	Celebration of IWD	90
AFP	IF Flyer	7th March	On line - IF Campaign awareness	4000 people on the AFP database
Diaspora for African Development (DfAD) [previously known as ZDDN]	Zambian Diaspora Community Valentine's Day event	16th February	IF Campaign awareness	80
DfAD	Zambian Youth Day event	19th March	IF Campaign awareness	60
Positive Runway	Women's day event	19th March		Not available <sup>32</sup>
MADE	Prayer mat stunt at Trafalgar Square	31st January	Photo stunt	10
MADE	Training for IF volunteers	February	Campaigns Training	30
MADE and City Circle	IF Only	19th April	Open talk	50
Diaspora Working Group	IF Campaign training for DOs	28th March	Training on the IF Campaign	12
CAME WOMEN AND GIRLS Dev Org	Protect the girl child campaign	13th April	Campaign / Launch	200
Africa-UK	IF African Policy Debate	21 <sup>st</sup> May	Policy debate	53
DfAD and Zed United FC	African Nations Cup UK 2013	1 <sup>st</sup> June	BIG IF London G8 Diaspora mobilisation	60
Positive Runway	IF Campaign Fashion Against Hunger Catwalk Show	1 <sup>st</sup> June	Fashion show	250
DVA	Asian Diaspora & IF Policy Debate	4 <sup>th</sup> June	Policy debate	36
DfAD, Positive Runway and DVA	No 10 PM Letter Hand In	7 <sup>th</sup> June	Lobbying moment	6
<b>TOTAL participants</b>				<b>1021</b>

<sup>32</sup> This figure was not available at the time of publication