



The **Danish Refugee Council (DRC)** is Denmark's largest NGO. Founded in 1956, we assist refugees and displaced people, safeguarding rights and supporting self-reliance across the humanitarian-development-peace nexus. DRC works with displaced and host communities, delivering support in four core sectors: Protection; Economic Recovery; Humanitarian Disarmament & Peacebuilding; and Shelter, WASH, and Infrastructure.

Diaspora-Led Protection Information Our Approach and Impact

Through DRC's Diaspora Engagement, DRC partners with diaspora organisations as trusted and influential actors in delivering essential protection information to people on the move. With a shared language, cultural understanding, and lived migration experience, diaspora actors are uniquely positioned to reach key audiences in all stages of the displacement cycle, including individuals at risk of displacement, displaced populations, and persons wishing to return. Through their transnational networks, members of the wider diaspora regularly share information with family and friends across borders, further extending the reach and impact of this engagement.

According to the Mixed Migration Centre, more than 60% of migrants seek information from friends and family abroad before departure, and over 40% continue to rely on them during their journey. Diaspora-led campaigns therefore offer unique reach and impact - providing trusted, relevant information through both digital channels and personal networks, often more effectively than conventional institutional messaging. Diaspora actors also play a vital role in offering remote emotional support and helping migrants navigate access to legal aid, healthcare, and psychosocial services through referrals.

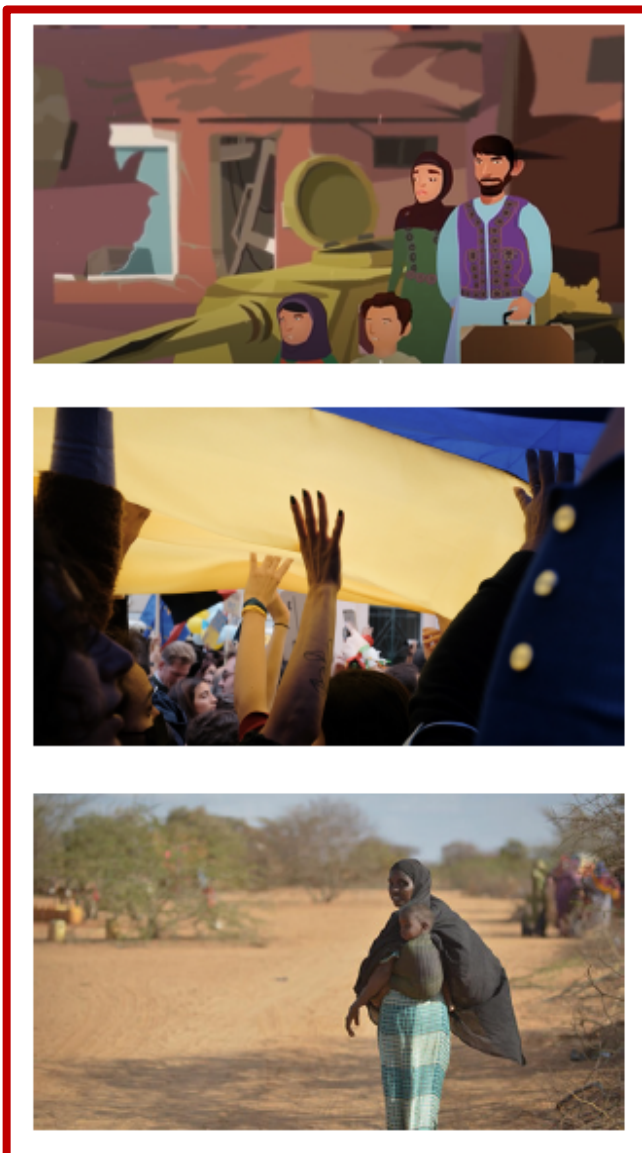
This approach combines DRC's protection expertise and field presence with the credibility and reach of transnational diaspora networks. It equips displaced populations and those at risk of displacement with the information they need to make safer, more informed decisions, and improve understanding of safer migration options and alternatives to irregular migration.

What does DRC deliver?

Aligned with DRC's Protection sector, diaspora-led campaigns address displacement-related protection risks through a rights-based approach. The aim is to reduce these risks by minimising threats, decreasing vulnerabilities, and strengthening people's capacity to protect themselves - primarily by improving knowledge and awareness of risks and safer migration options. By building the capacity of diaspora actors, the programme delivers:

- ⇒ **Accurate, context-specific information** on rights, risks, and available services along migration routes, delivered by diaspora partners trained to counter misinformation with up-to-date analysis and tailored communication tools.
- ⇒ **Improved access to support** through trained diaspora partners who offer emotional support and guide migrants to legal aid, healthcare, and psychosocial services.
- ⇒ **Scalable, adaptable models** for diaspora-led engagement across countries and migration routes.

At DRC, our impact is proven through practice:



Afghan Safe Migration Project (2019-2022):

With the Mixed Migration Centre, DRC supported Afghan diaspora organisations in Denmark, the Netherlands, and Germany to share culturally relevant migration information, reaching 5 million Facebook users at a 25-35% engagement rate — well above industry benchmarks.

Ukrainian Diaspora Protection Information (2022-2023):

Ukrainian diaspora groups in Italy, Germany, Poland, and Denmark disseminated protection messages on human trafficking, labour exploitation, and gender-based violence via social media, print materials, and community meetings, reaching more than 244,000 views.

Pathways to Protection (P2P) (2025-2029):

Implemented by DRC with the Danish Red Cross and the International Detention Coalition, P2P supports people on the move across ten countries along the Central, Western, and Eastern Mediterranean routes. The diaspora component builds on DRC's proven model of partnering with diaspora organisations to deliver accurate, culturally relevant protection information, leveraging trusted networks to reach migrants with timely messages and equipping organisations with training and resources to connect people to services along the route.

How does DRC deliver?

- ⇒ **Co-Creation and Capacity Building:** Through equitable partnerships with diaspora organisations, DRC's Diaspora Engagement uses participatory approaches to encourage innovative solutions for utilizing both social media and bi-directional communication methods. Based on the DRC Global Displacement Forecast, which predicts future

displacement trends and identifies the most impacted nationalities, the Diaspora Engagement conducts comprehensive mapping of relevant diaspora groups that may support these populations. DRC identifies and mobilizes capable partners based on concept notes, which are then developed collaboratively between DRC and the diaspora organisations. Selected partners receive financial and technical support, along with capacity building in protection, psychosocial first aid across borders, and effective communication strategies – especially for digital outreach and social media.

- ⇒ **Linking Diaspora with Up-to-Date Information on Migration Trends and Risks:** While diaspora groups are recognized as trusted sources of information, there is a risk of misinformation if they lack access to accurate, up-to-date resources. DRC addresses this gap by conducting research and connecting diaspora organisations to updated analysis of migration trends, protection risks and service mappings through its on-the-ground presence and data collection by the Mixed Migration Centre. This ensures diaspora networks are equipped with relevant and accurate information to better support migrants, meet their evolving needs, and connect them to services.

Protection-Led Campaigns

Afghan Disapora:



Ukranian Disapora:



Diaspora Programming

DRC diaspora programming strengthen the role of diasporas as effective agents of humanitarian assistance, recovery and development since 2010 and has developed strong connections with diaspora from most conflict affected countries. Find out more about our projects, publications, and upcoming events on www.drc.ngo/diaspora & www.DEMAC.org