

DIASPORA MAPPING PILOT: MONTENEGRO

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“Diaspora engagement for the sustainable development of Montenegro” project

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1. EXECUTIVE SUMMARY

Purpose: The report aims to provide a broad geographic and demographic profile of the Montenegrin diaspora using online news readership as a proxy. The primary objective of this study is to inform a second phase of research and assist stakeholders in selecting a country or city of focus for field work. This study hopes to narrow the focus by providing top-level data on the global dispersion of Montenegrin diaspora.

Design and Methodology: To achieve its objectives the study leverages extant data from six news outlets based in Montenegro. A digital diaspora mapping and analysis of all visitors to the websites from 1 May 2022 to 1 May 2023 is conducted, with data disaggregated by gender and by age. The data is then analysed to reveal any patterns or trends which may serve to select an ideal country or city of focus for Phase II of the research. The full methodology of the study is outlined in the Methodology document (Annex A).

Key findings: The findings of the study reveal several insights, and confirm existing knowledge held by stakeholders such as the Government of Montenegro and civil society. Montenegrin diaspora are predominantly located in Europe, with an overwhelming majority of readers of the Montenegrin news being located in South-Eastern European countries. Outside of Serbia, the most significant hub with nearly 39 per cent of the diaspora, the diaspora is highly concentrated in Bosnia and Herzegovina (10%), Croatia (9%), and to a lesser extent the United States and Germany (6% each). Significant populations also emerge in Luxembourg, Sweden, Switzerland and the Netherlands. According to information from device settings, diaspora members are most likely to speak a language of the Western Balkans or English.

2. INTRODUCTION

Though a relatively new research tool, web analytics for diaspora mapping has been used by the International Organization for Migration (IOM) in several mapping exercises to explore trends not easily captured through traditional research methods.¹ By focusing on news and media from the country of origin, this approach targets diaspora members who are, at a minimum, passively engaged in keeping up with developments in Montenegro. Those who are reading the news, especially news which is local to Montenegro, are presumed to be more likely to identify with or have an affinity for Montenegro. This method uses diaspora readers as a proxy to study the population as a whole. It cannot be used to provide definitive quantitative estimates of the size of the Montenegrin diaspora, but is rather used to reveal potential pockets of diaspora which were previously unrecognized and provide a snapshot of demographic indicators such as age, gender, and concentration of diaspora readers in different cities and countries.

Therefore, within the framework of the IOM project “Diaspora engagement for the sustainable development of Montenegro”, this study employs a multi-phased and mixed methods approach. It first uses web analytics to cast a wide net in visualizing the diaspora through a mapping of top countries and cities from where diaspora access the news. This broad mapping will then inform a more targeted approach in Phase II of the study, which will complement and build from the results of web analytics below, utilizing key informant interviews and focus group discussions to drill down into the research questions. In tandem, an analysis of existing databases provided by the diaspora associations and the Government of Montenegro (GoM) will feed into the study. A full accounting of the methodology can be found in Annex A. This mixed-methods approach will allow the study to collect

¹ See, for example, IOM studies in Azerbaijan, Armenia, and the Republic of Moldova.

perspectives on potential diaspora initiatives or policies in consideration by the GoM, such as investment support, formalization of the diaspora booklet², or benefits deriving from association with the diaspora.

How to use these results:

The following report provides a top-level overview of the geographic dispersion of the Montenegrin diaspora estimated from the news readership from 6 Montenegrin media outlets over the period of one year. Utilizing anonymized and aggregated data points from readers inside and outside of Montenegro does not provide absolute or estimate figures, but rather shows the shares of total readership that is outside of Montenegro and its main population demographics.

The intended use of the data is for researchers and policymakers to make an informed, data-driven decision on the direction for further and more in-depth research. These insights are suitable for use in selecting a country or countries for a targeted in-person study of diaspora in Phase II of the research, as well as for informing future diaspora mappings and initiatives. The process of this pilot mapping is elaborated upon in the work plan and methodology documentation of the project (see Annex A), and follows the methodology but for a few deviations as explored in Section 3. Data notes.

The study has been designed to be replicable. The data presented below can provide a baseline for future studies on the Montenegrin diaspora, and reflect changes in migration patterns when replicated as necessary. The data can be used to complement official population and social statistics such as those from census and household surveys, some of which are provided below for explanatory purposes.

3. DATA NOTES

The researcher was given access to the data of six news organizations based in Montenegro. Four of the six outlets can be categorized as “national” news sources in coverage, and two sources are “local” in that they represent a municipality or locality. As the scoping mission and initial consultations with stakeholders in Montenegro focused on the north of the country, the team also sought a mix of national and local news outlets.

Data was provided with the understanding that outlets be provided full anonymity. Each outlet is coded by the researcher and given a number 1 through 6, maintained throughout the data analysis and processing. Outlets 2 and 4 represent the local news outlets. For the period of 1 May 2022 to 1 May 2023, total users are represented by $n = 3,924,588$ for all six outlets.

The data from each outlet has been extracted individually, collated, and presented in cross-tabulations and graphs, with information on top countries of population which are of particular interest to the Government of Montenegro. It should be noted that access to a mobile phone or computer with internet access may differ across age, gender and socio-economic dimensions, affecting the representativeness of the sample. The sample may also unintentionally underrepresent national minorities, which may not read the news in the Montenegrin language yet identify as members of the Montenegro diaspora.

Cleaning and additional parameters: In reviewing the raw data, the researcher made several targeted adjustments in cleaning the datasets. In an initial analysis, it became clear that the data required additional

² The Diaspora Booklet is an initiative of the Government of Montenegro beginning in 2018. The Booklet is available to all Montenegrins without Montenegrin citizenship but confers no material benefits or privileges to the holder. Applicants send a nominal fee and receive a booklet which identifies them as a member of the diaspora. At a roundtable held by the IOM in March 2023, stakeholders outlined key expectations from diaspora and discussed proposals to improve the desirability of the booklet, including its formalization in law as an identity document.

parameters to be useful. Significant data cleaning was required only for the two datasets which made heavy use of advertising streams. The researcher decided to exclude data which met the following criteria:

- Bounce rate: 0 per cent or above 95 per cent;
- Average session duration: less than one second;
- City of origin: cities home to data centers with an abnormally high proportion of users;
- Source: pay for click or bot traffic.

Eliminating spam traffic: The “bounce rate” refers to the percentage of sessions with no engagement as a proportion of total sessions. Engaged sessions are defined by Google as “sessions which lasted 10 seconds or longer or had 1 or more conversion events or 2 or more page or screen views.”³ More simply put, they represent an assessment of short-lived or single-page sessions. This parameter removed those views which may be fraudulent or non-human, sessions where a website was visited and then immediately closed or abandoned with the intention of inflating or generating false clicks to boost website ranking or advertising revenue.⁴

In one of the datasets, the researcher recorded large numbers of users coming from countries which are unlikely to host Montenegrin diaspora such as China, the Philippines and Singapore, in that they are not supported by official or administrative data such as that from the Directorate for Diaspora or international migrant stock data. The anomaly was not found across all outlets, and was therefore determined to be an anomaly attributed to the high prevalence of advertising or IT services based in South-East Asia. Traffic from these countries was therefore filtered out across the outlets.

The criteria eliminated the obvious bots and web crawlers which were not captured and removed automatically by Google, which view the site either to capture a snapshot of the website at that time and date, or as a part of an advertising strategy. Two outlets made use of advertising platforms, and at least one made use of paid or promoted web traffic. As paid traffic had potential to skew the results of the study, the researcher eliminated any paid traffic, by filtering through the source of traffic and eliminating any known pay-per-click sources.⁵

Identification of known data centers: The researcher found and eliminated high numbers of views coming from known data centers of major internet companies such as Meta (the parent company of Facebook).⁶ Data centers from other major companies such as Google did not appear to skew results.⁷ This adjustment did not remove users who were referred to the website by a Facebook or social media link.

Double counting: It is important to note that the total number of users do not necessarily correlate with the total number of individuals present in the data sample. Individuals may be captured multiple times for several reasons. Firstly, Google relies on browser cookies to identify users. If the individual had cleared cookies, was using a browser with privacy features enabled, or engaged with the website through several different browsers or devices, they would be counted as a new user in each instance. Additionally, the dataset did not identify unique users across news outlets, leading to the possibility of double counting for users who may have frequented two or more news sources in the dataset. For this reason, it is not advisable to rely on absolute figures

³ Google. (2023). [GA4] Analytics dimensions and metrics.

<https://support.google.com/analytics/answer/9143382?sjid=14826910138790105691-EU#zippy=%2Csession%2Cuser>

⁴ See Poulos, M., Korfiatis, N., & Papavlassopoulos, S. (2020). Assessing stationarity in web analytics: A study of bounce rates. *Expert Systems*, 37(3)

⁵ While there is no standardized method for eliminating paid traffic from analysis, Google Analytics has its own built-in tool which was used in the present study, namely the option to “exclude all hits from known bots and spiders.” See <https://support.google.com/analytics/answer/9888366?hl=en> for more on the Google methodology for excluding known bots and spiders based on the International Spiders and Bots List maintained by the Interactive Advertising Bureau.

⁶ Facebook data center locations accessed on 10 August 2023 from: <https://dqtlinfra.com/facebook-18-data-centers-20bn-investment/>

⁷ Google data center locations accessed on 10 August 2023 from: <https://www.google.com/about/datacenters/locations/>

with this methodology and proportions have been used in place of user or view counts to estimate user behaviour.

4. POPULATION CHARACTERISTICS INSIDE AND OUTSIDE MONTENEGRO

While the diaspora is the focus of the below analysis, the data is sorted primarily by country of access: inside Montenegro, and outside Montenegro, with the latter reflecting the diaspora members. Before elaborating on the results for diaspora, an analysis is first conducted on the profiles of users accessing the outlets from inside Montenegro (referred to below as “in Montenegro”) and those accessing from outside Montenegro (“diaspora”).

On average, 48 per cent of web traffic is shown to originate outside of Montenegro, with the dataset comprised of nearly half readers abroad and half in Montenegro. The majority of the data are skewed towards 35–44 age group, with little variation between the population in Montenegro and the diaspora. Users under the age of 18 are not captured in the dataset or any Google Analytics data due to data protections in place concerning minors.

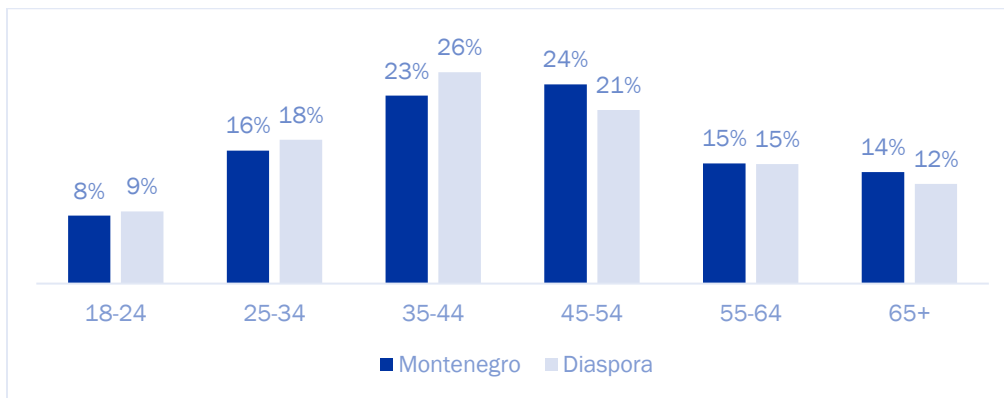


Figure 1: Age distribution of users in the Diaspora and in Montenegro

As shown in Figure 2 and Figure 3, the dataset including Montenegro has a fairly even gender distribution, with 1.08 males per female user. However, among diaspora users (users accessing the outlets from outside of Montenegro) a much higher proportion of males is recorded, at 1.51 males to 1 female.

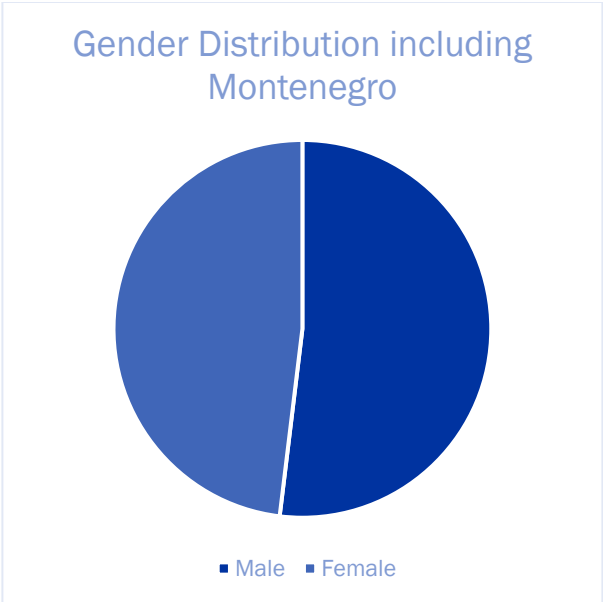


Figure 2: Gender distribution of full dataset including Montenegro

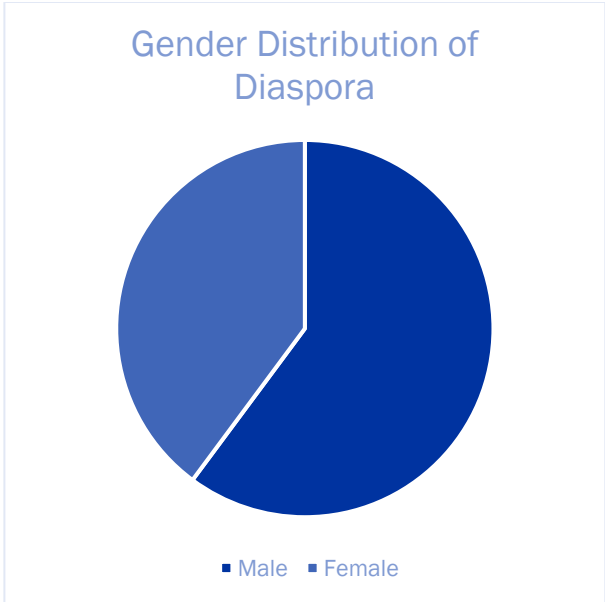


Figure 3: Gender distribution of Diaspora

5. RESULTS

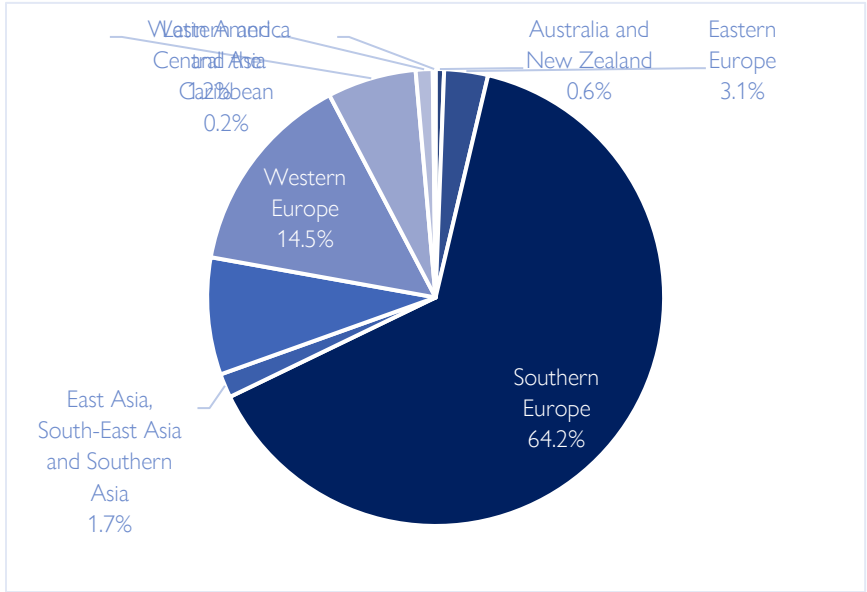


Figure 4: Regional distribution of the Montenegrin diaspora

The data points to the majority of diaspora being concentrated in Southern Europe.⁸ The next largest population grouping is found in Western Europe, followed by Northern America. In total, data show 88.8 per cent of the Montenegrin diaspora to be found in Europe.

Looking at Southern Europe, the majority of diaspora are shown to be in the Western Balkans. Namely, Serbia (63% of the Southern Europe region, 39% overall), Croatia (16%), Bosnia and Herzegovina (14%) and Slovenia (3%). The sample shows lower readership from Albania than anticipated, though it should be noted that only one outlet in the dataset provides content in the Albanian language with all six outlets broadcasting and writing in Montenegrin.

In Western Europe, the highest proportions of diaspora are found in Germany (47% of the Western Europe region), Austria and Switzerland (12% each), Luxembourg (11%), the Netherlands (8%), France (7%), and Belgium (3%). In Northern Europe, Montenegrin diaspora are concentrated in Sweden (48% of the Northern Europe region) and the United Kingdom (16%), with sizeable proportions in Denmark, Ireland and Norway as well.

With respect to the gender distribution by region, the most inequitable distribution is found in Central Asia, where a small number of male readers are recorded, with no females. The most equitable distribution is found in Southern Europe and South-eastern Asia, with 48.6-42.5 per cent of data generating from female diaspora readership.

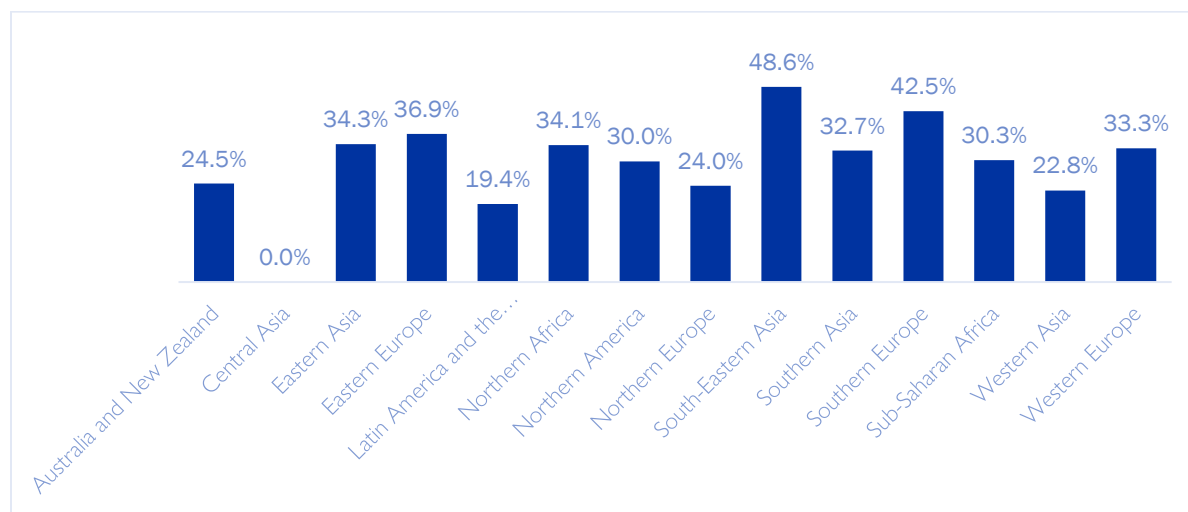


Figure 5: Percentage of female diaspora by region

In aggregate, the data on users accessing media outlets suggest the majority of the Montenegrin diaspora to be in Southern Europe. However, on the local level, the two local outlets show a distribution which differs from the national outlets. This indicates that diaspora from the North of the country has different preferred destinations abroad than diaspora originating from other parts of the country. When the readership of the two local outlets are isolated for analysis, the proportion of diaspora in Western Europe increases by 41 percentage points, and decreases by 34 percentage points in Southern Europe. Notably, proportions for Northern Europe and North America remain within one percentage point of change. This may indicate unique migration patterns for diaspora

⁸ Albania, Andorra, Bosnia and Herzegovina, Croatia, Gibraltar, Greece, Holy See, Italy, Kosovo*, Malta, Montenegro, North Macedonia, Portugal, San Marino, Serbia, Slovenia and Spain. Regional categories provided by the UN Statistical Commission: <https://unstats.un.org/unsd/methodology/m49/>. For ease of view, Western Asia has been merged with Central Asia, and Southern, East Asia with South-eastern Asia.

* All references to Kosovo shall be understood in the context of United Nations Security Council Resolution 1244 (1999).

from the North of Montenegro, or it may be explained by a wider readership in the Western Balkans of national Montenegrin news sources as opposed to local sources.

6.1 COUNTRIES

Drilling down to the country level, Serbia holds the highest proportion of readers with 38.9 per cent, an unsurprising finding given the unique context and history between the two countries. The next highest proportion is found in Bosnia and Herzegovina with 10.3 per cent, followed by Croatia at 9.6 per cent. Outside of Southern Europe, the United States and Germany rank as the fourth and fifth most populous countries for diaspora readers with 6.8 per cent and 6.5 per cent, respectively.

Results vary considerably when looking at each outlet individually, as not all outlets have the same distribution of readership. For example, when looking at a tabulation of the top five countries for each outlet, while Serbia and Germany always remain within the top 5, Luxembourg, Switzerland and the Netherlands show varying positions depending on the outlet as displayed in Table 1.

Table 1: Top 5 countries by outlet

No.	Outlet						
#	Outlet 1	Outlet 2 (Local)	Outlet 3	Outlet 4 (Local)	Outlet 5	Outlet 6	TOTAL
1	Serbia	Germany	Serbia	Luxembourg	Germany	Serbia	Serbia
2	United States	Serbia	Croatia	Germany	Serbia	Bosnia and Herzegovina	Bosnia and Herzegovina
3	Poland	Bosnia and Herzegovina	United States	Serbia	United States	Croatia	Croatia
4	Bosnia and Herzegovina	Luxembourg	Germany	Switzerland	Netherlands	Germany	United States
5	Germany	United States	Bosnia and Herzegovina	United States	Bosnia and Herzegovina	United States	Germany

Outlets 2 and 4 represent the local news outlets in the dataset. While Luxembourg does not rank highly in aggregate of all 6 outlets, its high position in the local news outlets confirms a migration pattern from the north of Montenegro in particular to Luxembourg and Germany. This finding is consistent with insights from the scoping mission in May 2023 (see Objectives in Annex A), wherein municipal officials in northern Montenegro noted Luxembourg and Germany as top countries of destination for emigrants from their municipalities.

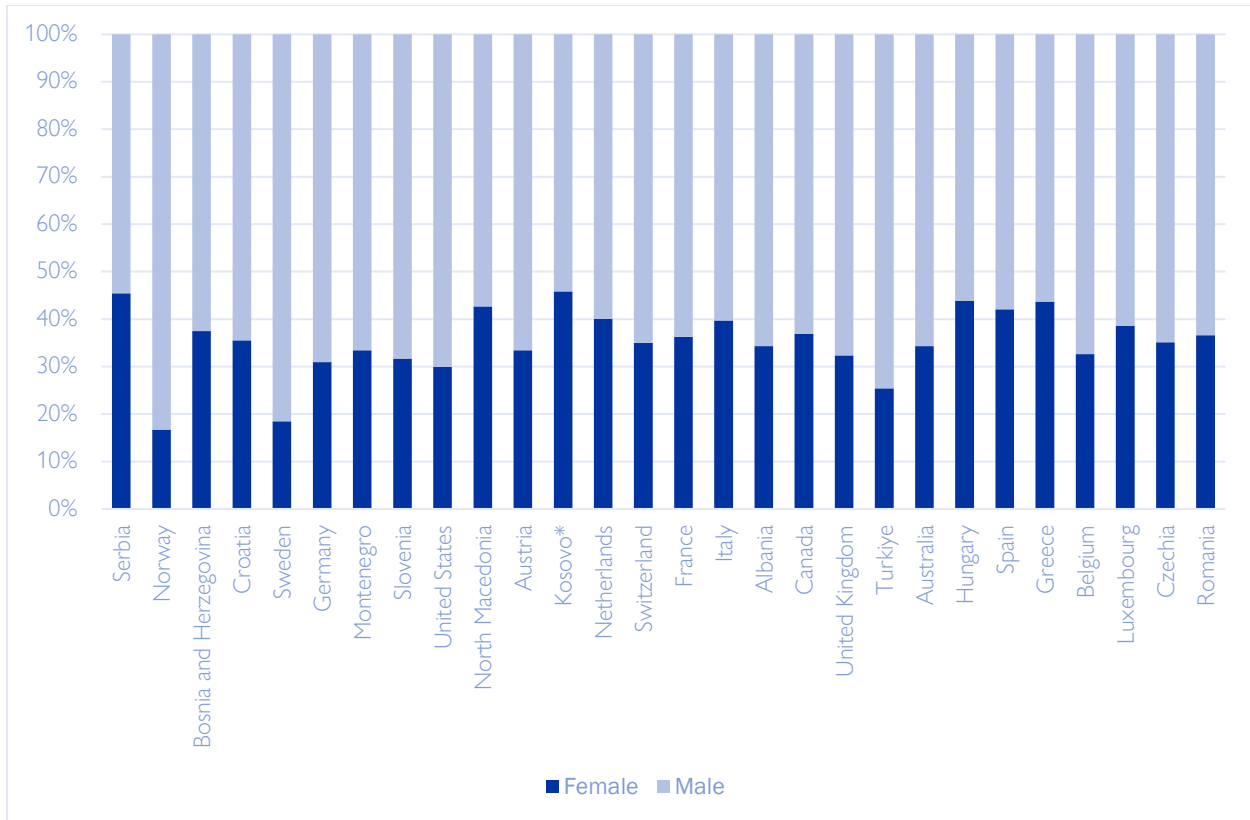


Figure 6: Gender distribution by country. Data sourced from 3 outlets.⁹

In Figure 6 the gender distribution of the diaspora is approximated based on the data. of the estimated diaspora outside Montenegro is mostly male (61%), while 39 per cent is female. Notably, when examining the data by country, there is evidence of a higher gender parity in countries with a demonstrated “established” Montenegrin diaspora, such as Serbia (47% female, 53% male), New Zealand (52% female), North Macedonia (45% female), and Ukraine (50%). On the opposite, Luxembourg, Kosovo*¹⁰, the Netherlands, Norway, the United States, Slovakia, Spain, and Sweden in particular show high proportions of males, all above 68 Per cent.

6.2 CITIES

With regard to cities, the majority of readers are in Belgrade with more than one third (36.3%) of total readership accessing from there. The below table outlines the top 15 cities, 11 of which are located in South-Eastern Europe. The strong concentration of diaspora in the Western Balkans could suggest strong intra-regional mobility or reflect the settlement of Montenegrin diaspora from migration waves in the 1990s and earlier. Alternatively, it could be indicative of a wider readership of Montenegrin newspapers throughout the Western Balkans. Outside of South-Eastern Europe, 1.8 per cent of diaspora readers are found in Vienna, 1.3 per cent in New York City, and 1 per cent in Frankfurt.

⁹ Only 3 outlets were able to be mined for gender data owing to the size of the datasets. Three of the datasets were too small to provide gender and age data, as release of figures at that granularity could compromise privacy of users.

¹⁰ References to Kosovo shall be understood to be in the context of the United Nations Security Council Resolution 1244 (1999).

Table 2: Top 15 cities

No.	City	Country	Percentage of diaspora readership
1	Belgrade	Serbia	36.3%
2	Zagreb	Croatia	7.0%
3	Novi Sad	Serbia	6.1%
4	Nis	Serbia	4.4%
5	Sarajevo	Bosnia and Herzegovina	3.5%
6	Kragujevac	Serbia	2.5%
7	Split	Croatia	2.1%
8	Vienna	Austria	1.8%
9	Ljubljana	Slovenia	1.6%
10	New York	United States of America	1.3%
11	Frankfurt	Germany	1.0%
12	Mostar	Bosnia & Herzegovina	0.9%
13	Cacak	Serbia	0.9%
14	Subotica	Serbia	0.9%
15	Munich	Germany	0.8%
	Other		28.9%

During the scoping phase of the research, Germany and the United States were identified as countries of high interest to Montenegrin stakeholders. Within Germany, the city with the highest proportion of diaspora is Frankfurt with nearly 15 per cent of users. The top five cities fall between 14 and 6 per cent, in contrast to the United States, detailed in Table 4, which appears to have a less even dispersion than the European diaspora.

Table 3: Top cities within Germany

City	Percentage of diaspora readership in Germany
Frankfurt	14.9%
Munich	13.1%
Berlin	9.9%

Stuttgart	9.5%
Cologne	6.8%
Hamburg	6.0%
Nuremberg	3.1%
Dusseldorf	2.3%
Dortmund	2.2%
Leipzig	2.2%
Other	30.0%

In the United States, the diaspora is more concentrated in two major urban areas of New York City and Washington, DC at 25.6 and 10.4 per cent, respectively. The remainder of the population is scattered at 1 and 2 per cent per city in the States of Florida, Georgia, Texas and California.

Table 4: Top cities within the United States

City	Percentage of diaspora in the United States
New York	25.6%
Washington D.C.	10.4%
Miami	1.8%
Atlanta	1.7%
Saint Petersburg	1.7%
Boston	1.7%
Seattle	1.3%
Houston	1.2%
San Jose	1.1%
San Francisco	1.0%
Other	52.5%

Notably, as with regional and national distributions, the top cities vary depending on the outlet. Drilling down into local outlets specializing in news from localities in northern Montenegro, less readership from Serbian cities is observed while it was higher the share of readers from Nordic countries such as Sweden (Stockholm, Gothenburg, Malmö and Lulea) and Finland (Helsinki). Unfortunately, data disaggregated by gender is not available at the city level due to the finer granularity.

6.3 LANGUAGE

Finally, the data provides insights on the languages used by diaspora readers, namely, the language settings of users' devices (phones, computers or tablets). All news outlets provided content in Montenegrin, with one providing additional content in Albanian and another in English. While some diaspora, such as younger generations, may read the news with the assistance of an online translator, the study makes the assumption that the vast majority of readers speak Montenegrin.

When examining the data relative to languages used by diaspora readers, it is critical to note that the Montenegrin language is not recognized in Google Analytics, nor by its translation application as of August 2023. Despite international recognition by the International Organization for Standardization in 2017 following its declaration in the Montenegrin Constitution in 2007, Montenegrin is often not an option for device settings.¹¹ The Montenegrin language, when written in Latin script is typically recognized as Bosnian or Croatian by online translators, whereas in Cyrillic script it renders as Serbian. Therefore, any of the data indicating the Bosnian, Croatian or Serbian languages could in fact relate to native Montenegrin speakers.

Users in Montenegro seem to usually address the lack of an option for the Montenegrin language by opting most often for Serbian (46%) as a substitute on their devices, with 13 per cent choosing Croatian and nearly 34 per cent English.

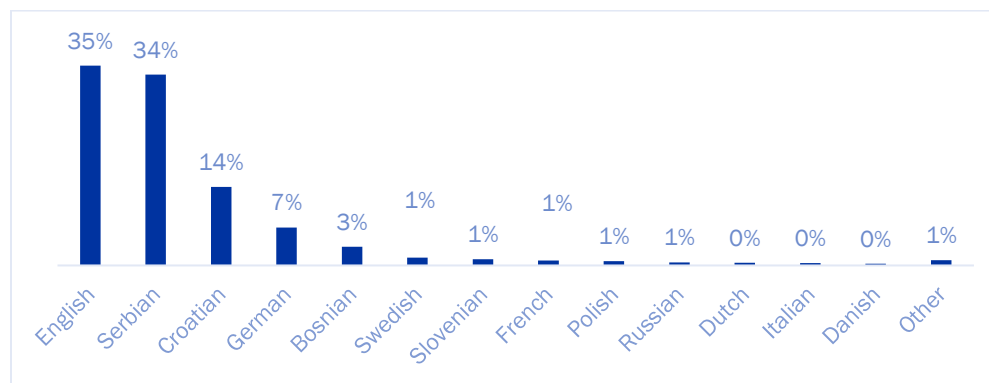


Figure 7: Language settings of devices used by diaspora readership

With respect to the diaspora, most readers have their devices set to either English or Serbian language, followed by Croatian, German, Bosnian and Swedish. As with the other areas of analysis, the language of readers differed by outlet, with Outlet 4, for example showing German as the highest language of use with 25 per cent, though in all outlets the languages of Croatian, Serbian, and English always ranked in the top 5. Among the two regional outlets, the top languages were Serbian (30%), Croatian (18%), German (16%), English (15%), Bosnian (9%) and French (5%).

7. COMPARISONS WITH OFFICIAL STATISTICS

Using census data to validate web analytics results: Official statistics in countries of destination appear to support the mapping results obtained from the analysis presented above. According to Statistics Sweden, an average of 527 Montenegrins were present in Sweden from 2006-2022, with figures rising in recent years from 670 to 725 migrants.¹² Additionally, an average of 100 Montenegrins per year from 2007-2022 formally immigrated to Sweden. A relatively equal proportion of males and females immigrated (48% female to 52% male)

¹¹ Montenegrin Language Granted International Recognition, BIRN, 12 December 2017, accessed <https://balkaninsight.com/2017/12/12/montenegrin-language-gained-international-recognition-12-12-2017/>

¹² Statistics Sweden. "Immigrations by country of emi-/immigration, age, sex and year", accessed 17 August 2023.

and the majority of migrants (74%) were of working age between 20-64, with 1 per cent over 65 and 25 per cent under the age of 19. The number of migrants from Serbia and Montenegro between 2003-2006 should also be noted, an average of 2,400 migrants per year.¹³

According to Statistics Finland, there has been modest immigration to Finland from Montenegro with 37 immigrants from Montenegro since 2007.¹⁴ However, 822 persons have migrated to Finland since 2007 from “Former Serbia and Montenegro” and an even higher number of persons from the “Former Yugoslavia” (2,313 since 1990). Also, Finnish statistics note new generations of Montenegrins born in Finland.¹⁵ With regard to gender, slightly more males immigrated than females, in contrast to the web analytics which indicate only male readership. This suggests Montenegrin regular migration to Nordic countries is relatively evenly distributed, though more males may be engaging in circular or temporary migration to these countries.

Population density of the diaspora and general population: Within different states, we find that the diaspora is distributed differently than the general population. Taking Canada as an example, using its population census from 2021, it is observed that Montenegrins are less likely to live in Montreal than the general population, and nearly 3 times as likely to live in Mississauga. The Montenegrin diaspora is found primarily in Ontario, with 68 per cent in total. In contrast, Ontario is host to 39 per cent of Canada’s population as of the second quarter in 2023.¹⁶

Table 5: Population distribution in Canada, total and Montenegrin diaspora

City	Province	Percentage of Montenegrin diaspora in Canada	Percentage of Canadian population
Toronto	ON	41.2%	16.8%
Vancouver	BC	8.6%	7.1%
Montreal	QC	7.7%	11.6%
Mississauga	ON	6.3%	1.9%
Windsor	ON	3.9%	1.1%
Kitchener	ON	3.3%	1.6%
Calgary	AB	3.3%	4%
Hamilton	ON	2.9%	2.1%
Ottawa	ON	2.8%	4%
Edmonton	AB	2.5%	3.8%
Richmond Hill	ON	2.1%	0.5%
Burnaby	BC	2.0%	0.7%
London	ON	1.7%	1.5%
Burlington	ON	1.6%	0.5%

¹³ Ibid.

¹⁴ Statistics Finland. “11vz – Immigration and emigration by country of departure or arrival, sex and nationality, 1990-2022,” https://pxdata.stat.fi/PxWeb/pxweb/en/Maahanmuuttajat_ja_kotoutuminen/Maahanmuuttajat_ja_kotoutuminen_Maahanmuuttajat_ja_kotoutuminen/maakoto_pxt_11vz.px/, accessed 17 August 2023.

¹⁵ Statistics Finland. “11vw – Population according to country of birth, age and sex, 1990-2022,” https://pxdata.stat.fi/PxWeb/pxweb/en/Maahanmuuttajat_ja_kotoutuminen/Maahanmuuttajat_ja_kotoutuminen_Maahanmuuttajat_ja_kotoutuminen/maakoto_pxt_11vw.px/, accessed 17 August 2023.

¹⁶ Statistics Canada. Table 17-10-0009-01 Population estimates, quarterly, <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1710000901> accessed 18 August 2023.

Mapping of diaspora associations alongside web analytics data: Interestingly, the findings of the web traffic analysis largely mirror and are confirmed by existing information on the location of the diaspora as provided by the Montenegrin Directorate for Diaspora. With some deviation, the dataset correlates strongly with the location of diaspora associations, reinforcing the validity of the approach proposed in this study. In Table 6, existing data indicating the number of Montenegrin diaspora associations per country is shown in the last column, alongside the top 15 countries identified by the web traffic analysis. Notable outliers in this comparison include Luxembourg and Slovenia, which show higher numbers of diaspora associations than corresponding readership in the dataset.

Also notable is that while Türkiye has 9 known diaspora associations, less than one half of a per cent of users in the dataset come from Türkiye. This may be attributed to the comparatively old age of the diaspora community in Türkiye, lack of proficiency in Montenegrin, or a preference for Turkish news sources.

Table 6: Country populations compared against known diaspora associations

No.	Country	Percentage of total diaspora readership	Diaspora associations
1	Serbia	38.9%	49
2	Bosnia and Herzegovina	10.3%	14
3	Croatia	9.6%	17
4	United States	6.8%	19
5	Germany	6.5%	17
6	Sweden	3.0%	1
7	Slovenia	2.0%	11
8	Luxembourg	1.9%	9
9	Austria	1.7%	1
10	Switzerland	1.7%	4
11	North Macedonia	1.4%	3
12	Poland	1.3%	0
13	Norway	1.3%	1
14	Netherlands	1.2%	3
15	Italy	1.1%	2

8. CONCLUSION

The mapping pilot largely confirmed the community and institutional knowledge on the geographic location of members of the Montenegrin diaspora abroad, and revealed several areas of interest for further exploration. Though the majority of the diaspora estimated through web-reading of Montenegrin outlets resides in countries near Montenegro in South-Eastern Europe, significant pockets of diaspora are also present in Germany, the United States, Switzerland, Luxembourg and the Netherlands. Moreover, data suggest that emigration from the north of the country is most heavily concentrated in Luxembourg and Germany – a finding also supported by the names of the local diaspora associations themselves (e.g., Homeland Club “Bihor” of Luxembourg).

Data indicate the majority of diaspora readers to be male (61%), with more equal distributions in countries in South-Eastern Europe (Serbia, North Macedonia) and with higher proportions of males in Northern Europe and the Americas. Cities with notable pockets of diaspora members include Belgrade, Zagreb, Novi Sad, Nis,

Sarajevo, Kragujevac and Split in Montenegro's neighbouring countries, with Vienna, New York, and Frankfurt as diaspora hotspots further afield. The majority of diaspora accessing the news online from abroad appeared in the 35-44 and 45-54 age groups.

Returning to the objectives of the mapping and the larger project, these findings provide as guidance toward the selection of a suitable locality for further and deeper research in the field. Moreover, with an objective of the overall project being the identification of diaspora for knowledge transfer initiatives, these data points can be revisited for more targeted insights once a country or city of interest has been confirmed as subject of the next phases of the project by the key stakeholders.

ANNEX A

METHODOLOGY: A DATA-DRIVEN APPROACH FOR THE PREPARATION OF MONTENEGRO'S FIRST LARGE-SCALE DIASPORA MAPPING STUDY

Methodology

A data-driven approach for the preparation of Montenegro's first large-scale diaspora mapping study

Prepared by Lucia Savchick for IOM Montenegro

26 June 2023

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Introduction

The following outlines a proposed methodological approach for the design of a diaspora mapping study in Montenegro. As of June 2023, no large-scale or targeted mappings have been undertaken, leaving a glaring hole in the body of evidence from which policymakers would draw.¹⁷ The Government of Montenegro (GoM) estimates as many Montenegrins live abroad in the diaspora as at home. Interviews conducted in May of 2023 with the Ministry of Foreign Affairs (MFA) and its Diaspora Directorate indicate a large diaspora community in the near abroad (in countries such as Serbia, Bosnia and Herzegovina, Croatia, Slovenia, for example) and significant populations in Germany, Luxemburg, Switzerland and the United States. However, without a targeted

¹⁷ See Annex B: Excerpts from the Workplan for a review of literature and existing mapping tools

study of the characteristics of the diaspora, they are unable to meaningfully engage with this pool of resources or design policy interventions which meet the objectives of the state and cater to the needs of diaspora.

Objectives

In April 2023 the IOM commissioned the design of a methodology based on best practices in diaspora mapping under the project “Diaspora engagement for the sustainable development of Montenegro”. The objective of the project is to contribute to the sustainable development of Montenegro by harnessing the human, economic, social and cultural capital of its diaspora. To that end, the project works to allow the GoM to engage more effectively with its diaspora in socio-economic development (Outcome 1) by making available a diaspora mapping methodology to generate data on the human, economic, social and cultural capital of the Montenegrin diaspora (Output 1.1).¹⁸ The expected results of the study are the creation of an evidence base from which strategies and mechanisms for diaspora engagement can be developed based on local needs and priorities.

A mission to Montenegro in May 2023 served to develop and refine research questions. The project team held interviews with the MFA, Diaspora Directorate, and municipal government officials in the localities of Rozaje, Plav, and Petnjica. The project team deliberately targeted municipalities in the north of Montenegro for initial inputs and feedback, as an area where demographers have noted a steady trend of emigration over the last several decades.¹⁹ Moreover, these northern municipalities provide a good case study in their diverse approaches and objectives for engaging with diaspora.

Drawing on feedback from the stakeholders above, the project team narrowed and revised the initially identified research questions, which focused firstly on the size and composition of the diaspora (demographic, socio-economic, and professional profiles); and secondly on the effects of circular migration and motivations for emigration. The revised research questions reflect the key priorities of the stakeholders, namely on the skills and knowledge held by the diaspora, and their willingness to invest in Montenegro. The direction of the research, in alignment with the IOM Diaspora Mapping Toolkit falls under Objective 1, “Understanding the composition and distribution of a specific population” and Objective 3, “Collecting information to inform and sensitize (future) policy or programming”.²⁰ With the above in mind, the following revised research questions and sub questions are proposed, citing Objectives from the Diaspora Mapping Toolkit:

1. Where are the diaspora with ancestral, historical, or other ties to Montenegro located? (Objective 1)
2. What are the socio-demographic characteristics of diaspora members globally? (Objective 1)
 - a. What are the socio-demographic characteristics of diaspora members in Country 1 and Country 2?
3. What are the needs and interests of the diaspora members in Country 1 and Country 2 related to engagement with Montenegro? (Objective 3)

¹⁸ Consultancy terms of reference

¹⁹ Judah, T. (2019). Montenegro cannot count on bucking demographic trends. Balkan Insight. Retrieved from <https://balkaninsight.com/2019/12/05/montenegro-cannot-count-on-bucking-demographic-trends/>

²⁰ International Organization for Migration (IOM). (2022). *Diaspora Mapping Toolkit*. IOM, Geneva.

4. Under what conditions would diaspora members in Countries 1 and 2 participate in knowledge exchanges or contribute to investment opportunities in Montenegro? (Objective 3)

Research Question 1 will be addressed through Phase I of the proposed study, gathering insights from big data in the form of web traffic analysis. Question 2 and its sub question A will be addressed in Phase I and Phase II, respectively. Questions 3 and 4 will be addressed in Phase II, once the countries for more specific targeting have been identified following completion of Phase I.

Other significant areas of concern raised by stakeholders include the feasibility and method for attracting short-term, seasonal labour; the degree of integration and assimilation of diaspora; and expanding the rights of diaspora members (such as rights to vote abroad and dual citizenship). Due to the limited available information on the Montenegrin diaspora, it is not recommended to address these topics within the scope of this study, but rather to first create an evidence base from which the above policy questions can be reassessed with the benefit of more information.

The Research Method

This research study proposes to make use of mixed-methods of data collection, drawing on big data using Google Analytics, and through traditional qualitative and quantitative tools such as focus group discussions, and a redesign and deployment of the extant government survey tool. The study is designed in two main phases with an inception period of stakeholder consultations. Phase I will be undertaken in Summer 2023 and should serve to gather initial data through the compilation of existing databases and a sweep of online media analytics, informing the diaspora clusters to be targeted in Phase II.

Following the initial analysis, up to two (2) countries will be selected for a more targeted analysis based on the findings of Phase I. Factors to be considered will include the relative population sizes of countries identified, known or assumed characteristics of the diaspora in these countries (for instance, newer diaspora compared with older waves of migrations), and the interest of Government partners. Consultations revealed several potential target locations, such as Germany and the United States which were perceived as having diaspora members with higher education and higher incomes, while other stakeholders pointed to significant pockets of investors in Luxembourg and Switzerland. Therefore, Phase I will serve to narrow the geographical focus and target the appropriate population to best answer the research questions.



FIGURE 8: METHODOLOGICAL PROCESS AT A GLANCE

Rationale

Though a relatively new research tool, web analytics for diaspora mapping has been used by the IOM in several mapping exercises to explore trends and angles not easily captured through traditional methods.²¹ By focusing on news and media from the country of origin, this approach targets diaspora members who are, at a minimum, passively engaged in keeping up with developments in Montenegro. Those who are reading the news (especially local news) in Montenegro are presumed to be more likely to identify with or have an affinity for Montenegro. This method cannot be used to provide definitive quantitative figures of diaspora, but is rather used to reveal potential pockets of diaspora which were previously unrecognized, illuminate trends in topics of interest to readers abroad, and provide a snapshot of demographic indicators such as age, gender, and ratio of diaspora readers in cities and countries. To that end, it is suggested to use web analytics to first “cast a wide net” in visualizing the diaspora, to inform a more targeted approach.

To complement web analytics and analysis of existing databases provided by diaspora associations and the GoM, traditional methods will also be employed for descriptive research gathering primary data. This information will allow the study to collect perspectives on potential diaspora initiatives or policies in consideration by the GoM, such as investment support, creation of a legally recognized diaspora identity document, or benefits deriving from association with the diaspora.

Risks and Proposed Mitigation

Risks will be mitigated through lessons learned from previous mappings. Predominantly, the risks foreseen relate to biases in sampling and selection of participants for FGDs and KIIs, as raised in stakeholder consultations. The project team is cognizant that outreach must extend beyond the diaspora associations to ensure a representative sample. In order to reduce bias, the field work will utilize as many avenues and methods of contacting and recruiting diaspora for participation as possible, including outreach through social networks, community events, NGOs, KII contacts and GoM contacts as appropriate.

Notably, in the Montenegrin context, the risk of unintentional exclusion of minority populations is a concern which may be accounted for in field work to address shortcomings in web traffic data. In designing the pilot mapping through Google Analytics, it is noted that no Albanian language sources are present in the sampling of media outlets. Albanian speaking Montenegrin diaspora may not read the news in the Montenegrin language, resulting in an undercounting of this minority group in particular. While data will be disaggregated in the pilot by language spoken (measured through computer operating system language), this particular risk may be addressed by taking care in selection of focus group participants and in soliciting feedback from the survey in Albanian language as well as Montenegrin.

Another key risk relates to meeting expectations of stakeholders. While the research endeavours to be targeted toward firstly, a broad mapping through Google Analytics, and second, more in-depth profiles of diaspora in up to two countries relating to skills and knowledge transfer and investment, some may not be content with

²¹ See, for example, IOM studies in Azerbaijan, Armenia, and the Republic of Moldova.

the limitations of the study. The project will mitigate this risk through continuous stakeholder engagement and validation of the methodology with GoM representatives.

The largest risk relates to collection of web traffic data, as media outlets may not be familiar with the process or have other concerns. In this respect, the consultant can walk through the data export process (providing a step-by-step guide if necessary) with the site administrator, or alternatively encourage them to grant temporary full access for the necessary data to be retrieved. The risk with the highest potential impact is in the technical configuration of Google Analytics itself, for instance if the site administrator has not enabled demographics targeting or collecting user data. Given the large proportion of media revenues typically derived from advertising sales, which is linked to Google Ads and Google Analytics, however, this risk remains low to medium in probability. An expanded risk and mitigation table for this phase of the research is outlined in Figure 1.

FIGURE 7: RISKS AND PROPOSED MITIGATION ACTIONS FOR GOOGLE ANALYTICS

<i>Risk</i>	<i>Mitigation</i>
1. The media contact does not know how to access the information dashboard, slowing down data collection.	The researcher will work directly with the news outlet to walk through data collection. Should the incident not be isolated, the researcher will develop a short “How to” guide to facilitate the process.
2. The outlet does not trust the study with its proprietary data.	The researcher will work to present the project objectives to the media outlet, ensuring that all data will be anonymized on final presentation. Typically, the most common concern is that readership figures will be disclosed by research, causing reputational risk for the outlet. The study will refer to all news sites as Site A, Site B, etc.
3. Readership abroad is too low to construct a meaningful dataset.	Some data, such as that on location or demographics, is capped at a limit of 1,000 users to protect privacy. Should readership of the outlet over 1 year be below 1,000, the study will not be able to use the data for geotargeting. This is unlikely to have broad effects but may limit the study of smaller pockets of diaspora where there are fewer than 1,000 readers. The study will solicit a wide number of media outlets to increase the probability of a viable sampling.
4. Direct access is not granted, only exports of data files prepared by the outlet.	In this case, the researcher will provide step-by-step instructions on the data to be pulled. Data will be exported in .xlsx format.

<p>5. Rollout of GA4 disrupts data collection</p>	<p>GA4 is slated to be released on 1 July 2023. This requires a configuration by the site administrator, which may not have been completed. For this reason, the project will rely on older versions of GA which should be in use by the outlets.</p>
<p>6. GA is improperly configured, affecting data quality</p>	<p>The study will solicit a wide number of media outlets to increase the probability of a viable sampling. Should no viable samples be retrieved, the study may need to be repeated following proper configuration of site data, using a shorter date range. For example, the project may assist the site administrators in properly enabling their demographics targeting settings and revisit the data after one month.</p>

Phase 0: Stakeholder Consultations and Literature Review

In the zero phase of the research, the consultant developed a work plan, review of existing literature and mapping tools, and overview of existing administrative data to identify information gaps. The consultant then undertook a mission to Montenegro to meet with GoM officials to confirm information gaps, set priorities, and develop revised research questions based on stakeholder feedback and needs.

Phase I: Web traffic and database analysis

The first phase, or “pilot phase” of the research will use Google Analytics (GA) of prominent news and media outlets based in Montenegro in exploratory research to reveal broad trends and patterns. Concurrently, the consultant recommends the databases of diaspora members be collected from each municipality and the Diaspora Directorate to look for any top-level insights from the existing data.

Web traffic analytics

First, the consultant will work with the project team to identify suitable media outlets to contact. A preliminary analysis suggests GA should be installed on the webpages of the following:²²

- RadioPetnijca.me
- Vijesti.me
- Pobjeda.me
- Monitor.co.me
- RTCG.me
- Dan.co.me

²² Note: without contacting the administrators of the websites, it is impossible to know the version of GA running on the website, and if the outlet is willing to participate in the study. These factors will affect the amount of data the research is able to draw from.

- CDM.me

The project team will next work to contact the media organizations and request temporary access to the data. If possible, this should be coordinated through a media specialist or PR focal point of the IOM Montenegro office, using existing contacts with the media if available. Outreach will utilize a short script and talking points making explicit the scope and objectives of the study and how the information will be used. Next, the researcher will make targeted requests of the media outlet, ideally for full access to the dashboard, if not for specific exported data files. A standardized date range will be used (for example, 1 January 2021 – 1 January 2022) to ensure replicability of the study. The researcher will solicit the following indicators from web traffic data, including but not limited to:

- **Audience**
 - Language of operating system
 - Country (# and % of users)
 - City (# and % of users)
 - Gender (% of users)
 - Age range (# and % of users)
 - Referral method, such as through social media link, web search, or direct URL
 - Social media platforms
 - Interest and affinity categories
- **Content**
 - Search terms and keywords
 - Pages viewed
 - Topics of interest

The above can create a strong start in narrowing down the characteristics of the diaspora who are engaged in Montenegrin media and news, serving as an evidence base for further development of Phase II of the study.

Data compilation and analysis

Next, it is recommended to work through the data provided by diaspora associations, embassies, consulates, and municipalities. Preliminary inquests into this data in Phase 0 of the study suggest this data may be limited and inconsistent, with some keeping simple lists (including names and email addresses, location information) and others maintaining more detailed information such as data on professions, CVs, and phone numbers (as is the case in the municipality of Petnjica). If these databases can be combined, the researcher will be better able to see what information is available and where attention should be concentrated for future expansion of these resources. An IT consultant will be contracted to compile this information and conduct an analysis of the databases. The data provided by associations and the GoM may be linked, if possible, through a common indicator such as geographic location to the data collected through web traffic analysis and fieldwork.

Phase II: Targeted focus group discussions, key informant interviews and deployment of the survey

This second phase will focus on drilling down to address Research Questions 2 and 3. In this stage, the research can begin to develop the profiles of the diaspora envisioned in Research Question 2, relating to a qualitative population profile of diaspora. This will draw on the indicator bank from the Core Module of the Diaspora

Mapping Toolkit as well as a selection of appropriate indicators from the human capital and economic capital modules. Themes covered from the Core Module will include “Demographic and socioeconomic characteristics” and “Financial contributions and knowledge and skills transfer.”²³ Select indicators from the “Migration experience” module may also be relevant to GoM needs, particularly those relating to reasons for migration, migration intention, willingness to and conditions for return. Data collected will be disaggregated by gender and age ranges.

This phase will prod for interest in contributing to knowledge exchanges and their interest in investing in Montenegro. Insights will be triangulated for patterns and trends to provide a more robust picture of interests and skill sets of diaspora members, supplementing existing data on the population from Phases 0 and I. Analyses will be brought together in a final report to identify linkages and facilitating factors, as well as any constraints or overlaps in data.

Focus Group Discussions (FGDs) and Key Informant Interviews (KIIs)

First, the researcher will draft a focus group guide and KII protocol to be validated by IOM with agreed-upon indicators from the modules mentioned above. Based on the insights from Phases 0 and I, and in consultations with stakeholders, the research team will select one or two countries to direct the focus of the research. The study will aim for two to five focus groups in each country of five to ten participants each, to be expanded or contracted depending on resources available. Focus groups will support and supplement the earlier phases of the research, digging deeper into attitudes and perceptions.

This phase of the study will utilize traditional social science methods, namely focus group discussions with diaspora associations and key informant interviews (KIIs). KIIs will be conducted in hybrid format to prepare for FGDs in country and identify any potential roadblocks in the next steps. Once the countries and cities of the targeted research are identified and validated with stakeholders, the research team will utilize a snowball method to gather participants in the study, leveraging the contacts of municipalities and central government officials in organizing focus groups in the countries of destination.

The researcher will aim to conduct semi-structured discussions with focus groups with various age ranges and professional backgrounds. In a relaxed, semi-structured format, questions will address screening questions, demographic and socioeconomic characteristics, migration experience, financial contributions and knowledge/skills transfer:

- Basic demographic information on participants such as age and gender
- Level of education and institution of higher learning, including location
- Current employment industry and title
- Degree and method of engagement with current affairs in Montenegro (i.e., social media, word of mouth, news outlets, trips home, family members)

²³ See IOM (2022) *Diaspora Mapping Toolkit*, IOM: Geneva. Example indicators suggested for inclusion (non-exhaustive) are educational level, field of study, employment status, sector of work, occupation (Demographic and socioeconomic characteristics) and financial contributions, knowledge and skills transfer, future participation in knowledge and skills transfer, type of knowledge and skills transfer programme (Financial contributions and knowledge and skills transfer).

- Degree of engagement with Montenegrin diaspora groups in their area
- Topics of interest in Montenegro (i.e., politics, culture, sport, business)
- Issues of concern that might hinder respondents from engaging, associating or identifying with Montenegro as a diaspora community member
- Future migration plans
- Impressions of business or employment climates in Montenegro
- Opinions on education and workforce preparation in Montenegro
- Directions for diaspora investment in skills exchange or monetary initiatives

Other insights gathered in an open-ended discussion may include the desirability of engaging professionally in partnerships or knowledge exchange programs with Montenegrin stakeholders. Targeted interviews will include members and leaders of diaspora organizations, Montenegrin officials at key embassies and consulates, and migration and development experts.

With respect to Diplomatic Consular Offices (DCOs), these stakeholders should be contacted early in the process of arranging KIIs, as consular officers and diplomatic staff may be the first points of interaction between the diaspora and the state. In particular, the research should solicit information on common inquiries received by Embassies and Consulates from diaspora, making note of any priorities which reflect the needs of the diaspora. These findings can then be analyzed and incorporated into final recommendations.

Diaspora Survey

At the outset of the project, the research team was made aware of a diaspora survey previously deployed by the GoM, which does not appear to be currently operational (See Annex A for the text of the survey). As a low-cost tool with potential for high impact, the survey should be reconfigured to meet the needs of the study and deployed through contacts of the GoM, its municipalities, and diaspora associations. The researcher will redesign the survey prior to the initiation of Phase II, and submit to project stakeholders for validation at the project workshop at the end of July 2023.

It is then recommended that the survey be promoted by the GoM and project stakeholders throughout Phase II, to supplement FGDs and KIIs and include a wider subsection of the diaspora population. The researcher can also distribute and spread the word about the online survey during field missions to diaspora hotspots, and encourage those who could not participate in an in-person focus group to complete the survey online. Municipalities may also make use of the survey in their follow-up communications with diaspora participating in “Diaspora Days” in the summer of 2023, by circulating the QR code through social media networks, capitalizing on the momentum of the Diaspora Days events.

Conclusion

In conclusion, this methodology integrates the above data sources and methods, which are triangulated to inform the final diaspora mapping product. It takes stakeholder needs into account in meeting the criteria for selection of a robust methodology, namely repeatability/standardization of study procedures, research quality,

and implementation modalities.²⁴ The selected methods are tailored to address the research questions and in consideration of resource constraints. The combination of mixed qualitative and quantitative approaches in two distinct phases allows for both exploratory (Phase I) and descriptive (Phase II) research, providing insights through web traffic analysis, FGDs, KIs and survey data. As the research progresses through both Phases, it is intended to produce a comprehensive final report, a summary report for improved readability, and policy recommendations to assist stakeholders in their decision-making process.

²⁴ See *Diaspora Mapping Toolkit* (2022) IOM p. 52.

Annexes

Annex A: Diaspora Survey as provided by the Diaspora Administration, translated

Annex B: Excerpts from the Workplan (28 April 2023)

Annex C: Updated Workplan (13 July 2023)

Annex A: Diaspora Survey as provided by the Diaspora Administration, translated

Dear emigrants,

This is a questionnaire with questions whose answers will help us in our work and improve activities in specific areas of cooperation with emigrants. Filling out the questionnaire is voluntary, and the questions marked as optional are not mandatory to answer.

Diaspora Administration

1. First name: _____

2. Father's name: _____

3. Last name: _____

4. Gender:

a. Male

b. Female

5. Date of birth: _____

6. Unique identification number (for emigrants who have Montenegrin citizenship) or corresponding personal number: _____

7. Place and country of birth: _____

8. Residential address:

a. City: _____

b. Street: _____

c. Number: _____

9. Nationality: (Optional)

a. Montenegrin

b. Serbian

c. Bosniak

- d. Muslim
 - e. Albanian
 - f. Croatian
 - g. Prefer not to disclose
 - h. Other
10. Citizenship:
- a. Only Montenegro
 - b. Montenegro and foreign countries
 - c. Only foreign countries
11. Language: (Optional)
- a. Montenegrin
 - b. Serbian
 - c. Croatian
 - d. Bosnian
 - e. Albanian
 - f. Romani
 - g. Other
12. Level of education: (Optional)
- a. No education
 - b. Primary school
 - c. Secondary school
 - d. Vocational school
 - e. University
 - f. Master's degree
 - g. Doctorate

h. Other

13. Acquired title or profession: (Optional). _____

14. Current occupation:

a. Employed

b. Unemployed

c. Retired

d. Homemaker

e. Student

f. Other

15. Country where you are employed: _____

16. Email address: (Optional) _____

17. Phone number: (Optional) _____

18. Presence on social media: (Optional)

a. Facebook _____

b. Twitter _____

c. Instagram _____

d. Skype _____

e. LinkedIn _____

f. Other _____

19. Religion: (Optional)

a. Orthodox

b. Catholic

c. Islamic

d. Atheist

e. Other

20. Marital status: (Optional)

a. Single

b. Married

c. Divorced

d. Widowed

21. Do you live in a common-law marriage? (Optional)

a. Yes

b. No

22. Number of children:

a. No children

b. Some children

23. Financial situation: (Optional)

a. Excellent

b. Good

c. Average

d. Poor

24. You have been living abroad:

a. Since birth

b. Since

25. If you were born in Montenegro, please state the reason for your departure abroad: (Optional) _____

26. From which place in Montenegro do you originate? _____

27. Do you have contact with people living in Montenegro? (Optional)

a. Yes

b. No

28. Do you visit Montenegro? (Optional)

a. Yes

b. No

29. Do you maintain contact with any of the emigrant organizations?

a. No

b. Yes

Note: The questions marked as optional are not mandatory to answer.

Annex B: Excerpts from the Workplan (28 April 2023)

Existing Mapping Tools

Though there has not yet been a comprehensive mapping conducted of the Montenegrin diaspora, a number of tools exist to serve as a jumping-off point for further elaboration. Table 1 outlines the main tools discovered:

TABLE 8: EXAMPLES OF EXTANT TOOLS

Category	Type	Author / Source	Last update
Primary qualitative	Diaspora organization map	Administration for Diaspora	2018
Secondary quantitative	Administrative data (National Census)	Statistical Office of Montenegro	2011
Primary qualitative	Diaspora database (Who's Who)	Administration for Diaspora	Unknown
Primary qualitative	Expatriate booklets	Administration for Diaspora	Unknown
Primary qualitative	Diaspora survey	Ministry of Foreign Affairs and European Integration / Embassies and Consulates	Unknown
Secondary quantitative	Administrative data (Migrant Stock, Immigration and Emigration flows)	United Nations Department of Economic and Social Affairs, Population Division (2020). International Migrant Stock 2020 ²⁵ <i>See also: World Population Prospects – The 2015 Revision</i> ²⁶	2020
Secondary quantitative	Administrative data (inflows, outflows, stock, citizenship acquisition)	OECD (2023). International migration database, OECD International Migration Statistics ²⁷	2021

²⁵ United Nations Department for Economic and Social Affairs, Population Division (2020), International Migrant Stock 2020, <https://www.un.org/development/desa/pd/content/international-migrant-stock>

²⁶ United Nations Department for Economic and Social Affairs, Population Division (2015), World Population Prospects – the 2015 revision, <https://www.un.org/en/development/desa/publications/world-population-prospects-2015-revision.html>

²⁷ Available at <https://doi.org/10.1787/data-00342-en>

Mixed	Survey, focus group discussions, and interviews	Organization of Montenegrins Studying Abroad ²⁸ See also: Westminster Foundation for Democracy ²⁹	2022
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In addition to the above, a literature review found the majority of academic articles to be focused on youth emigration from Montenegro and from the Western Balkans more broadly.³⁰ Other studies examine the particular characteristics of labour migrants in Europe, who may or may not be considered to be diaspora members, depending on the definition of diaspora members to be confirmed following stakeholder interviews and IOM consultations.³¹

Datasets may be compiled and available from diaspora associations or organizations, as well as consulates and embassies where Montenegro maintains a diplomatic presence. However, the timeliness of the information will likely vary, and these tools are likely to only capture those Montenegrin diaspora members who self-identify to a community organization (such as email subscriber lists). Other diaspora members may identify as Montenegrin diaspora but have not had formal communications or interactions with the Embassy or diaspora association. Some diaspora members may not find one of either institution in their country of residence. Further, some diaspora organizations appear to be hometown associations, which may discourage nearby diaspora from other parts of the country from participating.³²

Previous efforts to construct a database of Montenegrin diaspora can be found on older government webpages, since outdated and removed from circulation. These sites were accessed through Archive.org, or the “Wayback Machine” archival tool. These tools include a “Who’s Who” periodical of the diaspora, which is not available online, and a list of diaspora organizations abroad. It is likely that more potential datasets will be revealed through stakeholder interviews.

Organizations Mapping

Based solely on the names and locations of diaspora organizations, of which 193 have been catalogued, 49 exist in Serbia, 19 in the United States, 17 each in Germany and Croatia, and 9 in Türkiye. The vast majority of diaspora organizations are chartered in the Western Balkans (101). From this dataset we can infer that either

²⁸ Organization of Montenegrins Studying Abroad, 2022, “Reality check (out) from Montenegro: A roadmap to brain gain in Montenegro”, <https://www.omsa.me/wp-content/uploads/2022/06/EN-Reality-Check-Out-from-Montenegro-Roadmap-to-Brain-Gain.pdf>

²⁹ Westminster Foundation for Democracy, 2022, “Youth perceptions and attitudes towards politics in Montenegro”, <https://www.wfd.org/sites/default/files/2022-04/Youth%20perceptions%20and%20attitudes%20towards%20politics%20in%20MNE.pdf>

³⁰ Migration Policy Institute (2020), Southeastern Europe Looks to Engage its Diaspora to Offset the Impact of Depopulation, <https://www.migrationpolicy.org/article/southeastern-europe-seeks-offset-depopulation-diaspora-ties>

³¹ Rajović, G. (2013), Some socio-geographic characteristics of modern labor migration from Serbia and Montenegro to Denmark: social life and social relations migrants. International Letters of Social and Humanistic Sciences, 2, 1-17. <https://doi.org/10.18052/www.scipress.com/ILSHS.2.1>

³² Uprava za dijasporu, 2018, Iseljeničke Organizacije Dijaspore – Iseljenika, <https://web.archive.org/web/20220708124735/https://usdi.gov.me/ResourceManager/FileDownload.aspx?rid=437667&rType=2>

significant populations of diaspora or organized, community-centred diaspora occupy these spaces.³³ Further, the listing of diaspora organizations indicates a number of geographical components which may characterize them as hometown associations, with place markers such as “Gusinje”, “Plav”, “Budva”, and “Berane” in their titles. While this may not be indicative of present membership, it points to an interesting trend of community emigration noted in the northeast of the country. Studies on emigration from these towns may be a good starting point, but should not form a basis for geographical discrimination, as other clusters may be present. Future expansions of this dataset could include business networks, professional networks, and social media groups, following the mapping methodology set out in the IOM Diaspora Toolkit (2022).

Qualitative and Mixed-Method Studies on Human Capital

A scoping review has been undertaken of existing literature to sketch out existing resources. While limited in number, there are significant studies worth noting which can help to shape design of the mapping exercise. Two studies, from the Organization of Montenegrins Studying Abroad (OMSA) and the Western Balkans Democracy Initiative both focus on youth emigration and center around the topic of brain drain.

The 2022 OMSA study outlines primary data collection using interviews and focus groups with 132 young Montenegrins working or studying abroad.³⁴ It also provides a list of recommendations tailored to curbing brain drain and harnessing potential of emigrants. One report from the Western Balkans Democracy Initiative draws on publicly available administrative data from the United Nations, IOM, OECD and World Bank to model and quantify the costs of population emigration.³⁵ In a survey conducted by the same organization of 1,400 Montenegrins, followed by focus group discussions, the authors mapped youth perceptions and intentions on migration from Montenegro.³⁶ Another notable study includes a survey of 711 Montenegrin youth from 14-29 in 2018, published as part of a wider study on youth in Southeast Europe. The study includes a section on mobility, featuring questions on intentions, perceptions and motivations of youth living in Montenegro on future emigration.³⁷ These studies provide a foundation for the repetition of similar mixed-methods approaches with a broader segment of the population.

Administrative data

Several key administrative datasets can be relied on for base data on migrant stock and population flows. These include the World Population Prospects report (2015), and the International Migrant Stock report (2020) both

³³ Ibid.

³⁴ Organization of Montenegrins Studying Abroad, 2022, “Reality check (out) from Montenegro: A roadmap to brain gain in Montenegro”, <https://www.omsa.me/wp-content/uploads/2022/06/EN-Reality-Check-Out-from-Montenegro-Roadmap-to-Brain-Gain.pdf>

³⁵ Westminster Foundation for Democracy, 2019, “Cost of Youth Emigration”, https://www.wfd.org/sites/default/files/2022-05/wfd-web-brochure-montenegro_final.pdf

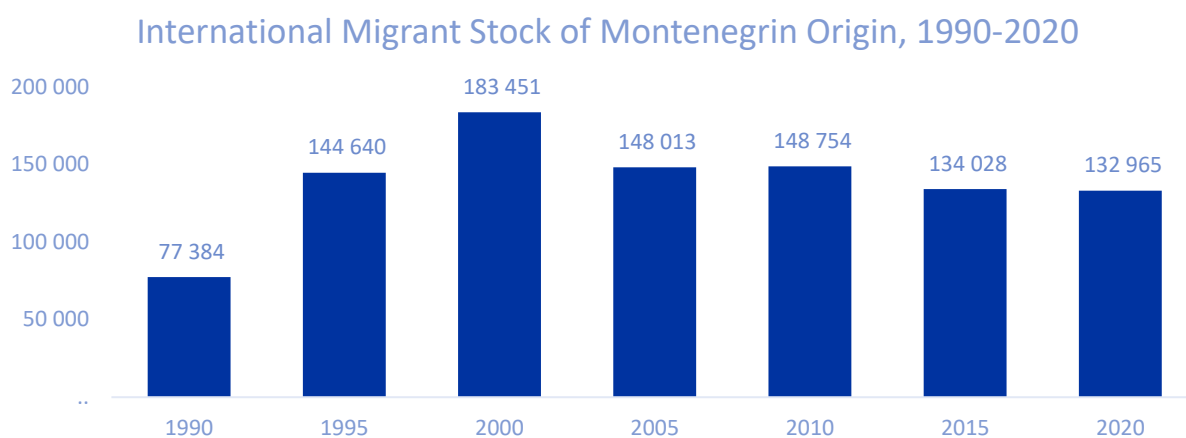
³⁶ Westminster Foundation for Democracy, 2022, “Youth perceptions and attitudes towards politics in Montenegro”, <https://www.wfd.org/sites/default/files/2022-04/Youth%20perceptions%20and%20attitudes%20towards%20politics%20in%20MNE.pdf>

³⁷ Petar Dukanovic, 2019, “Youth Study Montenegro 2018/2019”, Friedrich-Ebert-Stiftung Foundation, <https://library.fes.de/pdf-files/id-moe/15267.pdf>

See also: Vojin Golubovic, 2019, “Montenegro social briefing: Emigration”, European Training Foundation, “How migration, human capital and labor market interact in Montenegro”. Available at: https://www.etf.europa.eu/sites/default/files/2021-07/migration_montenegro_0.pdf

by UN DESA.³⁸³⁹ According to the United Nations Population Division, expatriates from Montenegro in the world number approximately 132,965 as of 2020. This amounts to 2.82% of all migrants living abroad from the Western Balkans.⁴⁰ Other notable snapshots include data from the Organization for Economic Cooperation and Development (OECD), the European Statistical Office (EUROSTAT), and the World Bank.

Administrative data can provide a broader snapshot of migration trends and help serve as a point of reference for locating top countries of destination for emigrants. Data show a relatively stabilized outflow of migrants from Montenegro since 2005, down from its peak in 2000. Outflows begin declining slightly in 2015 and appear to level off.



Data source: United Nations Department of Economic and Social Affairs, Population Division (2020), International Migrant Stock 2020.

As for nationally produced data, the Statistical Office of Montenegro does not collect data on emigrants. However, Ministries may keep data on Montenegrin citizens living abroad, such as the Ministry of Education, Ministry of Foreign Affairs and European Integration, for data such as consular lists of Montenegrins abroad, education credentials accredited from foreign institutions, registrations of birth abroad, and others. Information on the data available from the Government of Montenegro will be solicited during stakeholder interviews.

Emigration Booklets and Diaspora Surveys

The expatriate card is a public document that serves as a means of identification for members of the diaspora who are not citizens of Montenegro. Issued by the Diaspora Administration upon request, it is valid for 20 years and is issued upon payment by the diaspora member. The expatriate card contains personal information such as the individual's name, date of birth, unique identification number, and photograph. In addition to serving as a form of identification, the expatriate card may provide certain benefits and facilities in accordance with the

³⁸ United Nations Department for Economic and Social Affairs, Population Division (2020), International Migrant Stock 2020, <https://www.un.org/development/desa/pd/content/international-migrant-stock>

³⁹ United Nations Department for Economic and Social Affairs, Population Division (2015), World Population Prospects – the 2015 revision, <https://www.un.org/en/development/desa/publications/world-population-prospects-2015-revision.html>

⁴⁰ Ibid.

law, particularly for investments and other economic activities though these are not published. It is unclear how many emigration booklets are in circulation.

Though the website has not been functional since 2022, a survey is available through the Diaspora Administration, collecting data such as sex, location, education level, religious and ethnic affiliations, marital status, and professions on self-identifying diaspora members.⁴¹ It is unknown how many respondents the Diaspora Administration has collected since the survey went live, or if the survey is still being used as a tool.

⁴¹ Available at <https://web.archive.org/web/20220529032127/http://evidencija.dijaspora.mvpei.gov.me/>

Annex C: Updated Workplan

Phase	Objective	Timeframe	Stakeholders
0 - Scoping and desk research	Develop work plan, mapping of existing tools	20 April	Consultant
	Acceptance of work plan	28 April	IOM Montenegro; Consultant
1 - Consultations	<p>Consultative meetings in Montenegro (in person)</p> <ul style="list-style-type: none"> • Refine research questions • Assess needs of national authorities and stakeholders • Understand scope and breadth of existing data and data collection tools • Coordinate with IOM team 	15-19 May	<ul style="list-style-type: none"> • Administration for Diaspora and Emigrants • Ministry of Foreign Affairs • Parliamentary Committee on International Relations and Emigrants • Representatives of the Council for Cooperation with Diaspora - Emigrants • Diaspora associations
1 – Drafting and validation of methodology	Development of a draft step-by-step methodology according to the IOM Diaspora Mapping Toolkit	20 June	Consultant
	Comments and suggestions to methodology provided by IOM and stakeholders	25 June	IOM
	Incorporation of comments and suggestions to methodology	3 July	Consultant
	Solicit data from media outlets	10 July	IOM
	Pilot online diaspora mapping using web analytics	19 July	Consultant

	Draft update to existing diaspora survey tool	19 July	Consultant
	Presentation of methodology at final event	27 July	Consultant
2 - Key informant interviews and focus group discussions	Country(ies) of focus selected and validated with stakeholders and IOM	TBD	Consultant
	Survey pushed to diaspora associations by the diaspora administration	TBD	IOM, Diaspora Administration
	In-person data collection	TBD	Consultant
	Drafting of report	TBD	Consultant
	Submission of draft report and incorporation of comments from IOM and stakeholders	TBD	Consultant, IOM
	Submission of final report	TBD	Consultant