

## TC Document

### I. Basic Information for TC

▪ Country/Region:	JAMAICA
▪ TC Name:	Implementation of the ConnectJA application to support diaspora outreach
▪ TC Number:	JA-T1230
▪ Team Leader/Members:	Saiz, Ana Maria (SCL/MIG) Team Leader; Harris, Jeremy Tyler (SCL/MIG) Alternate Team Leader; Samuels, Rochelle Kaye (CCB/CJA); Jimenez Mosquera, Javier I. (LEG/SGO); Sobral De Elia, Mariana (SCL/MIG); Foronda Nogales, Shirley Mabel (VPC/FMP); Adela Davalos (SCL/MIG); Moreno, Michelle Leonor (ITE/IPS); Shellyanne Lutas (CCB/CJA)
▪ Taxonomy:	Client Support
▪ Operation Supported by the TC:	.
▪ Date of TC Abstract authorization:	15 May 2024.
▪ Beneficiary:	Planning Institute of Jamaica (PIOJ) and the Ministry of Foreign Affairs and Foreign Trade (MFAFT)
▪ Executing Agency and contact name:	Inter-American Development Bank
▪ Donors providing funding:	OC SDP Window 2 - Social Development(W2E)
▪ IDB Funding Requested:	US\$50,000.00
▪ Local counterpart funding, if any:	US\$0
▪ Disbursement period (which includes Execution period):	12 months
▪ Required start date:	1 August 2024
▪ Types of consultants:	Individual Consultants and Firms
▪ Prepared by Unit:	SCL/MIG-Migration Unit
▪ Unit of Disbursement Responsibility:	SCL/MIG-Migration Unit
▪ TC included in Country Strategy (y/n):	No
▪ TC included in CPD (y/n):	No
▪ Alignment to the Update to the Institutional Strategy 2024-2030:	Productivity and innovation

### II. Objectives and Justification of the TC

**2.1** The objective of this Technical Cooperation (TC) is to support the efforts of the Planning Institute of Jamaica (PIOJ) and the Ministry of Foreign Affairs and Foreign Trade (MFAFT) in the launch of the ConnectMeJA mobile application to connect with the Jamaican diaspora. By achieving this, the TC will provide the government agencies with a channel to communicate with Jamaicans living abroad regarding government services available to them and opportunities to engage with ongoing development projects in the country. The app will be formally launched at Jamaica's biennial Diaspora Conference in mid-2024.

**2.2 Justification.** The Jamaican diaspora plays a significant role in the country's economy, both through financial and non-financial contributions. Remittances sent by Jamaicans living abroad contribute substantially to the country's foreign exchange reserves, household income, and overall economic stability. According to available data, remittances to Jamaica have grown steadily since 2018. Despite the COVID-19

pandemic, remittances grew 20.8% in 2020 and 20.4% in 2021. Remittances decreased 0.4% in 2023, reaching a total of US\$3.558 billion, representing 20.6% of the country's GDP.

**2.3** Additionally, members of the Jamaican diaspora often invest in businesses and real estate back home, stimulating economic growth and creating employment opportunities. Beyond financial contributions, the diaspora also bridges trade, tourism, and cultural exchange between Jamaica and its global communities. Their expertise, networks, and investments play a vital role in supporting Jamaica's economic development and resilience through knowledge transfer that can also build capacities for adaptation and resilience in the face of climate change and growing environmental threats.

**2.4 Alignment with the Institutional Strategy.** The TC is consistent with the IDB Group Institutional Strategy: Transforming for Scale and Impact (GN-3159-12) through objective 3: Bolstering sustainable growth, by promoting investment in sustainable, resilient, and inclusive physical and digital infrastructure. This includes empowering the private sector (in this case the diaspora) to drive productivity and innovation. It is also aligned with the Innovation, Science, and Technology Sector Framework Document (GN-2791-10), Line of action 5: Strengthen key institutions to drive innovation, by building capacity and coordination in the PIOJ and MFAFT in its Diaspora Engagement strategy. Moreover, it is aligned to the IDB Group Country Strategy with Jamaica 2022 – 2026 (GN-3138), as it represents a powerful resource for knowledge transfer to promote innovation in the country (paragraph 3.5).

**2.5** Additionally, this TC is aligned with the OC SDP Window 2-Social Development (W2E) Fund (GN-2819-14) priority area of productivity and innovation. It is aligned with the Migration Action Framework (GN-3021) Section B. Challenges, Opportunities and Policy Areas, Leverage the impact of the diaspora; and the Global Compact for Migration (GCM) objective 19: Create conditions for migrants and diasporas to contribute to sustainable development in all countries fully. Finally, the project is aligned with the ONE Caribbean Strategic Development Program through the cross-cutting area of Digital Transformation.

### **III. Description of activities/components and budget**

**3.1 Component 1. (\$25,000) Data Processing and loading in ConnectMeJA.** The ConnectMeJA platform is useful to the extent that it provides users with information that is relevant to them. This component will support the data capture process to complete the information in the system, including connections with Jamaican consulates and honorary consuls around the world, Jamaican Diaspora Organizations (JDOs), services provided to Jamaicans abroad and to Jamaicans considering return, and relevant aspects of Jamaica's Vision 2030 development goals. TC Resources will support short consultancies to process data and supervision from the development firm in ensuring that data is complete and properly loaded through the administrative portal. At present, there are no other government systems with which there is anticipated interoperability. However, as the product is finalized, the consultants will provide detailed data architecture to facilitate the implementation of interoperability if and when the MFAFT and/or PIOJ deem it appropriate.

**3.2 Component 2. (\$10,000) Technical support and training.** Additionally, the system will require technical support from the development firm for the first months following roll out. The TC will contract with the firm to ensure the system is operational and to make any fixes to the software needed as the user base grows. This component will also fund training sessions for the consulting firm to transfer knowledge of the system administration tools to officials of the PIOJ and MFAFT and partners in the JDOs that will be maintaining and updating the data in the application. Virtual training sessions will be held prior to the Diaspora Conference and afterwards, and in-person training sessions will be organized during the conference to take advantage of the presence of key partners in the country during that period.

**3.3 Component 3. (\$15,000) Deployment and dissemination of ConnectMeJA.** The implementation of the ConnectMeJA application will begin at the Biennial Jamaica Diaspora Conference in Kingston in 2024. Successful roll out of the system will require promotional materials and publicity activities. The TC will support the PIOJ and MFAFT to publicize the application and leverage ongoing activities, including the Diaspora Conference and other events with JDOs to build the user base.

**3.4 Budget.** The total TC budget is U\$50,000, which will come from the OC SDP Window 2-Social Development (W2E) Fund. No local counterpart funds are envisaged for this TC. The budget will be distributed as follows (see detail in the Procurement Plan).

**Indicative Budget**

<b>Activity/Component</b>	<b>Description</b>	<b>IDB/Fund Funding (W2E)</b>
Component 1	Data processing	\$25,000
Component 2	Technical Support and training	\$10,000
Component 3	Deployment and dissemination	\$15,000

**3.5 Expected results.** The main expected result is launching the app at the Biennial Jamaica Diaspora Conference in 2024. This will give the stakeholders the opportunity to target those who are expected to be the most active users of the system and provide content around JDO activities in their countries. This will also enable them to further communicate government content to their members, enhancing the GoJ's diaspora outreach capacity.

**IV. Executing agency and execution structure**

**4.1** The Bank will execute this TC through the Migration Unit (SCL/MIG). MIG has been working with The Ministry of Finance and the Public Service (MOFPS) and has been advised that the Planning Institute of Jamaica (PIOJ) and the Jamaican Ministry of Foreign Affairs and Foreign Trade (MFAFT) have commenced the development of an application and a portal to communicate with the Jamaican diaspora. A continuous dialogue with PIOJ and the MFAFT will inform the activities to be carried out.

Specifically, the Bank will coordinate the planning and execution of activities with these two institutions.

**4.2** The Bank has knowledge of the 26 countries of the Region and, therefore, is in the best position to fulfill the TC function. In addition, and as mentioned above the Bank is already supporting the country with the development of the application and portal, reinforcing this TC's importance. Having the Bank as executor will ensure that lessons learned are shared and used in Jamaica and other countries. The team leader will monitor the progress of the execution through the output and results indicators included in the Results Matrix. The project team will be responsible for the preparation and submission to the donor of the project reporting in compliance with the stipulations of the Administration Agreement and with the requirements of the TC Monitoring and Reporting System (TCM) (OP-1385-4).

**4.3** IDB execution will include (i) coordinating the implementation of the project, (ii) carrying out the contracting processes for consulting services, and (iii) supervising the activities to be carried out by the consulting firms and individual consultants and the implementation of the events.

**4.4 Supervision.** The supervision and coordination of the consultant's work will be the responsibility of Ana María Sáiz (SCL/MIG) Team Leader and will follow the bank's procurement policies.

**4.5 Procurement.** All procurement to be executed under this Technical Cooperation have been included in the Procurement Plan (Annex IV) and will be hired in compliance with the applicable Bank policies and regulations as follows: (a) Hiring of individual consultants, as established in the regulation on Complementary Workforce (AM-650) and (b) Contracting of services provided by consulting firms in accordance with the Corporate procurement Policy (GN-2303-33) and its Guidelines.

## **V. Major issues**

**5.1** The risks associated with TC implementation are low. If there are technical difficulties, the TC provides the funding and expertise to respond to relevant issues. There is a risk that the app does not receive a strong response or usage, but risk will be reduced through a robust outreach program and partnering with relevant diaspora community stakeholders.

## **VI. Exceptions to Bank policy**

**6.1** There are no exceptions to Bank policy.

## **VII. Environmental and Social Aspects**

**7.1** This Technical Cooperation is not intended to finance pre-feasibility or feasibility studies of specific investment projects or environmental and social studies associated with them; therefore, this TC does not have applicable requirements of the Bank's Environmental and Social Policy Framework (ESPF).

**Required Annexes:**

[Request from the Client\\_64694.pdf](#)

[Results Matrix\\_85448.pdf](#)

[Terms of Reference\\_17323.pdf](#)

[Procurement Plan\\_46917.pdf](#)