

Online
Consultations



THE AFRICAN INSTITUTE FOR REMITTANCES (AIR) PROJECT



ONLINE CONSULTATIONS – PILOT PROJECT

As part of an ongoing program of consultations and dialogue with key project stakeholders, the AIR Project launched an online consultation aimed at:

- Collecting feedback on remittances, specifically related to how they are sent and used, challenges, costs and alternatives
- Guiding AIR's presence in social media and emerging media tools
- Building capacity within AU to conduct similar consultations in the future

The consultations were launched on May 31st 2011 and this pilot will conclude on July 15th 2011.



KEY TARGETS INCLUDED

- Remittance recipients
- Members of the Diaspora
- Government agencies and financial institutions



SOCIAL MEDIA PLATFORMS

The online consultations were run on:

- Facebook
- Twitter
- LinkedIn



AIR PROJECT WEBSITE

The AIR Project site was developed and hosted on the African Union website including

- Background information on the AIR project
- Survey form
- Discussion fora
- Registration form to build a database of contacts



OUTREACH

- Emails to contacts database from AU, World Bank and EU
- World Bank feature story and links to AIR website
- EU Press Release and links to AIR website
- Facebook ads
- Twitter
- LinkedIn



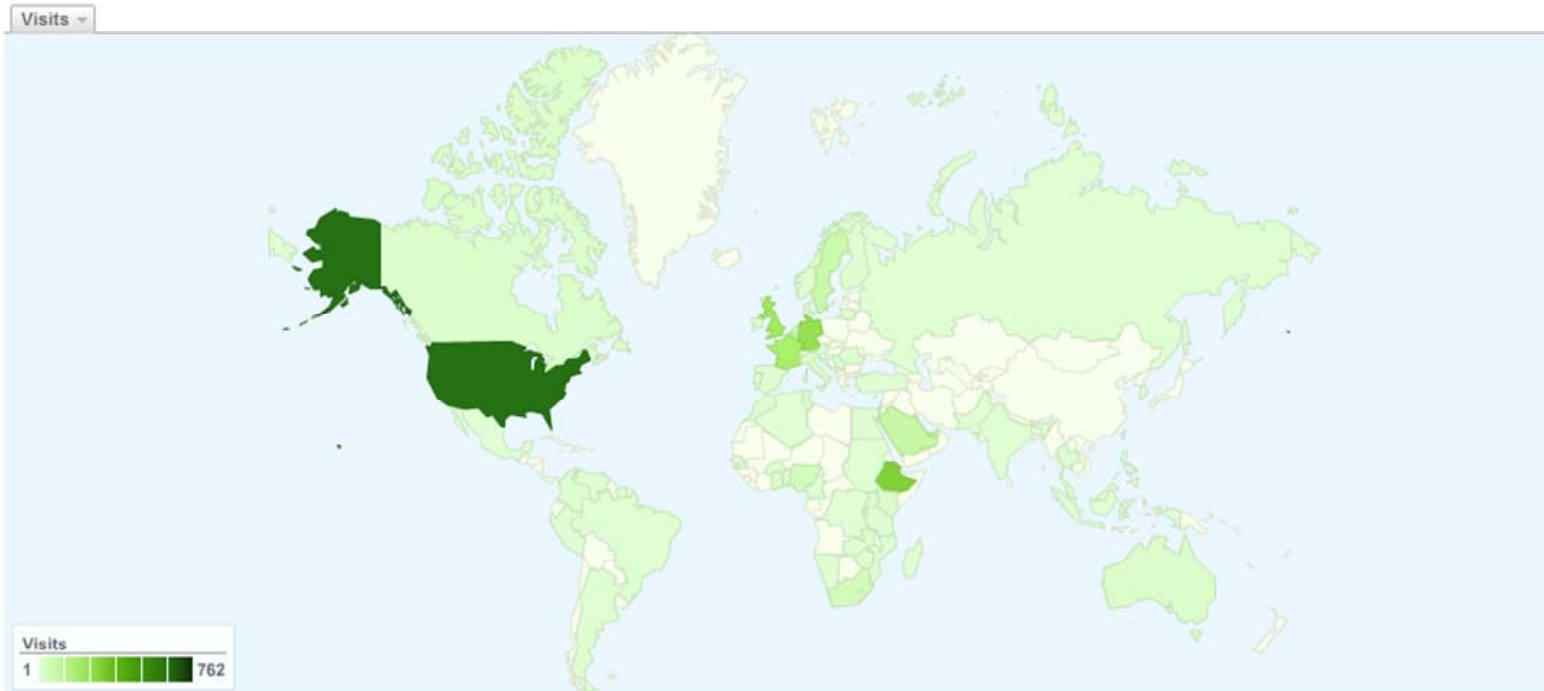


FINDINGS











MORE THAN 3,000 VISITORS FROM 79 COUNTRIES

Map Overlay

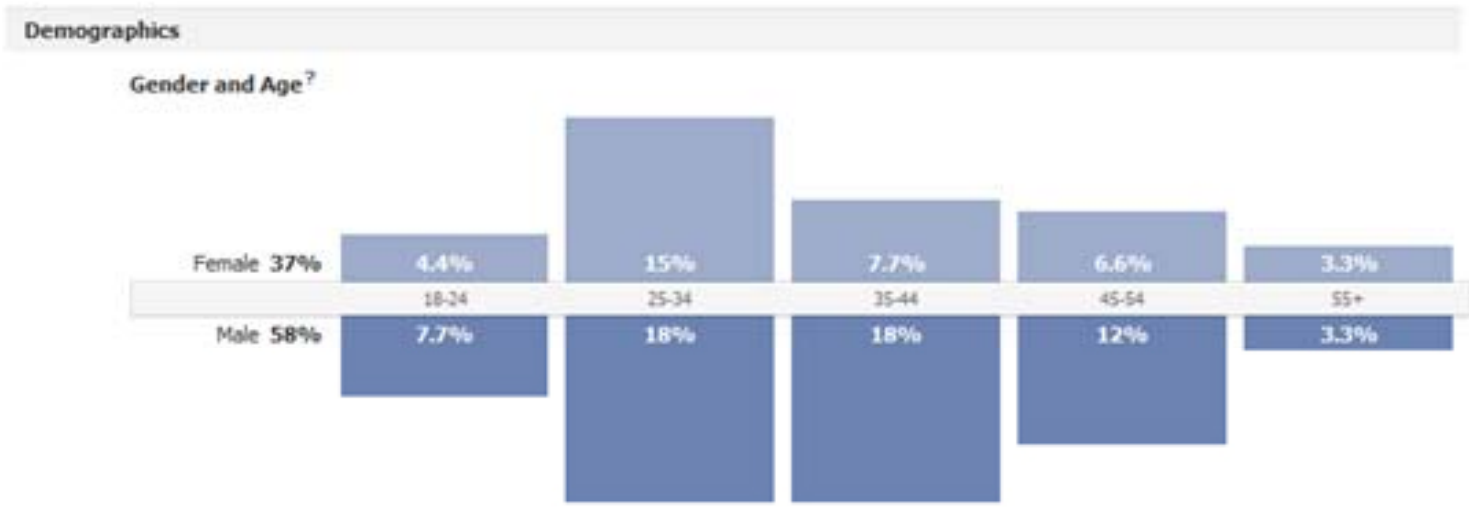
May 31, 2011 - Jun 29, 2011



TOP 10 COUNTRIES VISITORS CAME FROM

Detail Level: <input type="button" value="Country/Territory"/>		Visits <input type="button" value="↓"/>	Individual Country/Territory performance: <input type="button" value="Visits"/>
1.	United States	762	 27.01%
2.	Ethiopia	360	 12.76%
3.	Germany	299	 10.60%
4.	United Kingdom	261	 9.25%
5.	France	231	 8.19%
6.	United Arab Emirates	114	 4.04%
7.	Saudi Arabia	105	 3.72%
8.	Sweden	88	 3.12%
9.	Netherlands	85	 3.01%
10.	South Africa	56	 1.99%

DEMOGRAPHICS OF VISITORS



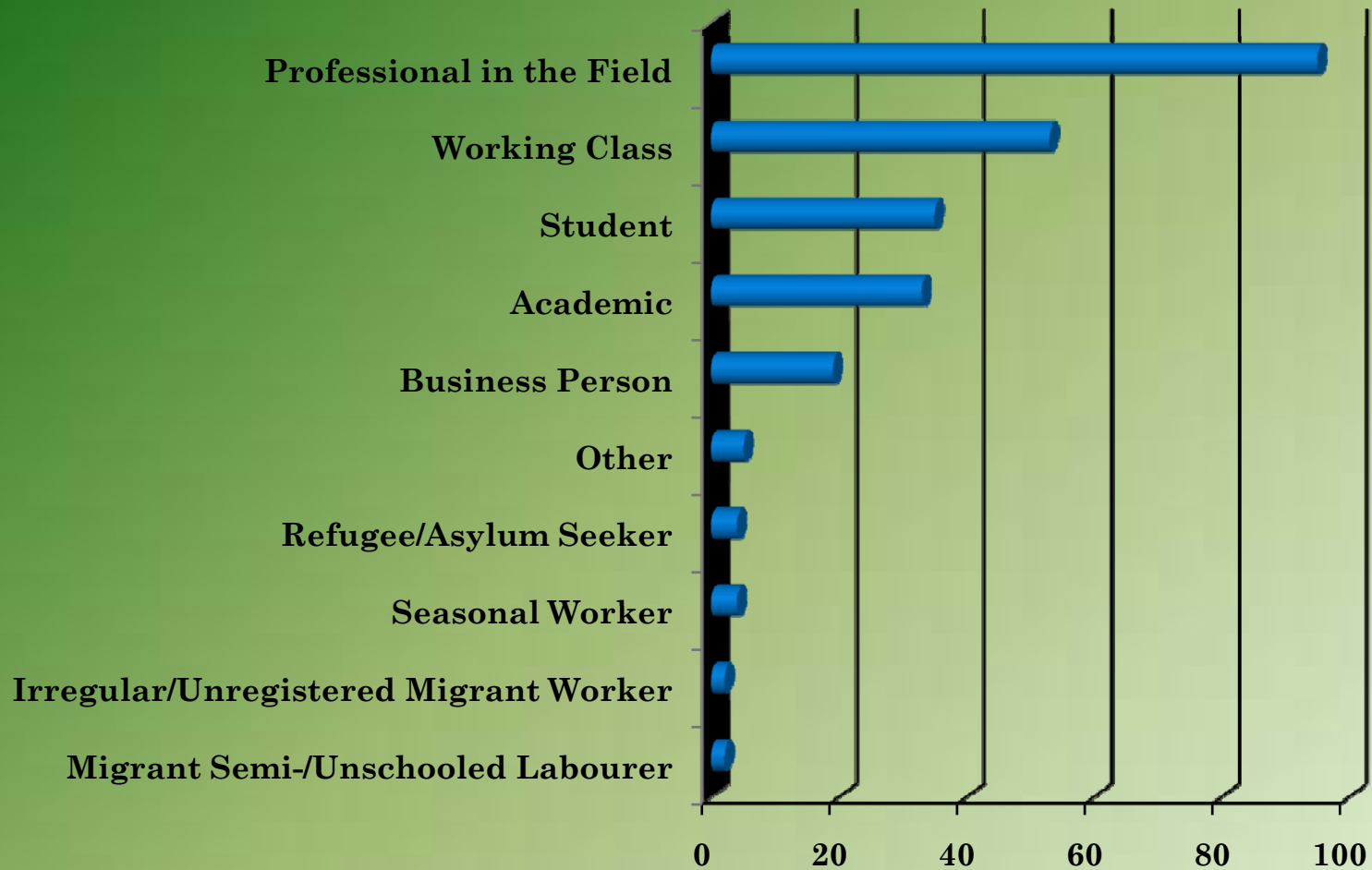
OVER 230 RESPONSES HAVE BEEN RECEIVED ON THE SURVEY TO DATE

- Respondents identified their country of origin from 27 different countries
- Top 3 were Nigeria, Ethiopia and Kenya
- 90% of respondents were remittance senders based in the United States, Germany and the United Kingdom, in addition to other European countries and Arab states.



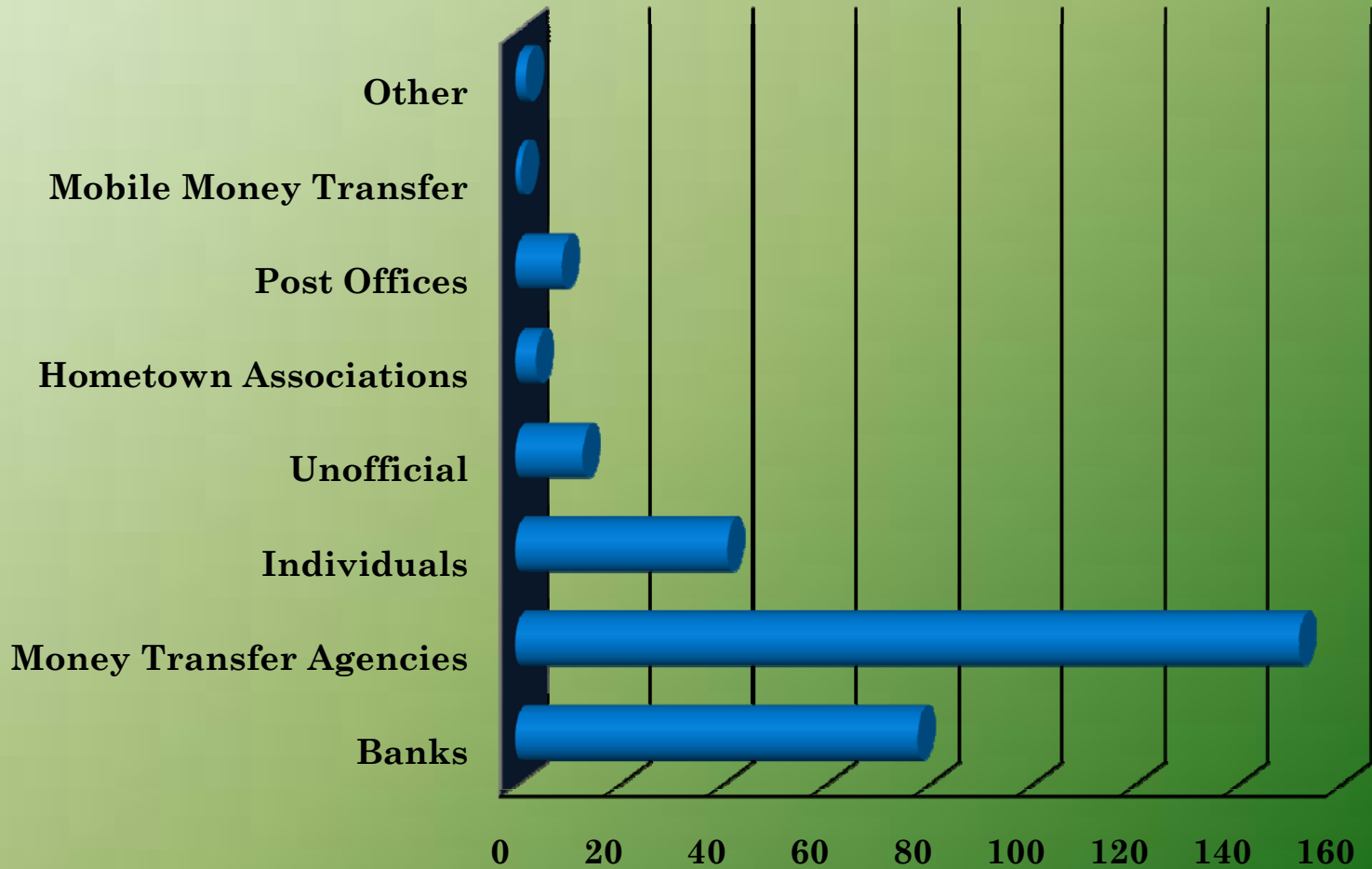
DEMOGRAPHICS OF SURVEY RESPONDENTS

Occupation / Status of Survey Participants
From 5/31/2011 to 6/29/2011



METHODS USED TO SEND REMITTANCES

Channels Used to Send Remittance
From 5/31/2011 to 6/29/2011



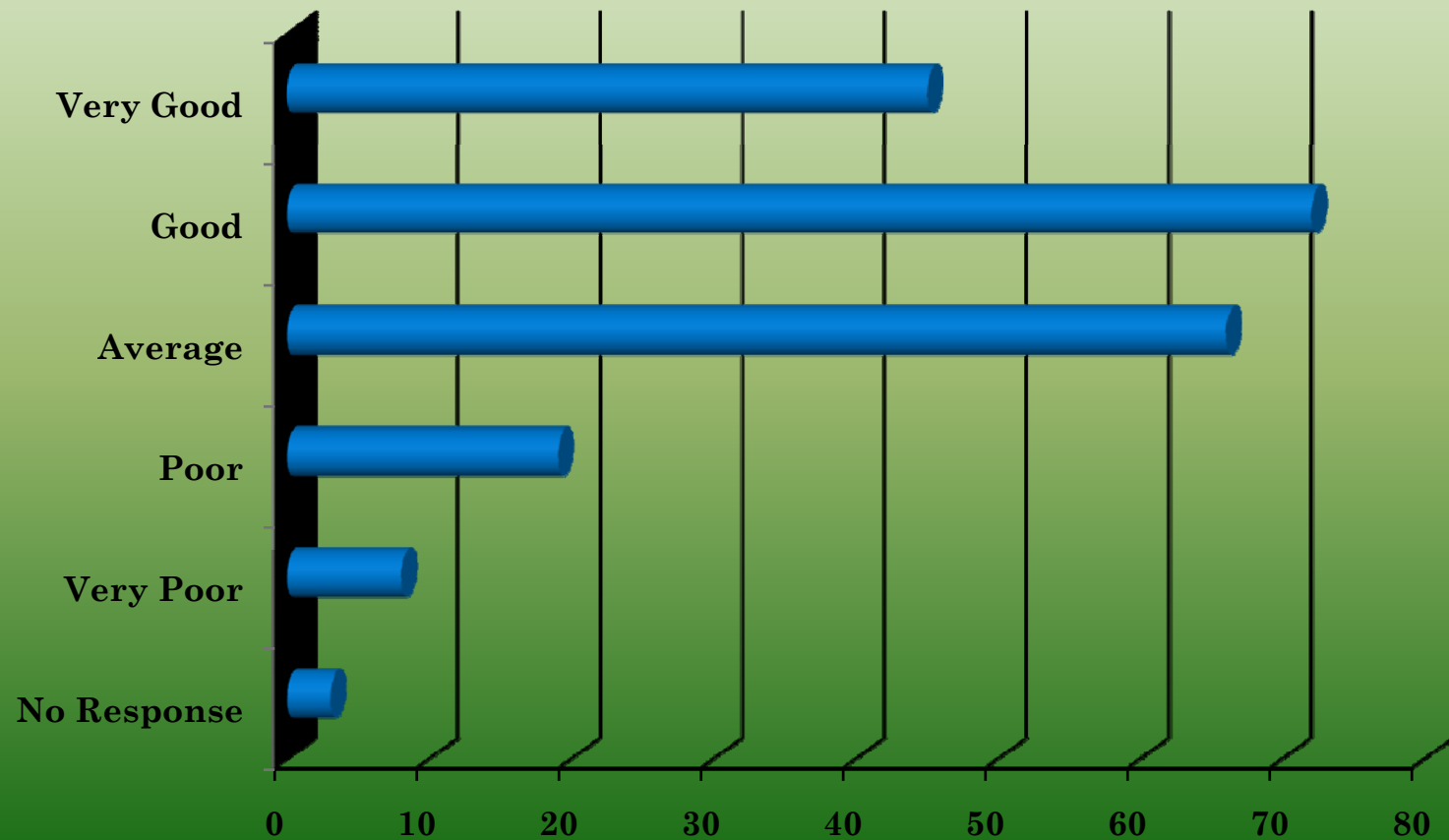
FACTORS THAT DETERMINE METHODS USED

Factors that Determine Which Method Senders Use
From 5/31/2011 to 6/29/2011



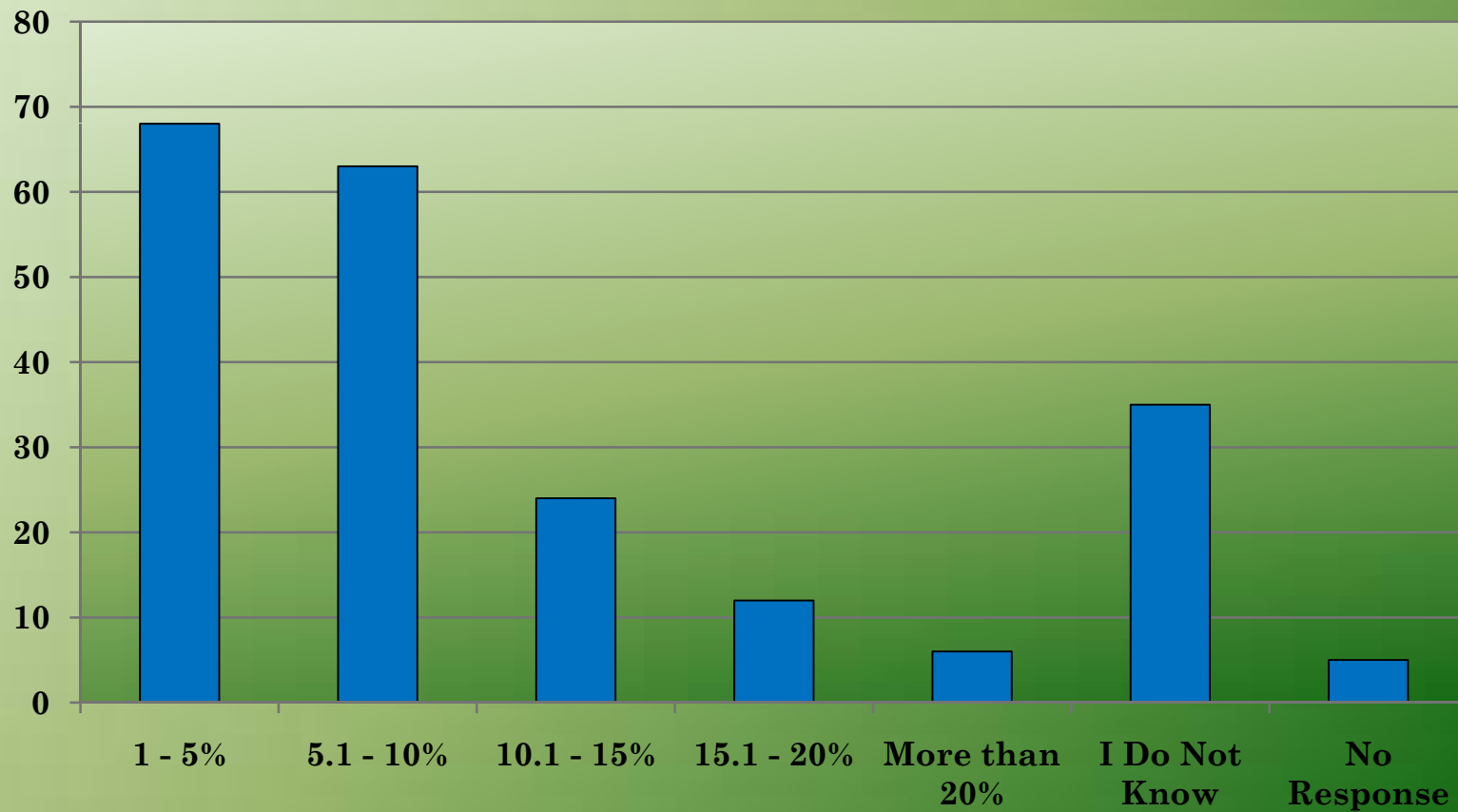
EFFICIENCY RANK OF METHODS USED

Efficiency Rank of Current Ways of Conducting Money Transfer
From 5/31/2011 to 6/29/2011



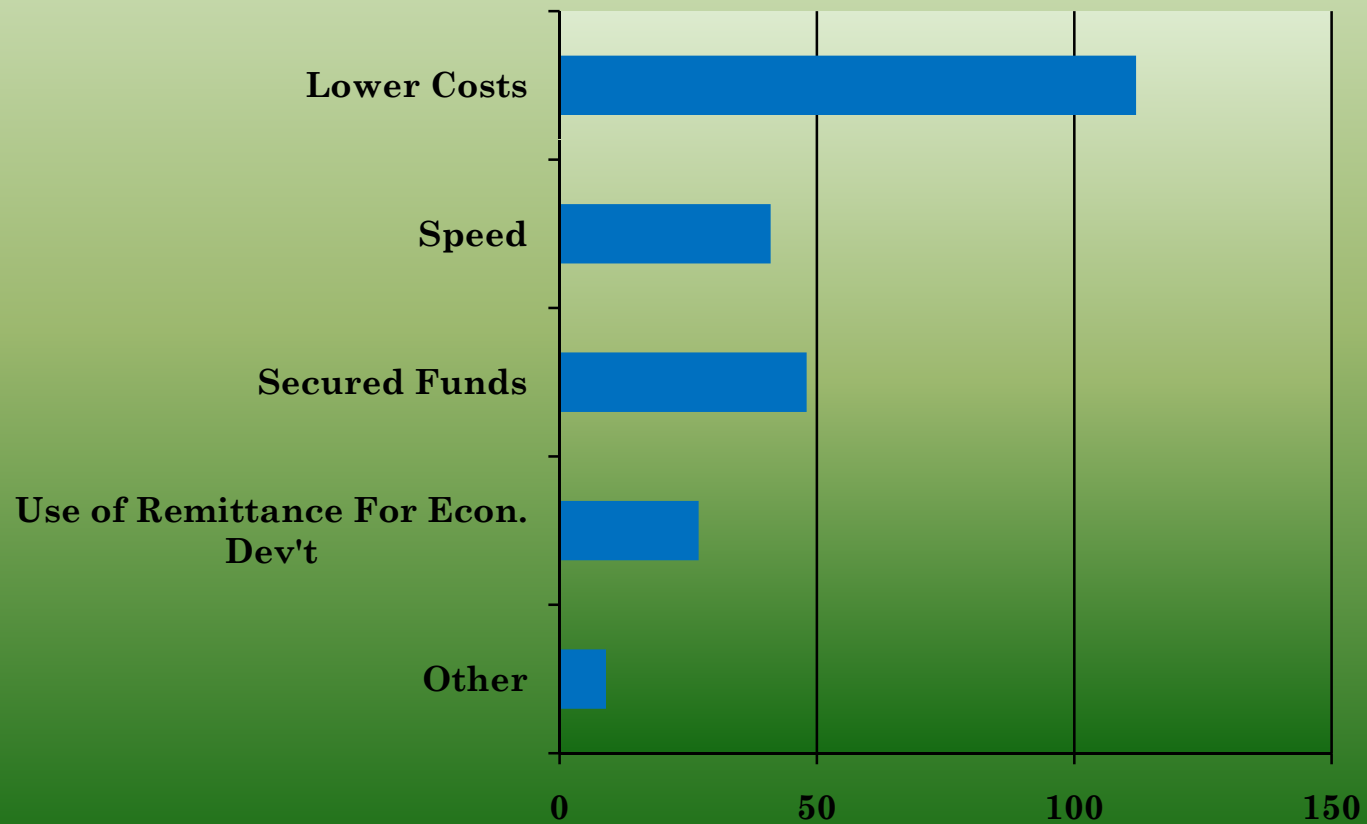
COST OF SENDING REMITTANCES

Cost of Sending Remittance in % of the Total Amount Sent
From 5/31/2011 to 6/29/2011



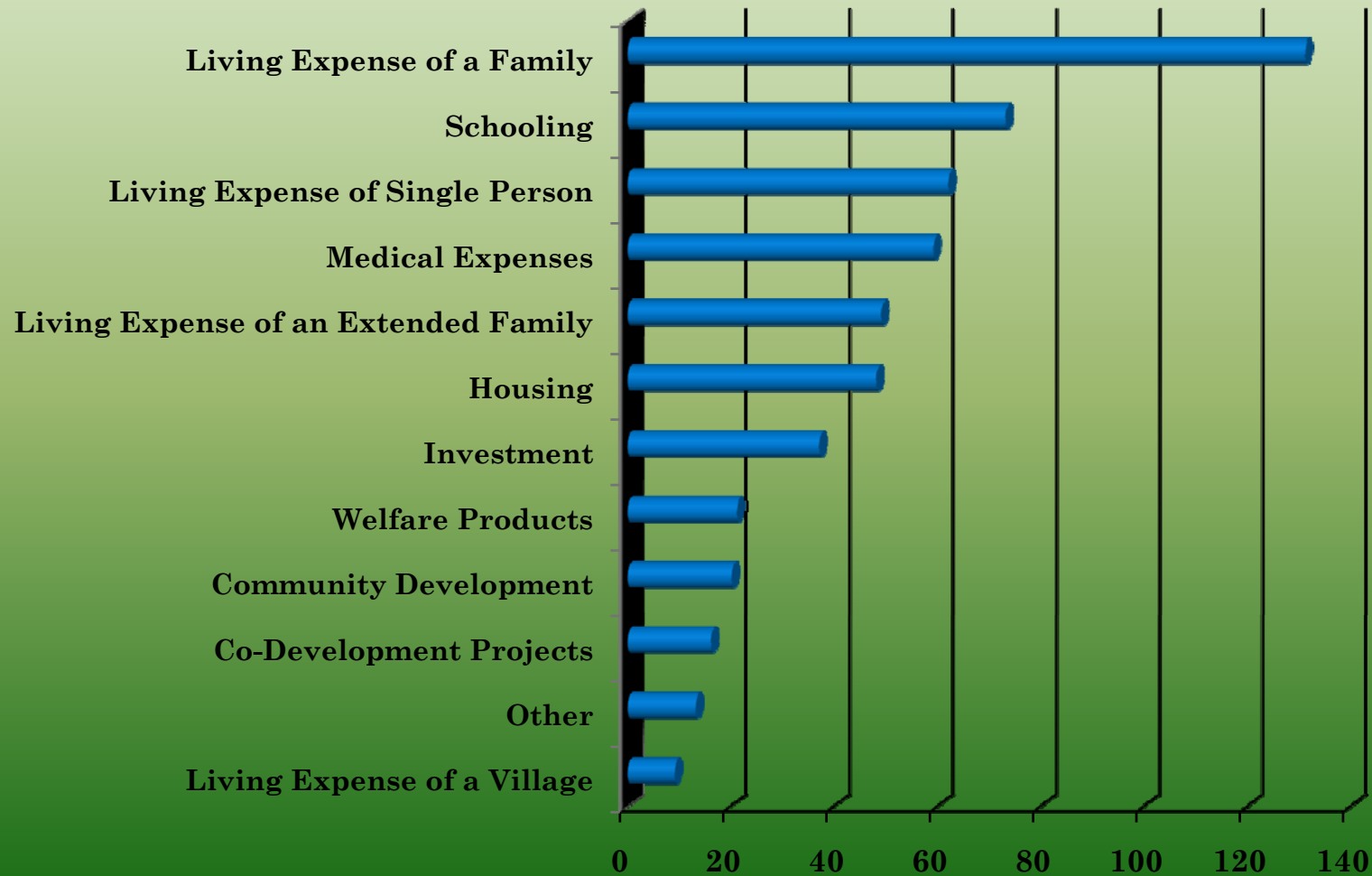
TREND CHANGING FACTORS

**Factors that Would Change the Trend of Using Unofficial Methods to Official
From 5/31/2011 to 6/29/2011**



PURPOSES REMITTANCES USED FOR

Purposes Remittances Used For
From 5/31/2011 to 6/29/2011



ANALYSIS

- Need for cheaper and safer methods for sending money home
- Mobile and web-based apps to remove unwanted intermediaries and increase transparency and reduce cost
- Need for standards among African countries for more competition, and lower cost
- Timid interest on diaspora bonds or the possibility of remittances being used for economic development
- Strong support for government and private sector to play a robust role in providing the right incentives



RECOMMENDATIONS

- The use of paper surveys and focus groups to reach recipients
- Ensure privacy to increase user confidence in providing information.
- A mechanism for ongoing consultations and feedback on AIR up to and beyond the establishment of AIR
- Dedicated resources with expertise in field of remittances and migration



Please Join Us at:

<http://au.int/pages/remittance>

