

NATION BRANDING THROUGH CITIZENSHIP:

Engaging African Diaspora Entrepreneurs

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AFRICAN DIASPORAS ' & NATION BRANDING



- Nation Branding is the idea of treating Nations as Brands. It requires the people of the nation in order for the brand to be successful. Not much written about how to engage the people of the nation.
- Nation Brand - Agree that the diaspora has the potential to become effective Brand ambassadors, but is not clear on their engagement. I argue that issues of citizenship need to be addressed.

Nation Brand Strategy Engaging the Diaspora:

1. Engaging the African diaspora is important in order to implement a successful nation branding strategy
2. Dual Citizenship for the African Diaspora is pertinent



STATEMENT OF THE PROBLEM

Brand Africa

Continental Brand- Negative: Poverty, Disease, Corruption

Simon Anholt :*Brand New Justice: How Branding Places and Products Can Help the Developing World*

- Reputation Management – Mental Associations
- Positive nation brand = increases socio-economic ‘development’.
- Negative nation brand = decreases socio-economic ‘development’.

Consistent Messages across communication channels in public and private sector.

Jumping on the Brandwagon

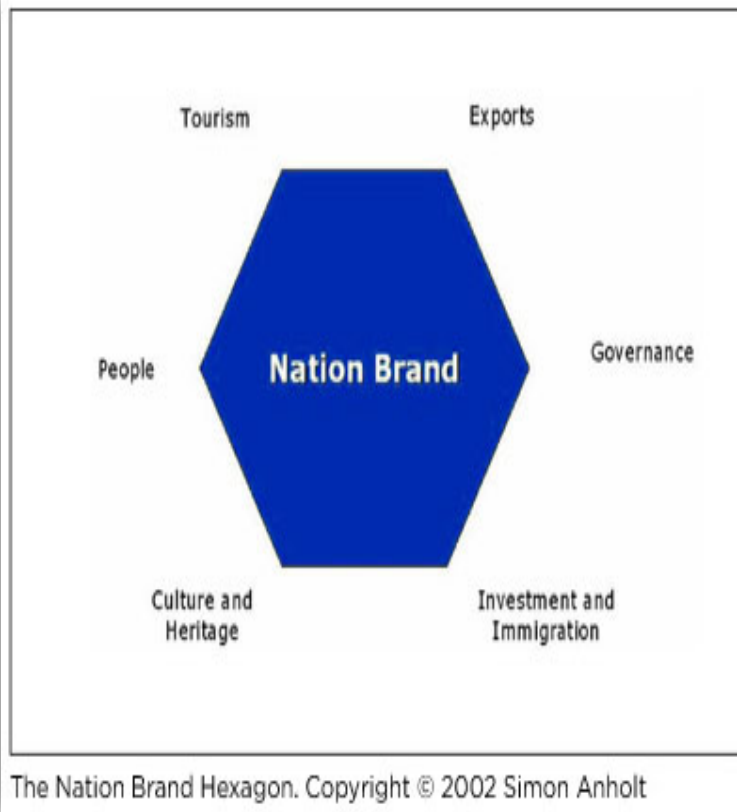
- Promoted at Multinational, national and individual levels
- African Countries engaging in Nation Branding activities
- Brand Africa Leadership Forum 2010, “Drive Africa’s reputation, image and competitiveness”
- Use of Public Finance to Impact an area that affects national identities

**Aimed at “transition economies”
Absence of Research and model in an African context**

NATION BRAND MODEL HEXAGON

NATURAL COMMUNICATION CHANNELS

If leadership has a clear, good, believable idea of what the place really stands for, and manage to coordinate policies, strategies, investment, actions behaviors and communications It will maintain a powerful positive internal and external reputation



- ◉ **Tourism:** Tourism promotion, people's first hand experience of visiting the country as tourist/business travelers
- ◉ **Exports:** Exported products & services when country-of-origin is explicit
- ◉ **Culture & Heritage:** Cultural exchange/exports through nation's heritage and appreciation for its contemporary culture, including film, music, art, sport and literature.
- ◉ **Imports:** How they solicit Investment & Immigration (students, foreign talent, labor)
- ◉ **Governance:** Policy decisions of government - foreign policy and domestic policy, (including its commitment to global issues such as democracy, justice, poverty and the environment)
- ◉ **People:** Politicians, media, sports stars, and general population (how they treat visitors), **diaspora**

BUILDING A BELIEVABLE BRAND

Communication Vs. Policy Approach

The political approach to nation branding is not about communication, its about policies.

You cant (re)brand a country without a believable brand. Otherwise you create
– Image – Identity Gaps.

PEOPLE: Citizens are the most vital stakeholders → “Live the Brand”

Brand is build from the bottom-up, locating the nation’s essence.

Diaspora – Key element of brand communication

The legal institution's frameworks presents obstacles for diaspora participation.

Therefore in an African context, Nation branding needs to address citizenship.

DIASPORA

DIASPORA:

Any Group of migrants & their descendants who maintain a link with their parent country

- Movement from an original homeland to another country
- Collective Myth of the home country
- A strong sense of group consciousness over time based on a share history, culture, religion
- Sustained social networks with the group members living in different countries

African diaspora → Dispersed due to historical process – slavery, state formation, colonialism, globalization.

AFRICA's DIASPORA:

Voluntary - Migrants of African heritage that recently migrated from Africa

Involuntary - Migrants of African heritage that that are descendants of enslaved Africans (Afro-Latinos, African-Americans, Afro-Caribbean, Afro-Europeans)

IDENTITY:

--**Identity as a similarities "oneness"**- One people – common root

--**Identity as a differences "uniqueness"** Common routes

Identity is therefore a process, always in transformation, determined by people, leaders, governments

IMPACT & INFLUENCE OF DIASPORAS

1. Networks – bring people together with strong motivation
2. Play Direct and Indirect roles (implement projects & serve as a bridge)
3. They produce tangible outcomes the move beyond discussion

BRICS : Remittances & FDI

Brazil –leverage remittances to offer financial services (Checking savings, loan accounts), entrepreneurial training for recipients and senders.

China – 70% of its FDI is from the Diaspora

India – Ministry of Overseas Indian Affairs – provide information, facilitate partnerships.

South Africa – SA Diaspora Network (SADN) – focus on developing knowledge through SA citizens in influential positions.

AFRICA: Build transnational networks through its Brand Ambassadors

Nation Branding – coordinated messages within the diaspora network

Diaspora – Preexisting network – waiting to be deployed. Tends to be patriotic and well disposed to helping in economic development. Tend to be entrepreneurs

SOCIAL ENGAGEMENT & ENTREPRENEURS

Members from both diasporic groups are seeking to invest, repatriate, or contribute towards development.

INVOLUNTARY

Have kept in contact with the continent. Caribbean (Agribusiness), Latin America (Renewable energy), African Americans (SME's, lobby on African policies). Investments in Ghana.

VOLUNTARY

Members of this group grew from 9M in 1960 – 17M 2005 , mainly for academic reasons (Canada and North America – high rates of education), many do not return.

Social, religious, professional networks – skill sharing, entrepreneurship projects.

Invest in start-ups, family business – Remittances have been primarily used for family business or training siblings (education/skill), land purchases, building homes.

By 2010 – 30M Africans in the Diaspora invested \$40B in Africa in remittances alone. In some countries they exceed FDI & match Foreign Aid.

Homeland Associations – help maintain infrastructure (schools, hospitals, roads), invest in telecommunications.

Somali entrepreneurs contribute an average of 80% of the start-up capital for SMEs

SOCIAL CAPITAL: Many entrepreneurs feel that social networks are more important to their success than loan programs.

Increases contact, social integration, and social engagement is important to sustain their investments (social capital).

CITIZENSHIP

Africans are losing citizenship or becoming stateless in various ways (includes though within the continent and outside of it).

Hinders business – property , taxes, entry, expense. Systematically excluding potential investors.

AMBIGUITY:

- Field of Nation Branding is not clear - Nation as state or Nation as people?
- Citizenship provides a legal bond between the state & citizen that serves as a basis for social attachment – a genuine connection of existence.
- Countries have ambiguous laws
- Sets up clear legal expectations in terms of who can start a business, run for office, pay taxes.
- It creates Identity- Image gaps: Promoting inclusivity but excluding citizens that have moved, were displaced, or due to gender bias.

AFRICAN CITIZENSHIP LAWS - Citizenship laws based on the independence era and aimed at making people commit to the nation for fragile nation-states.

Laws provide obstacles for entrepreneurs, athletes, celebrities from investing and being effective brand ambassadors.

DUAL CITIZENSHIP VOLUNTARY DIASPORA

DUAL/MULTIPLE CITIZENSHIP

Individuals are considered citizens in one or more countries

Unrestricted

Restricted – military, presidential posts, or residency requirements

Dual Citizenship should be offered to the Voluntary Diaspora as part of an economic growth strategy.

Restricted or unrestricted

Diaspora subject to physical (transportation, visa costs) and psychological separation (hegemony, ethnocentrism, racism).

Countries that currently have dual citizenship:

Angola, Burundi, Djibouti, Egypt, Gabon, Gambia, Kenya, Mozambique, Rwanda, Sao tome & Principe, Sierra Leone, South Africa, Uganda.

DUAL CITIZENSHIP INVOLUNTARY DIASPORA

Dual Citizenship should be offered to the Involuntary Diaspora as part of an economic growth strategy.

Restricted

Africa Union – Continental, Regional, individual country level (Sullivan Summit).
Ghana is the only country that has initiated this.

Overseas Citizenship of India Status – People of Indian Origin, multiple entry visa, right to work , study, visit, own property (except agricultural/plantation).

Restricted from certain posts (President, Vice-President, Judge, or legislative posts. They don't vote or own Indian passports.

Overseas Citizenship of Africa – People of African Origin

- However, dual citizenship for the voluntary group would first need to be considered

CONCLUSIONS

Many of Africa's entrepreneurs are outside the continent. The diaspora remains an untapped resource that needs to be leveraged & coordinated.

African Diaspora can play are already contributing n important role as Brand Ambassadors. Issue of Citizenship need to be addressed. I suggest dual citizenship for both voluntary and involuntary groups.