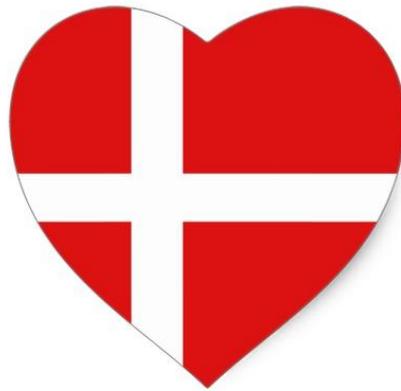


The Danish Diaspora

- A Potential Contribution to Danish Society?



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Abstract

This thesis aims to explore The Danish Diaspora. To explore The Danish Diaspora, the assumption that a country's diasporas can be seen as a network, is made. The flows within a network are assumed to be corresponding to diaspora capital flows which is why The Diaspora Wheel is being used to analyze the results of the data. To find the networks, data has been gathered on people with Danish affiliation, living around the world, who are actively engaged in different Danish-related groups and activities. There are numerous of these groups, but one group is specifically interesting, the Copenhagen Goodwill Ambassadors, as they are strategically organized to create flows towards Denmark. By using data from their website, it was possible to determine how they contribute to Denmark by creating flows. First, potential GWA diaspora capital flows were analyzed on a global basis, which showed that 53,4% are people flows, knowledge flows are 28,8% and financial flows are 17,8%. Second, by zooming in on USA it was possible to see which states and industries the potential flows were coming from, which showed that most of the potential flows were coming from the tech industry and California. To figure out what sorts of diaspora capital flows The Danish Diaspora can contribute with, a report carried out by The Copenhagen Goodwill Ambassadors and Danes Worldwide was used. The report shows that most foreign Danes are willing to contribute to the Danish society. By zooming in on the US it is shown that there are multiple groups who can create different flows to Denmark, however there is no entity which facilitates this. Ultimately, this thesis suggests that there is a need for a broker to facilitate and strategically organize The Danish Diaspora.

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Introduction

Specification of topic

“Danes living outside Denmark are a huge untapped resource. Many could be and want to be outstanding representatives for the country; but often it seems that’s not wanted by Denmark” (Danish manager in USA, GWA & Danes Worldwide report, 2016, page 11).

Many different countries are working actively with what is known as their diasporas; a term which has been applied differently throughout history, but most commonly used to describe people who originate from one country but lives outside it and still maintains an affiliation towards it. During the last couple of decades, the strategic use of one’s diaspora has become more normal for countries to engage in. Countries who create a diaspora strategy, engages the people with affiliation to that country and views them as a resource. This can have numerous potential benefits, some of which are country branding, access to talents, lobbying and activating public diplomacy (DiasporaMatters report, 2017). Even though not all countries are strategically using their diasporas, it can be argued that all countries work with their foreign affairs through different types of foreign representation; embassies, innovation centers, general consulates etc. One could argue, that these countries are more focused on working with diplomacy than public diplomacy.

Denmark is one of the countries which is not currently engaged in an overall strategy for its entire diaspora, which indicates that no Danish entities are currently concerned with profiting from the abovementioned potential benefits. It is estimated that between 200.000 (DiasporaMatters report, 2017) and 250.000 (Migration Policy Institute, 2018) Danes, including children of Danes, are living outside of Denmark. The collected data for this thesis shows that there are many Danes, and people with Danish affiliation, living around the world, who are actively engaged in different Danish-related groups and activities. However, there is no overview of these Danish-related groups and activities, as the Danish government has no initiative for maintaining relations with foreign Danes, and no strategy for how Denmark can utilize them as a resource. The people involved in these groups and activities will throughout this thesis be referred to as The Danish Diaspora. This is a thesis project which aims to explore The Danish Diaspora, which is why the title of the thesis is: “The Danish Diaspora - A Potential Contribution to Danish Society?”

Throughout this thesis we will argue that The Danish Diaspora is not strategically organized; our definition of this, is that no strategy embracing the whole diaspora, and thus utilizing them as a resource, has been formulated by any central Danish entity, such as the government. However, there is one part of The Danish Diaspora which is strategically organized; The Copenhagen Goodwill ambassadors (also referred to as GWA or the GWA's). We argue that GWA is a strategically organized part of The Danish Diaspora, as they are strategically being used to create benefits for Denmark.

An important perspective, which is valid throughout this entire thesis, is that we are mainly concerned with how The Danish Diaspora can contribute to Denmark, and not how Denmark can contribute to The Danish Diaspora. However, it is worth noting that diaspora engagement should be considered from a mutually beneficial relationship perspective (DiasporaMatters, 2017). Another important factor to consider when discussing what contributions, The Danish Diaspora can create for Denmark is regarding the contributions from the Danes. In this thesis we disregard the size and value of the contributions and instead value them all equally. We also disregard which entity in Denmark that receives the contribution, as we will merely bundle all contributions into one entity; Denmark.

The introductory quote has been chosen to demonstrate a general frustration amongst The Danish Diaspora; a large part of these Danes both have willingness and capabilities to be of aid to Denmark and its interests. The quote is extracted from a report carried out by Copenhagen Goodwill Ambassadors and Danes Worldwide in 2016 (GWA & Danes Worldwide report, 2016), and problematizes the fact that Denmark does not have a strategy for engaging its diaspora, although the findings in the report show that 81% of the Danes agrees or partly agrees that they are willing to give back to their homeland.

The problematization of not having a strategy for engaging its diaspora, can also be considered in the light of Denmark decreasing its budget for foreign affairs, thus decreasing diplomacy but not increasing public diplomacy. From 2000 up to 2019, Denmark's budget for foreign affairs will be downsized with a third, corresponding to 800 million DKK (Taksøe-Jensen report, 2016). In 2001 there were a total of 589 Danish diplomats, whereas in 2017, the number of diplomatic delegates was 414 (Udenrigsministeriet, 2018).

To explore The Danish Diaspora, an assumption that a country's diaspora can be seen as a network, is made. Borgatti & Halgin (2011) explains how a network's architecture consists of a set of actors (nodes) who have different relations (ties) between them, which allows for different tangible and intangible outcomes (flows) between them. The chosen set of nodes and their ties is what determines the network

architecture. Granovetter (1973) and Burt (1992) argues that the more weak ties, or structural holes, a node has in its network, the more likely that node is to have access to new ideas and new knowledge, and the more likely it is to succeed. This node then has access to the capital of brokerage.

The flows within a network are typically divided into sources of financial, human and social capital, which are running through the ties between the nodes. The Diaspora Wheel was developed by DiasporaMatters (2017) where three different diaspora capital flows are presented; financial, people, and knowledge. These three diaspora capital flows are assumed to be corresponding to the three network capital flows, justifying The Diaspora Wheel as an analytical tool. A final note is that the structure and outcome of a network is affected by changes in the network dynamics.

To explore The Danish Diaspora, it proved necessary to establish which, where, and why Danes have migrated. To do so, data has been gathered from various historical sources, Danmarks Statistik, newspapers, and articles. With the knowledge on the historical Danish migration patterns it became possible to carry out a demographic mapping of the current Danish Diaspora. Our selection criteria for the demographic mapping were simple; any existing group which showed any sort of Danish affiliation in their group-name or in their activities were included.

To further explore The Danish Diaspora's affiliation and potential contributions to Denmark, a report carried out by GWA and Danes Worldwide (2016) was included in the data findings. This report, which includes answers from more than 1000 Danes living abroad, provides answers on their affiliation and how they can contribute to Denmark.

As a part of exploring The Danish Diaspora and to show the benefits of having a strategically organized diaspora, data on the potential diaspora capital flows was gathered from the Copenhagen Goodwill Ambassadors. From the GWA website it was possible to retrieve data on each ambassador's three key areas of contributions to Copenhagen; these three contributions were then translated into diaspora capital flows using The Diaspora Wheel.

Research questions

It has now been established that Denmark is possibly neglecting benefits from various diaspora capital flows, by not strategically organizing The Danish Diaspora. As this thesis project aims to explore The

Danish Diaspora, by taking on a network theory perspective, it is now possible to derive more specific research questions, based on the following overall problem formulation:

How does The Danish Diaspora characterize from a network theory perspective?

To explore this problem formulation, the following three research questions must be answered:

- 1) What does The Danish Diaspora look like?
- 2) Why is there a potential in strategically organizing The Danish Diaspora?
- 3) How can the potential in The Danish Diaspora be utilized?

With the formulation of three specific research questions, and by combining the theories and our data, it is now possible to describe how we are going to answer the problem formulation.

First, we will use the data gathered on the historical Danish migration patterns and carry out a demographic mapping, to describe The Danish Diaspora.

Second, we will conduct an analysis by applying network theory on GWA, in order to show the potential in strategically organizing The Danish Diaspora. This will be done by choosing the countries of residence as nodes, their ties to Denmark, and analyze which diaspora capital flows that the GWA's bring back to Denmark. Zooming in to USA allows us to alter the nodes to the seven individual GWA's, their state of residence, and which industries they can bring flows from. The answers from the GWA & Danes Worldwide report (2016) will be analyzed, to show that The Danish Diaspora is willing to give back to their homeland. Which, and how many potential flows will be theoretically calculated from the numbers in the GWA & Danes Worldwide report (2016).

Third, the same approach, as with the GWA's, will be applied to The Danish Diaspora in USA. Each Danish group will be chosen as a node and their potential flows will be analyzed using the data. Ultimately, our results will show how the potential in The Danish Diaspora is not being utilized, as there is currently no tie leading back to Denmark.

Methodology

The methodological approach

This paper explores The Danish Diaspora by using network theory. To do so, the perspective of social constructivism has been adopted, assuming there is not one truth and that some things might be unconscious and therefore the subjects might not be able to answer everything in interviews and surveys. It is based on the subjective interpretation of the empirical data collected. The goal is to investigate subjective opinions of the various participants and therefore there is a risk of multiple conclusions.

An inductive approach is used as this research asks a set of questions first, and then obtains data and lastly answer the questions.

The research adopts an exploratory approach where the focus is to gain ideas and insights. Exploratory research usually gathers data in various ways, including literature search, and case analysis.

The research adopts quantitative and qualitative methods are used in the search for answers. Using both quantitative and qualitative methods can offset the limitations of each individual method. The research further takes an applied approach where theory and models are used as frameworks to examine the problem at hand.

The data gathered for this thesis is secondary data, as the researchers have not collected the data themselves, but from various other sources.

Method

As an introduction to conducting this thesis, the first step was to establish the nature of the problem at hand. Gathering insights from Copenhagen Goodwill Ambassadors, laid the groundwork of formulating the problem. Matching the problem with theory created the base framework for what topics to discover and what research needed to be carried out. The problem that was found, had different problem areas, and as researchers a definite path, and a way to narrow the research field was needed. What was discovered in the initial part of the research was that Denmark is losing out on valuable resources as its diaspora is not strategically organized. The first thing that was looked upon was, why is this a problem, and how can we theoretically explain that this is a problem. To explain this problem, network theory and financial, human, and social capital came very close to what diaspora flows give in terms of knowledge,

investments, talents, and social relations. The last thing needed was finding data that suggest that the Danish Diaspora is actually willing to contribute with these flows to the Danish society, who they are, and what flows they can contribute with. Summarizing the outline of the project is thus; Denmark has not strategically organized its diaspora, which is a problem, since network theory explains that there are different social, human, and financial capital flows which runs in and out of networks. Our job as researchers is thus to find data on who and where The Danish Diaspora are, if they are willing to contribute, and how they can contribute. The following section will describe what measures have been taken to fully cover this thesis.

As researchers of the diaspora topic, the first thing investigated was what diasporas are and what defines a diaspora. Therefore, we investigated migration history from the first humans and up until today, to fully grasp how broad a topic this is, and to understand why people have migrated throughout ages (see the empirical settings chapter). Then the topic was narrowed to Danish emigration history to understand who, why and where Danes have emigrated to. This helped establishing an idea of how the current Danish diaspora looks like in terms of location, heritage, educational background, etc. This data was gathered through different historical resources as well as from Danmarks Statistik (see the data findings chapter). After the historical setting was established, data on different active networks was searched for to find which networks were suitable for strategic purposes. This included everything from Facebook groups of people living in a specific place, to business groups, and Danish heritage societies in the US. These groups were selected based on searches and sources, and are thus limited to what is known. There might be other networks out there which are unknown to us. The findings here showed that there are several groups who are eligible for business purposes, however, these groups are often closed off to the public.

One group was however public available and strategically organized, with the intention to create flows to Denmark; Copenhagen Goodwill Ambassadors. With this group of highly skilled people being open, we decided to investigate this network to see how broad this network expands, and what flows it can bring back to Denmark. This analysis then served as a guideline for how strategically organizing The Danish Diaspora can affect Denmark as a country on various topics such as tourism, talent attraction, and investments from around the world. To analyze this network, we went to the GWA website and found information on every single ambassador. The data included name, location, and what area they are contributing to, in Denmark. These areas of contribution were then translated into diaspora capital flows by using The Diaspora Wheel. How the translation was carried out is presented in the analysis

section. By translating into diaspora capital flows, it was possible to see which potential flows GWA are contributing with. A full picture of how the GWA's contribute is found in the analysis section. After all GWA diaspora capital flows had been established, USA was investigated as a specific case, to see how the GWA's create flows towards Denmark in a more detailed perspective. It was also used to have a comparable case with a selection of Danish-related groups. Since no data on the industries of the GWA's were collected, a LinkedIn search was made to find their industry. The state in USA which the potential diaspora capital flows are coming from were found on the same website as the name, location, and area of contribution, but was not listed in the data findings since it was visually located from an interactive map.

Another part of the data, was a report on Danes abroad and how they feel towards Denmark. This report served as a great tool to get insights on how the Danes feel like they can contribute to the Danish society. These answers then served as a basis for how the entire Danish diaspora could contribute. To further analyze, USA was chosen again to see how many and what flows could possibly derive from a specific country. To further investigate The Danish Diaspora, the American groups found in the data collection were analyzed based on their possible flows to see what Denmark is potentially missing. This showed us that there is a lack of an entry point, or a broker, before flows are possible from these groups.

Data collection

Secondary data was gathered through analyzing existing reports as well as websites and literature to obtain quantitative and qualitative data sources. The data collected was used to aid in providing the necessary background information, as well as helping supporting theories and answering the research question. The main benefit of secondary sources as a method for gathering information is their availability, which saves time from performing and collecting information while leaving more time for other focus points.

An important issue to this research paper, was obtaining knowledge on how many Danish emigrants there are, and who they are. Numbers from Danmarks Statistik was a great help in providing answers to how large the emigrant group is, as well as newspapers such as Berlingske helped providing the answer to who Danish emigrants typically are. Furthermore, in terms of investigating how the diasporas perceive their relationship to Denmark and how they feel Denmark is acting towards them, a report made by Copenhagen Goodwill Ambassadors and Danes Worldwide was very helpful. The sample size and findings of the report can be found in the data findings section. Secondary data sources also

consisted of reports made on best practice examples as well as guidelines for how to create a diaspora strategy. Furthermore, websites and databases such as Migration Policy Institute and Historyworld were helpful in explaining the historical development of emigration and diaspora as well as these sources aided in finding and discussing definitions.

Credibility

When conducting exploratory research such as this, surveys and interviews provide the necessary information to answer the research question. The credibility of this paper depends on the reliability and validity of the information gathered. To ensure a high degree of reliability and validity one must crosscheck the different sources with each other.

Reliability

Reliability is the extent to which research findings would be the same if the research were to be repeated at a later date or with a different sample of subjects (Veal, 2011). An example of this would be if the GWA & Danes Worldwide report (2016) had been conducted on another group of the diaspora, or if the survey was carried out in five years. This opens up the question whether the results from the report had been different if the subjects had been a different part of the diaspora. Conducting the survey on another date or time during the day, may also affect response rates or which respondents who typically answers. Due to time constraints and the vast amount of time put into the first survey carried out, and the large sample size, another survey will not be conducted for this thesis. As the group demographics of diasporas changes over time, the answers in the survey may change from year to year. This may also be caused by other political or personal matters for the individual respondent. To justify for reliability in this research. Veal (2011) argues that reliability in social science is difficult to achieve as “*they deal with human beings in differing and ever changing social situations*” (Veal, 2011, page 46). Bearing in mind that people act differently, the optimal way of providing reliable results would be to perform surveys continuously. This is however costly, and people might be annoyed by giving continuous feedback, on the other hand it would always be up to date with diaspora affiliations toward Denmark. The measure of reliability for the survey indeed lies in the many responses (1024) obtained and accounts for a significant amount of the total Danes living abroad.

Validity

Validity is the extent to which the information represented in the research truly reflects the phenomena which the researcher claims to reflect (Veal, 2011). An example of validity would be if asking somebody about whether they prefer the tax conditions of their birth country or the tax conditions of their current country, that the questions are defined to give valid answers, and not deviations such as weather conditions, or housing condition. There are numerous ways to improve validity of a project. First, the aim of the research must be clearly stated and addressed so that the interviewee or survey participant knows the full intent of the research. Another method is to have the interview or survey questions tested by a 'dummy' who has no connection to the research to assure that the questions are clear and understandable. Finally, validity can also be achieved by comparing the results attained, to others that are available (Veal, 2011).

Limitations

It is important to mention a factor for the production of this thesis, which could potentially have implications on the scope of the research and the results of the thesis. The factor is that one of the research group for this project is employed in the secretariat of the GWA. This naturally means that there is the possibility of having biased opinions, information or data included in the assignment. The research group has naturally been aware of this fact during the entire process and has tried to consider this in all aspects of writing the thesis. One strategy for achieving objectivity has been to only use data available to the public and having sources on all information regarding GWA.

Theory

This chapter will explain the theory which will be taken into use in the analysis. The theory will consist of both underlying principles and concrete theories or models. To begin with, the principles of network theory and theory of networks will be introduced, spanning from Social Network Analysis, network architecture, outputs from different network structures and the evolution of networks to two of the most recognized theories regarding networks; Granovetter's "The Strength of Weak Ties" (1973) and Burt's "Structural Holes and Good Ideas" (1992). The chapter will end with presenting the less-academic theories included in diaspora thinking, and ultimately result in a concrete tool for the analysis; The Diaspora Wheel. The model of The Diaspora Wheel may seem un-academic, but we will justify its relevance by arguing for the derivation from different types of capitals; social, human and financial.

Network theory

Borgatti & Halgin (2011) describes how studies within network theories have increased since the beginning of this century. Networks can be studied from different perspectives of which some are social sciences, managerial, physics, epidemiology, and biology. Within managerial research networks have been used to further understand different topics such as performance, turnover, innovation, creativity, and unethical behavior. Networks are also referred to as social networks, and the term is generally applied widely to everything from trade associations to social media websites. Social network analysis (SNA) is an increasingly trending topic, and one that has formerly been criticized of being more methodological than theoretical. In their 2011 article Borgatti & Halgin attempts to identify the characteristics of social network theorizing.

Borgatti & Halgin (2011) argues that there are two distinct perspectives to SNA theorizing; 'network theory' (proper) and 'theory of networks'. Network theory describes different mechanisms and processes which interacts with different network structures to create certain outputs. Theory of networks describes the processes that decides why a specific network has the structure it has. Borgatti & Halgin (2011) emphasizes that their article will focus of network theory, but that in the bigger picture the two perspectives should be considered. Because of this, this theory review is divided into firstly network theory and the outputs of networks, and secondly to theory of networks based on Ahuja et. al's (2012) article "The Genesis and Dynamics of Organizational Networks". Before reviewing the two perspectives, a description of what a network is, is presented.

What is a network?

Borgatti & Halgin (2011) describes a network as consisting of nodes and ties. The nodes relate to a set of actors, and the ties relate to the link between the nodes. Nodes are directly related if a tie exists between one another, but they can also be indirectly related if two ties interconnects them by having shared endpoints. One could say that the ties in a network forms paths, which can be used to assess the relation between nodes. The pattern of ties creates the structure of the network, and the nodes takes positions within this structure.

It is always the researcher's choice which set of nodes and type of ties to look at, and as such there are endless combinations to look at network structures. This also creates a concern for choosing one's nodes incorrectly, which is referred to as the boundary specification problem. If a set of nodes has been chosen incorrectly, it could mean that some crucial nodes have been left out, or that some meaningless nodes have been included in the structure looked at. Borgatti & Halgin (2011) argues that this concern for choosing the right nodes is uncalled for, since it is not an empirical question, but rather decided by one's research question and one's explanatory research. Another concern for choosing nodes incorrectly, is the concern of mistaking groups for networks. Groups are characterized as having natural boundaries. The boundaries can be blurry, but when studying groups, you are interested in establishing the boundaries. On the other hand, networks can have boundaries, but still be networks. This can for instance be seen in a disconnected network. A disconnected network is a network in which certain nodes cannot reach each other at all through the ties. This divides the network into separate components. Borgatti & Halgin (2011) agrees that it can seem odd to divide a network into different separated components but argues that this enables the study of network evolution. In the article an example of this is given; when considering a freshman class in a school as a network, it is supposed that the network at first will be maximally disconnected with as many components as nodes. By studying the class over time, it is likely that once the students get to know each other and forms friendships, the number of components will reduce. Eventually it possible that all nodes are included into one single component. From letting the network be disconnected at first, it becomes possible to track the connectivity in the network over time.

Another concern when choosing a network to research is how to select which ties to analyze from. There are generally two approaches to this; realist and nominalist. In the realist position you will ask yourself which questions you should ask in order to get at the network. In the nominalist position, which is also stated to be more sophisticated, every network question generates its own network; for instance, if you ask who is friends with whom. Thus, different research questions will call for different network nodes

and ties to look at. One thing that is common when analyzing any network is that you will look at the ties from each node to assess the structure. It is not possible to say in general which position within a network is favorable, as being central in a gossip-network can be entertaining and knowledgeable but being central in a who-dislike-who network can be hurtful.

Types of ties can usually be divided into two overall categories; state-type and event-type. State-type ties have continuity over time. This does not mean that they necessarily are permanent, but often that they are open-ended in persistence. State-type ties are often characterized as family-related, role-based relations (e.g. boss and employee), cognitive relations (e.g. knows the knowledge of), and affectional relations (e.g. likes or hates a person). Dimensions of state-type ties are in strength, intensity, and duration. Event-type relations are characterized as discrete and transitory by nature and can be counted over time. They are more concerned with different exchanges, interactions, and transactions. An example of event-type could be an email exchange between two persons. The dimensions of event-type ties are often frequency and occurrence.

Any type of tie can be seen as a path that allows for different flows between nodes. The flows are what actually passes through ties to other nodes and can e.g. be ideas or goods. Borgatti & Halgin (2011) provides a fine example; two friends (state-type tie) are talking (event-type tie) and exchanging news (flows).

A final note in ties, is that researchers often use relational states and events which are actually not socially ties. These are referred to as dyadic factors, which can be a proxy to or facilitate new social ties, but they themselves aren't social ties. In practice this could be persons who are members of the same club, board etc. or attend the same parties.

The Strength of Weak Ties and Structural Holes

To enable a purely theoretical discussion on network theory, Borgatti & Halgin (2011) summarizes and compares two of the most well-known network theories; Granovetter's "The Strength of Weak Ties" (1973) and Burt's "Structural Holes: The Social Structure of Competition" (1992). These two theories key characteristics are then used in an analysis of network theory more generally. In order to present the analysis, a summary of the key elements of the two articles are presented hereunder.

Granovetter's (1973) theory on the strength of weak ties (SWT) can be boiled down to two premises. The first premise states that the stronger a tie between two people are, the more likely it is that these two persons social worlds will overlap one another. This means that the two persons will most likely

share e.g. the same friends. Take for example person A and person B who has a strong tie, and person B and person C who similarly has a strong tie; the premise is then that person A and C has a great chance of having at least a weak tie, if not a strong one. This is also referred to as transitivity, since it is built into people to build ties to people who are similar to themselves. This transitivity also indicates that if person A is similar to person B, and person B to person C, then person A and C must also be similar to some extent. The second premise of SWT is that so-called bridging ties are potential sources for new ideas and new knowledge. Consider person A, B and C as a component of its own; typically, the ideas and knowledge within this component will circulate around within the component, but the three persons will not receive new ideas or knowledge. The bridge can be introduced if e.g. person A is the only one of the three who has a tie with person G; this would be a bridging tie. Now person A has the advantage of hearing new ideas or new knowledge from outside the group. This is also the essence as to why weak ties can be stronger than strong ties in a network theory perspective; if person A and G had a strong tie, the underlying assumption is that person G would also, at least weakly, know B and C, and would therefore not be bridging new and from-outside knowledge. According to Granovetter (1973) the theory considers individual social capital, and the persons with the most weak ties are more successful. The theory is also described on a group level, where it argues that communities with a lot of strong ties will have a strong local cohesion, but not a strong global cohesion. On the other hand, communities with many weak ties will have a weaker local cohesion, but a stronger global cohesion.

Burt's (1992) theory on structural holes (SH) on the other hand, is more concerned with social capital in what is referred to as ego networks. The notion of the theory is that the more new information you have access to, the more likely you are to succeed or outperform persons with weaker ego networks. Let's consider person A and B; the two persons have the same number of nodes and direct ties available in each of their network, but the nodes, and therefore ties, are structured differently as shown in figure 1.

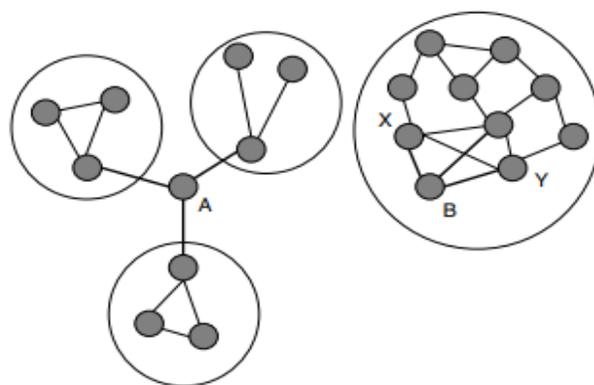


Figure 1, Borgatti & Halgin, 2011, page 4

As figure 1 shows, person B's contacts are all connected with each other in one component, thus stated by the theory the knowledge that flows in this component is circular and redundant. Person A, on the other hand, has access to three different pools of information and is therefore, according to Burt (1992), more likely to succeed and outperform person B, because of the access to non-redundant information and new ideas. The 'holes' between the different components in person A's network, is referred to as the structural holes between components, and the term 'brokerage' can be introduced here. In this case, person A has access to the social capital of brokerage (Burt, 1992).

There are a few underlying differences in the theories of Granovetter (1973) and Burt (1992), but Borgatti & Halgin (2011) addresses these as small differences in ornamentation; overall the two theories share the different underlying models of how networks theoretically work. Especially two different features are shared by the two theories; the notion of the role of structure and the notion of the network function.

The notion of the role of structure can be described when looking at the SWT-theory, where the emphasis on the strength of having weak ties, is not because a weak tie in itself is better than a strong one, but because a weak tie is a bridge to other network components; this is what is meant by the notion of structure regarding the SWT-theory. For the SH-theory the same principle on the role of the structure of a network is in play. The main thing to analyze by, when using the SH-theory, is how the ego networks are structured. The theory sort of disregards the different nodes personal attributes, such as creativity, personality, influence, power etc. The idea is not that personal attributes doesn't play a role, these two theories merely focuses on the structure of networks, but in the end, it is important to both investigate effects of structural differences and attributes, and how these acts to yield outcomes.

Network flows

The notion of network function describes how both the SWT- and SH-theory have an implicit theory of network function built into them. The function is that networks has some sort of 'flow' built into them; there can be endless types of flow, but it would typically be information, knowledge, money, etc. There is an underlying social system in the theories, where networks act at paths which enables different flows. This is also referred to as the 'flow model', which has some basic assumptions to it, one being the longer a path is the longer it takes for something to flow through it. This flow model allows us to extract some theoretical propositions, which are essentially some of the core of network theories. The first proposition is that nodes far away from all other nodes receive flows later than central positioned nodes. The second

proposition is that nodes who are positioned in a locally dense network will receive redundant flows often because the different nodes in the network are all tied together. These two propositions are also referred to as flow outcomes (time until arrival and amount of non-redundant flow received).

Furthermore, additional theoretical implications on flows movement through networks can be generated. There are variations of how flows can move through a network; imagine the flow being a dollar bill that is being passed through a network. The physicality of such a piece of paper enables it to only be at one place at a time (granted, a dollar bill can be ripped into pieces, but then it would not be valid as a currency), thus moving from one node in a network to another at the time. Alternatively, consider a virus; a virus has the ability to copy, so when it reaches person A and transfers to person B, person A retains a copy of it. By looking at the path of a flow in a network, it is possible to say whether the flow has travelled through a true path, trail or a walk. A true path is when a piece of flow, for example a virus travels through a network, but only visits the different nodes once (for the sake of this argument, the virus doesn't visit the same nodes more than once because of immunity or that the node is dead). A trail is when a flow travels through nodes several times; gossip is a good example; it might not revisit ties, but the same piece of gossip can be received many times from different persons. Finally, the trail is a piece of flow that does not have any restrictions regarding being reused in nodes or ties; a dollar bill is the perfect example here. You can use a dollar bill in a store one day and receive the same dollar bill again at a later point in life; either from the same store or from somewhere else.

Having considered the different theoretical implications for the flow model, this next section will focus on describing further the different types of flows, that typically exists in networks.

Social capital

The main intuition of social capital is that the goodwill others have toward us is a valuable resource. In this case goodwill is referred to as sympathy, trust, and forgiveness offered to us by friends and acquaintances. If goodwill is the substance of social capital, its effects flow from the information, influence, and solidarity such goodwill makes available (Adler & Kwon, 2002).

Social capital's sources lie in the social structure where the actor is located. We can differentiate social capital from other types of resources by the specific dimension of social structure underlying it; social capital is the resource available to actors as a function of their location in the structure of their social relations. We can distinguish conceptually among three dimensions of social structure, each rooted in different types of relations (Adler & Kwon, 2002):

- 1) Market relations, in which products and services are exchanged for money or bartered.
- 2) Hierarchical relations, in which obedience to authority is exchanged for material and spiritual security.
- 3) Social relations, in which favors and gifts are exchanged. It is this third type of relationship that constitutes the dimension of social structure underlying social capital.

In what sense is this resource a form of capital? There have been complaints about the indiscriminate and metaphoric importation of economic concepts into sociological literature and refer to the social capital literature as an example of "a plethora of capitals." Social capital resembles some kinds of capital and differs from others (Adler & Kwon, 2002). First, like all other forms of capital, social capital is a long-lived asset into which other resources can be invested, with the expectation of a future (yet uncertain) flow of benefits. Through investment in building their network of external relations, both individual and collective actors in a network can augment their social capital and thereby gain benefits in the form of superior access to information, power, and solidarity; and by investing in the development of their internal relations, collective actors can strengthen their collective identity and augment their capacity for collective action.

Second, like other forms of capital, social capital is both "appropriable" and "convertible". Like physical capital, which can typically be used for different purposes (although not necessarily equally efficiently), social capital is appropriable in the sense that an actor's network of, say, friendship ties can be used for other purposes, such as information gathering or advice. Moreover, social capital can be "converted" to other kinds of capital: the advantages conferred by one's position in a social network can be converted to economic or other advantage. Among the several forms of capital identified by Bourdieu, economic capital is most liquid; it is readily convertible into human, cultural, and social capital. By comparison, the "convertibility rate" of social capital into economic capital is lower since social capital is less liquid and more "sticky".

Third, like other forms of capital, social capital can either be a substitute for or can complement other resources. As a substitute, actors can sometimes compensate for a lack of financial or human capital by superior "connections." More often, however, social capital complements other forms of capital. For example, social capital can improve the efficiency of economic capital by reducing transaction costs.

Fourth, like physical capital and human capital, but unlike financial capital, social capital needs maintenance. Social bonds must be periodically renewed and reconfirmed or else they lose efficiency. Like human capital, but unlike physical capital, social capital does not have a predictable rate of depreciation-for two reasons. First, while it may depreciate with non-use (and with abuse), it does not

depreciate with use. Like human capital and some forms of public goods, such as knowledge, it normally grows and develops with use - for example, trust (which is argued as a key source of social capital) that is demonstrated today typically will be reciprocated and amplified tomorrow. Second, while social capital sometimes is rendered obsolete by contextual changes (see Sandefur & Laumann, 1998, for examples), the rate at which this happens is typically unpredictable so that even conservative accounting principles cannot estimate a meaningful depreciation rate.

Fifth, unlike many other forms of capital, some forms of social capital are "collective goods" in that they are not the private property of those who benefit from them (Coleman, 1988). This is particularly true of internal, bonding social capital; the use of such social capital is nonrivalrous; one person's use of it does not diminish its availability for others, but (unlike pure public goods) its use is excludable, which means that others can be excluded from a given network of relations.

Sixth, some researchers (e.g., Coleman, 1988) have argued that social capital is unlike all other forms of capital in being "located" not in the actors but in their relations and connections with other actors. *"No one player has exclusive ownership rights to social capital. If you or your partner in a relationship withdraws, the connection dissolves with whatever social capital it contained"* (Burt, 1992, page 58).

Lastly, social capital is unlike other assets that economists call "capital" because investments in its development do not seem amenable to quantified measurement, even in principle (Solow, 1997). Even if the benefits that flow from social capital can be measured, the capital label should be taken somewhat metaphorically as long as the effort involved in building social networks cannot be measured.

Social capital is thus; *"The goodwill available to individuals or groups. Its source lies in the structure and content of the actor's social relations. Its effects flow from the information, influence, and solidarity it makes available to the actor."* (Adler & Kwon, 2002, page 23).

Human Capital

Economists have long known that people are an important part of the wealth of nations (Schultz, 1961). Nations invest in schools and education and firms invest in further education of its employees to drive output in the long run. Furthermore, we as individuals also invest in ourselves and these investments are largely based on a better future. The thought of investment in human beings is offensive to some among us. Our values and beliefs inhibit us from looking upon human beings as capital goods, except in slavery (Schultz, 1961). However, by investing in themselves, people can enlarge the range of choice available to them. It is one way free men can enhance their welfare and future prospects. Observations

showing younger workers have a competitive advantage; for example, young men and women entering the labor force are said to have an advantage over unemployed older workers in obtaining satisfactory jobs. Most of these young people possess twelve or more years of school, most of the older workers six years or less. The observed advantage of these younger workers may therefore result not from deviations in social security or in retirement programs, or from sociological preference of employers, but from real differences in productivity connected with one form of human investment, i.e., education. And yet another example, the curve relating income to age tends to be steeper for skilled than for unskilled persons. Investment in on-the-job training seems a likely explanation (Schultz, 1961). Young men and women are more open to move than older workers. Surely this makes economic sense when one recognizes that the costs of such migration are a form of human investment for a better future. Young people have more years ahead of them than older workers during which they can realize on such an investment. Hence it takes less of a wage differential to make it economically advantageous for them to move, or, to put it differently, young people can expect a higher return on their investment in migration than older people (Schultz, 1961).

Financial capital

Financial capital refers to the money used to help pay for physical goods or other items needed to build products or services and can also be referred to as investment capital. Sources of financial capital can be grouped into debt and equity. Debt often include bank loans and corporate bonds and must be paid back with interest. The advantage of debt is the lender does not have an ownership in the business. Financial capital can also be gained by selling a share of the company and thus ownership. This is called equity. Investors may be willing to spend money and become shareholders if they believe in the company business model and strategy and expect an acceptable return on their investment. The company then use this money to acquire the capital goods they need to generate a profit or grow. The difference lies in the risk. The lender may not believe that they will get their money back because they feel uncomfortable with the risk associated with the business. On the other hand, the investor provides money to the business for a certain share of the company with the expectation that the company will grow and make money (Higher Rock Education and Learning, 2018).

Theory of networks

As mentioned earlier there exists an extensive body of knowledge on network outcomes and on how network structures can contribute to the creation of outcomes at different levels of analysis; this is referred to as network theory. However, there has been less attention on understanding why and how organizational networks emerge, evolve, and change; this is referred as theory of networks. This section will seek to provide a theoretical answer as to how organizational networks emerge, evolve and adapt.

Ahuja, Soda and Zaheer (2012, page 434) defines organizational networks as "*representations of connections between organizations or organizational units*". An understanding of network dynamics is important for various reasons. Most importantly, an understanding of network outcomes may seem insufficient and potentially flawed without a degree of knowledge of the creation and evolution of the underlying network structures. For example, the recognition that networks are mechanisms to create social capital which serves as a basis for social benefits or private advantage. On the other hand, the benefits provided by networks to their components or members and their role as a source of value, up to and including competitive advantage for firms are dependent on the network architecture and its evolution over time. The understanding of network dynamics is also important because of potential bias by network participants in creating network structures that benefit them, and thus will deliberate network modifying by actors in the present potentially affect network structure later. Another matter for network dynamics is that networks often create significant functional roles at many levels. For instance, networks in society can serve as bodies of institutions that facilitate or constrain economic action, as mechanisms of information or influence diffusion at the interorganizational level, or as governance of mechanisms that constrain opportunism and enhance trust at the intra organizational level. Such functional effects are contingent on the existence of specific network structures or architecture.

Considering the dynamics of a closed governance network, it is suggested that as the number of nodes in a closed network grows, the number of ties needed to keep the network closed grows exponentially. However, not all networks can manage this exponential growth given the carrying capacity of the firm or individuals. Therefore, there are differing outcomes based on changes and evolution of a given network. Different network structures may also imply differential advantages or constraints for the actors in the network. Thus, an understanding of the evolvement of a given network architecture can help in predicting and understanding the changes in distribution of benefits and constraints emerging from the network.

Defining a network structure can be conceptualized in terms of three parameters; the nodes that comprises the network, the ties that connect the nodes, and as a result of these connections the patterns or structure in the network. Network architectures are thus associated with the number, identity, and characteristics of nodes, the location, content, or strength of ties, and the pattern of interconnection or ties between nodes. Network architecture can thus change due to the addition or subtraction of nodes, or if the characteristics of one or more of the nodes change. This is not limited to node capabilities, but also when ties between nodes are created, dissolved, or changed in terms of strength or content (what flows through the tie). An example of changed flows in a tie would be when business associates becomes friends. Ties between nodes can also constitute of several different distinct flows. All these changes in nodes, ties and flows are factors that change the network structure for better or worse.

Ahuja, Soda and Zaheer (2012) argues that there are three factors that shapes network structure; 1) the dimensions of network change, 2) the microfoundations of network change, and 3) the microdynamics of network change. When conducting a network analysis, it is crucial to distinguish between two levels of analysis - the level of whole-networks and the level of ego-networks as network dynamics at each level are related, but also distinct.

Dimensions of network change

In the ego network, the most common dimensions of variance for the focal node are; 1) its centrality, and 2) the presence or absence of structural holes in its immediate or indirect ties. In this type of network, dynamics can be reflected in increasing or decreasing centrality as well as structural holes. From an outcome perspective, centrality has numerous potential benefits such as access to diverse information or higher status or prestige.

For the whole network there are five dimensions of change in network structure (Ahuja, Soda and Zaheer, 2012, page 436-437):

- 1) The degree distribution of nodes; *the relative frequency of the occurrence of ties across nodes or the variance in the distribution of ties in the network. A network could have a few nodes that are characterized by many connections to other nodes in the network while many other nodes have relatively few ties.*

- 2) The connectivity of the network; *is captured in the diameter of a network, which in turn reflects the largest path distance between any two nodes of the network.*
- 3) The pattern of clustering in the network; *refers to the degree to which the network is formed of tightly interconnected cliques. The emergence of interconnected subgroups, or network partitions or cliques, suggests that the network is being differentiated into a variety of distinct subnetworks or communities.*
- 4) Network density; *refers to the proportion of ties that are realized in the network relative to the hypothetical maximum possible. In organizational settings, higher network density may be reflective of network closure, a condition that in turn may be associated with the development of norms.*
- 5) The degree assortativity of the network; *reflects the degree to which nodes with similar degrees connect to each other. Positive assortativity implies that high-degree nodes connect to other high-degree nodes and low-degree nodes connect to other low-degree nodes.*

Microfoundations of network change

By microfoundations, the authors mean “*basic factors that drive or shape the formation, persistence, dissolution, and content of ties in the network*” (Ahuja, Soda and Zaheer, 2012, page 437).

In general, four different primary microfoundations can be identified to explain the evolution of networks (Ahuja, Soda and Zaheer, 2012, page 437-438).

- 1) Agency; *refers to the focal actor’s motivation and ability to shape relations and create a beneficial link or dissolve an unprofitable one, or to shape an advantageous structure.*
- 2) Opportunity; *reflects the idea of the structural context of action and includes the argument that actors tend to prefer linking within groups rather across them.*
- 3) Inertia; *includes the pressures for persistence and change and refers to the durability of social structures as well as the social processes by which the focal actor’s actions are influenced, directed, and constrained by norms and institutional pressures.*
- 4) Exogenous; *factors that emanate from beyond the network or from simply random processes, whether generated inside or outside the network.*

Network microdynamics

The microfoundations operate via. Mechanisms referred to as microdynamics. Examples of microdynamics can be *homophily* which is the tendency of individuals to associate and bond with similar others, or the opposite, *heterophily* which is the tendency of individuals to collect in diverse groups. These microdynamics cause changes in the network membership through dissolution or formation of ties, changes in ties, changes in tie content, strength and multiplexity as well as the transformation of node attributes. The complex combination of microdynamics at the node and tie level affects the ego network. However, the aggregation of ego-level changes determines the structural evolutionary trajectory at the whole level of the network. On the other hand, structural transformations at the whole network level, creates new opportunities and constraints that in turn networks microdynamics, and thus ego level ties and nodes.

Thus, structural changes on the whole-network level, and the microdynamics at the tie and node level ego-network, coevolve in a complex, interdependent fashion, which can be seen in figure 2.

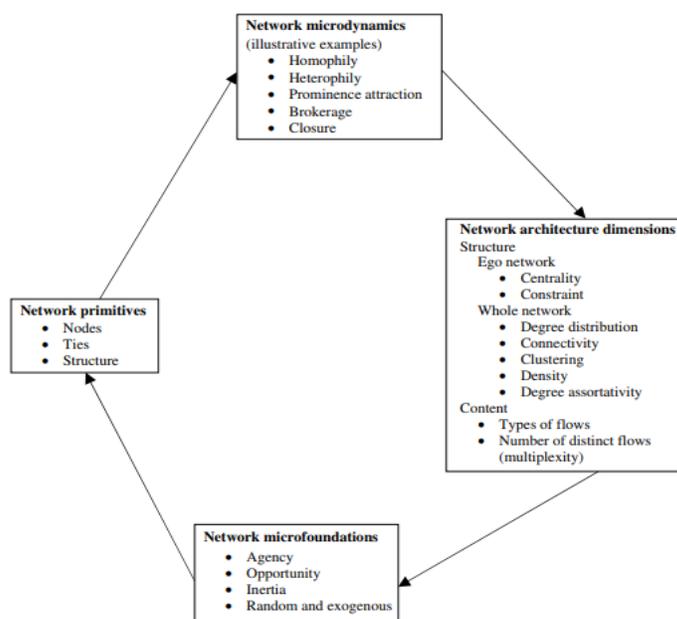


Figure 2 - Understanding Network Dynamics, Ahuja, Soda, and Zaheer, 2012, page 440

Example of Different Network Structures

In this section different examples of network structures will briefly be described

Small-World Network

The Small-World phenomenon has been subject for a lot of wonder and fascination. The experience of meeting a complete stranger with whom we apparently have a little in common with and realizing that we have a mutual friend or acquaintance. The meaning of small-world has the underlying idea that almost every element in a given network come “close” to every other element, even those who are perceived to be far away (Watts, 1999). A significant feature of the small-world phenomenon is that the presence of a very small fraction of a long-range short cut can lead to the coexistence of high local clustering and a small global length scale. Its existence is not predicted by current network theories, yet it seems likely to arise in the real world in a wide variety across the globe.

Cluster Network and connectivity between

Cluster networks are geographical local clusters, typically highly specialized in certain areas. These networks are generally speaking having two advantages; specialization in particular sectors and industries and diversity of related and mutually supporting local activities. For these networks, the internal structure plays a vital role for ensuring longevity and success. However, geographically disconnected clusters are related to the world not only through competition and trade but also through resource flows. The forces of globalization have increased competition between clusters as for example goods, services, and information have been made more accessible, and at the same time increased the potential gains from trade from resource flows between clusters. These firms are now linked globally, which has created access to knowledge, investments and other types of flows between former disconnected clusters (Lorenzen & Mudambi, 2012).

The relevant, existing academic theory on networks has now been accounted for, thus allowing for this theory chapter to shift focus to a narrower perspective. In this next part, theory on diasporas will be described. The theory is more non-academic than the above network theory, allowing a combination of the two; an academic network theory, and a more hands-on diaspora theory.

Diaspora theory

There are many different definitions of what a diaspora is grounded in time of history and place of birth. One common definition that embraces the most common definitions is Cho (2007) who argues that “*diaspora, in its most basic sense, refers to a scattering of peoples who are nonetheless connected by a sense of a homeland, imaginary or otherwise*” (Cho, 2007, page 2). For the full review of the historical development of diaspora definitions, we refer to the empirical setting chapter in this paper.

As previously stated countries are increasingly putting focus into engaging with their diasporas. 250 million people are living outside the country they were born in. It is estimated that there are more than 450 diaspora initiatives in 56 different countries, which has all been initiated within the last 10 years. From this, it is natural to raise the question as to why diasporas are worth allocating resources to. The Irish company DiasporaMatters has developed a report in 2017, which suggests answers to this question. This section will attempt to describe the general perspectives made in the 2017 report (DiasporaMatters, 2017).

Although the word diaspora has existed for many years, it is only within recent years that countries have started paying attention to engaging in it. Diaspora as a term, is in today's world commonly used as a generic description of communities of migrants living or settled permanently in other countries, who are still aware of their origins and identity, and who maintains some sort of contact with their home country. As the report (DiasporaMatters, 2017) puts it, the world is shifting from the information age to the networked age; a vertical, hierarchical world is being replaced by a horizontal world of networks. In an increasingly globalized and complex world, diaspora networks are now considered to be a new dynamic factor in the global economy. Migration flows have gone from being one-way, with people moving, to being two-way. Aside from people also ideas, knowledge, goods, services, and finances are migrating across country borders. As such, the traditional boundaries for countries and nationalities are altered; this is also referred to as a world beyond states. Diasporas can be considered as bridges to knowledge, expertise, networks, resources, and markets for their home countries. With globalization, we are seeing the emergence of ‘global citizens’; people who are globally educated, multilingual and who are part of networks in series of countries, and furthermore has the skills, resources, and contacts to be of aid to their home country. Globalization and technology allow diasporas to be more interconnected and keep in touch with their home country, whereas in the old days one was gone for good after emigrating.

Typically, people taking on an active role as a part of a diaspora, are highly skilled and successful in their new countries, and they have a willingness to involve themselves with their home countries and contribute with their skills and capabilities. In a more fragmented, globalized, and divided world it is

necessary for countries to create larger commonwealths of shared resources. Before technology enabled the interconnection of diasporas, emigrants were considered to be ‘brain drain’ for a country, as they would bring their skills and capabilities with them to their new country, and it would be lost for their home country. Today, diasporas, which arises from emigration, are increasingly considered as ‘brain gain’ or ‘brain exchange’ as the emigrants from a country can now be used as resources for a country, without even returning to their home country. As the competition for talents, investments, tourists, conventions, innovations etc. are becoming fiercer, diasporas can be used to influence decision makers by making introductions, setting up meetings, and acting as ‘trade ambassadors’. DiasporaMatters (2017) also refers to diasporas as ‘low cost foreign policy’.

Another way to look at diasporas, is as a source of ‘soft power’, which is the ability to get what you want through attraction rather than coercion. It is also referred to as ‘smart power’. When engaging with the strategic use of a country’s diaspora, soft power can be converted into hard impacts. Typically, diasporas are very well positioned to influence their country’s nation branding, as they can help with spreading messages and narratives in their new countries.

As migration flows are changing, there is now also a tendency to include people with affiliation for your country, in your diaspora. It could be exemplified by a Chinese who have worked or studied in Italy but returned to China; this person could have obtained affiliation for Italy, and thus be included in Italy’s diaspora.

One final important aspect of diasporas is described as transfer of wealth. Between 2017 and 2050, there will be over 30 trillion US dollars transferred between generations, only in the US. This indicates, that there are huge amounts of money being transferred from the ‘baby-boomer’ generation, typically born between 1946 and 1964, down to younger generations. When you reach a certain age, you enter what is known as the ‘third act’ of life, and you naturally start to consider questions of legacy and inheritance. There are typically only three places that this money is transferred to; firstly, and most likely also mainly, they are transferred to heirs. Secondly, they are transferred to governments in the form of taxes. Thirdly, they are given away as philanthropic donations, e.g. to schools, hospitals, libraries etc. All three ways of transferring wealth, enables the wealth to end up in the contributor’s ancestral home country. Thus, there is a huge amount of potential for securing capital, when engaging in diasporas. In 2016, diasporas were the source of over 600 billion US dollars given away as remittances.

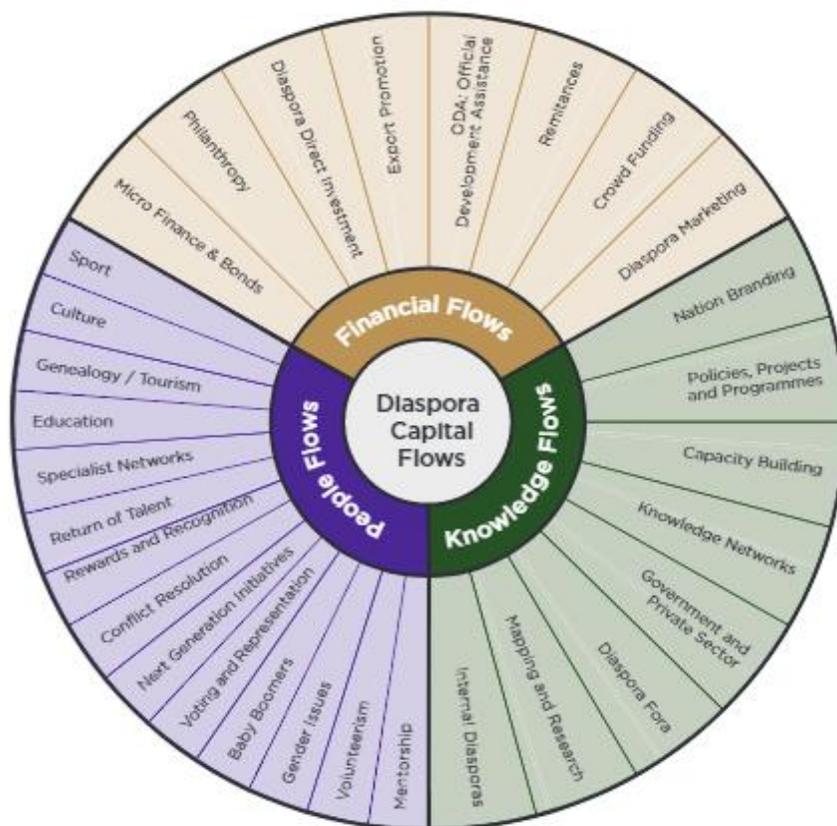
Diaspora capital is a term which sums up all the overseas resources available to a country/city/location. It consists of people, networks, finances, ideas, attitudes, and concerns for people's places of origin, ancestry, or affinity. Diaspora capital can be divided into three different flows; people, knowledge, and financial. DiasporaMatters (2017) introduces The Diaspora Wheel, which is a visual representation of diaspora capital, and its sub-categories.

The Diaspora Wheel

The Diaspora Wheel shows the different diaspora capital flows that can be accessed by engaging with diasporas. Diaspora capital flows refers to those resources that are available to a country, region, city, organization, or location and is made up of people, networks, finance, ideas, attitudes, and concerns for their places of origin, ancestry, or affinity.

Broadly speaking there are three types of flows; financial flows, knowledge flows, and people flows. Each flow has a set of different underlying flows which can be categorized into the specific flow. These flows symbolize different utilities of the diaspora, and how the diaspora can contribute. Even though they are different, the diaspora capital flows have similar attributes to the general network outcomes social, human, and financial capital. An argument of the shared features, and relevance, of using network theory's flow model and the diaspora theory with the diaspora wheel together, can therefore be made.

Figure 3 - The Diaspora Wheel, *DiasporaMatters*, 2017, page 8



©Diaspora Matters

Empirical setting

The first section of the empirical setting will highlight phenomenon's such as migration, immigration, and emigration. It will seek to explain, why people emigrate, where they emigrate from, where they emigrate to, and explain what happens to societies, culture, and language when people emigrate. Lastly, it will investigate the historical use and development of the term diaspora, all the way back to its original meaning of the scattering of the Jews, until its varying modern definitions.

The second section will highlight the background of this project, by looking into the Taksøe report, and explain what the status is within the Ministry of Foreign Affairs. Then, it will investigate Copenhagen Goodwill Ambassadors and what they are and what they do, and how they play a role in The Danish Diaspora landscape. Lastly, this section will highlight why the GWA & Danes Worldwide report (2016) was made, and how it contributed to start the discussion of The Danish Diaspora.

The third section will investigate other countries strategic use of diaspora and will especially highlight Ireland as a case and how they strategically have used their diaspora to engage in multiple different purposes such as cultural and financial development.

Definition of terms and historical development

Migration

The first recorded use of the noun *migration* stems from Latin in the beginning of the 1600s and originates from the verb *migrate*. To migrate has differing definitions dependent on the scientific use or the specific situation. As a verb used without an object it simply means “*to go from one country, region, or place to another*”, some species of animals typically migrate as well and in the animal kingdom migration is seen as “*to pass periodically from one region or climate to another*”. In physiology migration of a cell or a tissue is defined as “*to move from one region of the body to another*”, and in chemistry migration has two definitions: a. (of ions) “*to move toward an electrode during electrolysis*” and b. (of atoms within a molecule) “*to change position*” (Definition of migration, 2018).

What is common for all the definitions is that someone or something, whether it is an animal, human, cell, or atom travels and leaves its original location, sometimes for a better future, sometimes forced, sometimes for survival. For this thesis we will use the first definition provided on migration: “*to go from one country, region, or place to another*”. A migrant is thus the person who migrates (Definition of migration, 2018).

The United Nations Population Division estimates that there were about 244 million (3,3% of the world's population) migrants as of 2015 (Migration Policy Institute - 2, 2018). The data is gathered through official statistics on the foreign-born citizens. However, governments collect data on migrants in varying ways and most of the data is obtained from population registers and nationally representative surveys.

As just stated, the term migration covers everyone who goes from one country, region or place to another and as this thesis is interested in those who have left Denmark a further elaboration of the term is needed. In doing so, two terms evolving from migration needs to be understood: *immigration* and *emigration*. Two closely related words with the opposite meaning.

To immigrate is “*to come to a country of which one is not native, usually for permanent residence*” (Definition of migration, 2018). An immigrant is thus a person who enters another country, typically in which the person was not born. In this new country, that person would be deemed as an immigrant. To emigrate on the other hand, is “*to leave one country or region to settle in another*”. Emigrants are thus those who leave their country and will thus be stated by the country they have left as an emigrant (Definition of migration, 2018). An example would be a Dane who moves from Denmark to the US; the person would then become an immigrant in the US and an emigrant of Denmark.

Emigration history

This next paragraph will highlight the historical perspectives of emigration and seek to answer the questions of who, when, where and why people emigrate from their country or region of birth. There are several reasons explaining why people migrate such as drought, famine, job opportunities or religious freedom, which typically are called push and pull factors (Gilbert, 2017). This chapter will highlight some of these reasons for the different emigration groups.

The history of emigration can be dated all the way back to the stone age when the first human like creatures explore northwards out of Africa, beginning the process of colonizing the planet (HISTORY OF MIGRATION, 2018). The homo erectus starts scattering around in much of Asia and Europe, this move is dated to be around one million years ago. This may be too recent, as two skulls were found in Dmanisi, in South Georgia, which are said to be 1,8 million years old. Fossils of the same kind have been found in Java in Southeast Asia, Beijing in Northern China, and within Europe skulls have been

found in Greece, England and Germany. Almost one million years pass by, until the species as we know as Homo Sapiens starts crossing the waters of Southeast Asia into The Philippines and Australia in what is believed to be 60.000 years ago (HISTORY OF MIGRATION, 2018). The Ice Age played a huge role in the transmission from the mainland onto islands and into America as the effect of an Ice Age lowers the sea level up to 100 meters. It is believed that the hunter-gatherers of the Siberian pursued prey across the land and into what we today know as America, and when the ice melted there was no way back to Northeast Asia.

In a historic sense, since about 3000 BC, it is evident that identifiable groups have moved from area to area. The traces of migration are usually shared language and cultural influence such as styles of pottery or religious practices. However, some traces are also due to hostile intent and are unmistakably recognizable as a group - The Huns, the Romans, the Arab conquest and the Vikings for example (HISTORY OF MIGRATION, 2018).

Other recognizable traces of large groups are Spaniard colonials in America, slave trade from Africa, and the British commonwealth. There are many identifiable interesting movements of people through the history from 3000 BC, where culture, language, religion, and races have been mixed. The next couple of short paragraphs will highlight historical Emigration happenings AD, in the process of shaping the answer of who, when, where and why people emigrate from their country or region of birth (HISTORY OF MIGRATION, 2018).

The Migration Period from approximately 375 AD, when the Huns invaded Europe, and until approximately 568 AD, when the Lombard's conquered Italy, was perhaps one of the most influencing happenings in the early European migration history (Halsall, 2007). Many different Germanic tribes such as the Goths, Anglo-Saxons, Lombard's and the Franks migrated around Western Europe which primarily was Roman territory (Antique Roman History, 2017). During this period, tribes with differing culture, language, and religion clashed in battles for land, and has shaped European nations as we know them today.

In a Danish and Scandinavian emigration perspective, the Vikings have probably been the most influential on European culture in the Viking age of approximately 800-1050 (Sawyer, 2003). Facilitated

by, at the time, advanced sailing and navigational skills in their longboats, they expanded as far as The British Isles, The Mediterranean Sea, North Africa, Middle East, and Central Asia. Today, Viking legacy can still be found in today's European cultural history, primarily in the English language and in city or area names such as place-names ending on *-by*, *-thorpe*, or *-ton* (Viking words, 2018). The Vikings motives are debatable, some scholars believe that it was revenge for the executions of those who neglected conversion to Christianity (Simek, 2005), others believe it was an exploitation of a moment of weakness in the surrounding regions (Haywood, 1995).

Besides war and conquering, lack of food has also caused emigration. During the great famine in Ireland (1845-1849) the population fell as much as 20-25% due to mortality and emigration (Kinealy, 1994). It is estimated that since 1700, between nine and 10 million people have emigrated from Ireland, the poorest went to Great Britain, mainly Liverpool, and those who could afford it went further, this includes at least five million to the United States (Gallman, 2000). It is estimated that up to 70 million people around the world claims Irish ancestry and as many as 35 million of these are currently living in the United States (Department of Foreign affairs and Trade, 2015).

The largest forced migration in human history was the dispersal of African slaves from the 16th to the 19th century and was mainly from Africa to the Americas. It was a part of the triangular trade routes from Europe, Africa and America. It is estimated that 12 million Africans were shipped across the Atlantic during this period (Segal, 1995) to the coasts of America. The slaves were regarded as cargo and was merely seen as cheap labor to work on plantations, mines and as domestic servants. It was mainly Africans from West and central Africa who were captured and enslaved by other West Africans and sold to the Europeans. Today, it is estimated that there are up to 140 million African descendants around the world (Global African Diaspora, 2018). It is estimated that in the United States there are more than 45 million descendants of Africans (United States Census Bureau, 2017), and in Brazil the number is more than 50 million including multiracial people.

During the 1st world war in 1914-1918 it is believed that up to seven and a half million people had to flee from war inflicted areas. It was especially when German soldiers moved into Russia in 1915 that hundreds of thousands of ethnic minority groups fled into the interior of Russia. The Historian Peter Gatrell (1999) has called the flood of these refugees "*a whole empire walking*". Conversely, the Russian occupation of Austrian Galicia (now part of Ukraine), in 1914 sent many civilians in a westward direction.

Having ethnic groups split all over Europe was ultimately what set the stage of second world war, as Hitler sought to claim territory inhabited by ethnic Germans (World War I Centenary: 100 Legacies of the Great War, 2014).

During world war II it is argued that up to 60 million Europeans became refugees due to war and ethnic cleansing (Harris & Wulker, 1953). After world war II the countries of Europe were in a recovery state, which meant they had to rebuild their economies and was thus attractive destinations for potential migrants. After the war, technological improvements in travel had decreased the cost of migration. Possibly one of the most noticeable groups of emigrants were Turkish people who emigrated during the 1950's and 1960's towards western Europe and especially Germany as "Gastarbeiter" or guest workers. Likewise, did many workers from former colonies emigrate to Europe post-war (Post-World War II Migration | Globalization101, 2017).

War and ethnic cleansing was also the reason why more than four million people were forced to abandon their homes during 1991-2001 in The Balkans (Šrubař & Fňukal, 2010). Emigration for these people were mainly towards Europe and other Balkan countries. It is also estimated that up to 11 million Syrians have fled their homes since the outbreak of the civil war in March 2011. The numbers suggest that approximately one million have emigrated to Europe, almost five million to Turkey while more than six million are internally displaced in Syria (Syrian Refugees, 2018)

In recent times Europe have opened its borders internally, in fact one of the four freedoms of the European Union is the free movement of persons (European Parliament, 2017). The free movement of persons means that any EU citizen can move freely between member states to live, work, study or retire in another EU country. In 2014 Eurostat provided information that 3% (15,3 million people) were living in another member state than where they are citizens.

Globalization has also played a vital role in the movement of people, as transportation technology has allowed travel time and cost to be greatly reduced. Furthermore, the internet has enabled fast-track communication across the globe. One could argue that the globalized world has opened up for work- and study emigrants and has eased communication between emigrants and their home country

(Conradsen, 2014). Open borders and the need for specialized work in combination with increased communication and transportation possibilities has also made expat work more attractive.

Diaspora

The term Diaspora was first used for “*the scattering of the Jews to countries outside of Palestine after the Babylonian exile*” (Chander, 2001 in Aikins & White, 2011, page 191). It originates from the Greek diasporá, meaning “a dispersion” or “a scattering”, and was found in the Greek translations of the Hebrew Bible. The root form of the word can be traced back to Thucydides in his *History of the Peloponnesian War* (approximately 421 BC - 400 BC) when he used the word to refer to the scattering of the population of the Greek city-state of Aegina, after it was destroyed by the Athenians in 431 BC (Chander, 2001). Using this ancient meaning of diaspora is still common, however modern-day definitions of the Jewish diaspora can refer to the displacement of Jews other times during their history, especially after the 20th century's Holocaust. In general, the term can also refer to Jews living outside of Israel.

The meaning of diaspora has also extended to other similar experiences of others who have been driven away from their homelands. Scholars began to describe descendants of those Africans who were forced away and sold into slavery across the Atlantic, this has been named the *African Diaspora*. Harris (1993, page 3-4) described the African diaspora as “*the global dispersion (voluntary and involuntary) of Africans throughout history; the emergence of a cultural identity abroad based on origin and social condition; and the psychological or physical return to the homeland, Africa*”.

Diaspora has become a, increasingly diverse term, in the sense that being a Diaspora is not limited to specific ethnic- or religious groups. More recently used to refer to as any group migration or flight from country or region, or as Kingsley Aikins (DiasporaMatters, 2017, page 4) states it: “*it (Diaspora) is now commonly used in generic sense for communities of migrants living or settled permanently in other countries, aware of their origins and identity and maintaining various degrees of contact with their home country*”.

Another point of view is made by Chander (2001) during the examination of the ethnic studies scholar Ling-chi Wang's typology of various orientations that Chinese Americans have towards China. The

different typologies depict the different possible relationships of the diasporan individual to his/her roots; they are:

- 1) *Yeluo guigen* (to return, as fallen leaves return to their roots): The sojourner who intends to return home eventually.
- 2) *Zhancao chugen* (to eliminate weeds, one must pull out their roots): The assimilationist.
- 3) *Luodi shenggen* (to settle down or sow seeds in a foreign land and accommodate to the host society): The accommodationist.
- 4) *Xungen wenzu* (to search for one's roots and ancestors): The person with ethnic pride or consciousness.
- 5) *Shigen qunzu* (to lose contact with one's roots and ancestors): The uprooted, the alienated, the wandering intellectual away from her roots in historic China, in exile.

Kwok Bun Chan adds a sixth type, the one most typical of the diaspora model:

- 6) *Zhonggen* (to embody multiple rootedness or consciousness): The person who values his/her diverse roots.

It is noted that these metaphors provided by Ling-chi Wang depicts a wide range of feelings towards being an immigrant, and that these feelings might change from time to time as the individual may adopt different identities in different contexts.

Chander have completely discarded the *Zhancao chugen* (the assimilationist), who is not regarded a part of the Chinese diaspora, and only to a certain degree incorporated the *Xungen wenzu* (the person with ethnic pride or consciousness) and the *Luodi shenggen* (the accommodationist) as members. The last three typologies offer diaspora archetypes, and based on these, Chander (2001, page 1020) have developed the diaspora definition as follows: “*that part of a people, dispersed in one or more countries other than its homeland, that maintains a feeling of transnational community among a people and its homeland*”. This definition provided by Chander (2001, page 1020), breaks with the rather biology dependent definition of a Diaspora where the Diasporan need to show no affiliation to the Diaspora community, but is rather deemed a Diaspora based on “biologism” or identity based on biology (Chander, 2001).

Having the development of the term Diaspora in mind, it has become increasingly difficult to decide what defines a Diaspora for a specific country. It has been shown that exiled Jews have been deemed as Diasporas through millenniums, based on their religious beliefs, no matter their connection to the original Palestine. Chander (2001) on the other hand, argues that for being a Diaspora, there needs to be certain

affiliations towards the country of descentance. Ionescu (2006, in Aikins & White, 2011, page 9) notes that “*countries have adopted different ways of referring to their diasporas and the profusion of existing terms is the sign of the policy interest in these populations: nationals abroad, permanent immigrants, citizen of (X) origin living abroad, non-resident of (X) origin, persons of (X) origin, expatriates, transnational citizens*”. These terms are used to cover multiple realities that differ from country to country: “*people settled in a host country on a permanent basis, labour migrants based abroad for a period of time, dual citizens, ethnic diasporas, citizens of the host country or second-generation groups*” (Ionescu, 2006 in Aikins & White, 2011, page 9). There is no doubt that the term diaspora has developed into a looser and more generic term through its adoption by different countries. The International Organization for Migration provides a broad definition of diasporas as “*members of ethnic and national communities, who have left, but maintain links with, their homelands. The term ‘diasporas’ conveys the idea of transnational populations, living in one place, while still maintaining relations with their homelands, being both ‘here’ and ‘there’*” (Ionescu, 2006 in Aikins & White, 2011, page 9). Cho expands upon this definition by noting that “*diaspora brings together communities which are not quite nation, not quite race, not quite religion, not quite homesickness, yet they still have something to do with nation, race, religion, longings for homes which may not exist. There are collectivities and communities which extend across geographical spaces and historical experiences. There are vast numbers of people who exist in one place and yet feel intimately related to another*” (Cho, 2007, page 3).

Safran (1991, in Aikins & White, 2011, page 10) puts forward six defining characteristics of diaspora:

- 1) *They, or their ancestors, have been dispersed from a specific original ‘center’ to two or more ‘peripheral’, or foreign, regions.*
- 2) *They retain a collective memory, vision, or myth about their original homeland – its physical location, history, and achievements.*
- 3) *They believe that they are not – and perhaps cannot be – fully accepted by their host society and therefore feel partly alienated and insulated from it.*
- 4) *They regard their ancestral homeland as their true, ideal home and as the place to which they or their descendants would (or should) eventually return – when conditions are appropriate.*
- 5) *They believe that they should, collectively, be committed to the maintenance or restoration of their original homeland and to its safety and prosperity.*
- 6) *They continue to relate, personally or vicariously, to that homeland in one way or another, and their ethno communal consciousness and solidarity are importantly defined by the existence of such a relationship.*

Sheffer (1988, in Aikins & White, 2011, page 11) suggests that “*modern Diasporas are ethnic minority groups of migrant origins residing and acting in host countries but maintaining strong links with their countries of origin – their homelands*”. Docker (2001, in Aikins & White, 2011, page 11) defines diaspora as “*a sense of belonging to more than one history, to more than one time and place, to more than one past and future*”.

Background for this project

Taksøe-report

As a part of the government’s initiatives in 2016, to strategically alter the focus on foreign affairs, the Danish government initiated a project, which were supposed to unravel and clarify the challenges to Danish foreign and security policy, on the path to 2030. The Danish ambassador to India, Peter Taksøe-Jensen, was named as the person in charge of doing the unraveling, and he was given the full responsibility of designing suggestions for a new foreign strategy, crossing many central political areas (Udenrigsministeriet & Forsvarsministeriet, 2015). On May 1st 2016 a 128-pages report was presented, by the name “*Dansk diplomati og forsvar i en brydningstid – Vejen frem for Danmarks interesser og værdier mod 2030*” (Taksøe-Jensen report, 2016).

The report, as mentioned, is a review of Denmark’s external policy areas; foreign and security policy, defense policy, trade policy, export promotion policy, and development policy. It was tasked by the Danish government, to be able to navigate better in a fast-changing world, and to identify Denmark’s strategic interests regarding key global trends and challenges/opportunities in the next 10-15 years. It also includes recommendations to how Denmark can improve coordination and integration of external policy areas, and recommendations for core tasks and priorities of promoting Danish interests (Taksøe-Jensen report, 2016).

The report includes eight key areas, which it recommends Denmark to focus on; 1) Power within global military, economics, and politics is shifting towards new actors, 2) New developments in Europe and Asia, which opens up new possibilities in old markets, 3) Increasing migration towards Europe from weak and unstable nations in the Middle East and Africa, 4) Conflicts and increase in violent extremism in the Middle East and Africa, 5) The conflict between Russia and Ukraine, which creates geo-political tensions in Europe, 6) The importance of the development in Arctica, 7) The development in poor

countries, with new actors, new power-structures, and new growth possibilities, and lastly 8) New threats in the global development creates the need for a continued strong transatlantic cooperation (Udenrigsministeriet & Forsvarsministeriet, 2015).

There are several places in the report, that touches upon diaspora-related areas, and where the report suggests activities regarding engaging with the informal networks, private actors etc. However, there is no mentioning of the term diaspora anywhere. In chapter 3.2, *Fremtidens udenrigstjeneste (The foreign services of the future)*, it is stated that new actors are increasingly fighting to set the agenda. The increasing importance of networks, can prove to be an advantage for Denmark since the community of networks can provide alternative ways to influence. It is recommended that the Danish foreign services should navigate in the field between traditional, formal diplomacy and the ability to create new, informal networks of decision makers and influencers. An enhanced cooperation between public authorities, private businesses, universities, civil society, funds, pension funds, chamber of commerce's, and other actors creates a possibility to rethink the role of foreign services (Taksøe-Jensen report, 2016).

GWA & Danes Worldwide report

In August 2016 Copenhagen Goodwill Ambassadors presented a report by the name "*The Danish Diaspora – An Untapped Resource?*" (GWA & Danes Worldwide report, 2016). It was made in collaboration with Danes Worldwide, which is a non-profit, private organization who works to support Danes living abroad on different matters (Danes Worldwide, 2018). The report was presented in Copenhagen during the annual meeting of Copenhagen Goodwill Ambassadors, as a part of a yearly debate session where the Goodwill Ambassadors apply their international outside-in perspective (CopCap; Udlandsdanskere kan blive guld værd for Danmark, 2016).

The report was based on a questionnaire carried out by the two organizations. There was a total of 1024 responses to the survey; 64 Copenhagen Goodwill Ambassadors responded, and 960 responses were obtained through Danes Worldwide's channels. 81% of the responders wishes to give something back to their home country, but only 4% believes that Denmark is good at using its citizens who live abroad, and their children, as a resource. The report states that there are 200.000 Danes outside Denmark, and that they make a huge untapped resource. About 20.000 of these moves back home every year, which makes them one of the largest immigrant-groups; and they already have knowledge on Danish language and culture, but also experience to bring back home, from whatever countries they have lived in.

The responses from the report resulted in several concrete recommendations to Danish legislators. The concrete recommendations will be presented in the data findings section of this thesis and used as a part of the analysis. In summary it is recommended that *“Danish legislators pay attention to the opportunities offered by Danes with international experience – and that these legislators acknowledge the value of the resource collectively represented by Danes living outside Denmark”* (GWA & Danes Worldwide report, 2016, page 4).

Copenhagen Goodwill Ambassadors

Copenhagen Goodwill Ambassadors is a network consisting of more than 60 Goodwill Ambassadors, living and working in more than 25 countries. The Ambassadors consists exclusively of Danes living outside Denmark, holding high-level positions such as being business leaders, investors, cultural influencers, branding experts, entrepreneurs, public opinion formers, and innovators. Each Ambassador is carefully handpicked on the base of their individual network, level of influence, knowledge on different sectors, and willingness to give back to their home country. They all operate as volunteers (GWA; About, 2018).

The network was founded by Copenhagen Capacity and Wonderful Copenhagen in 1996. Copenhagen Capacity is the official investment promotion agency for Copenhagen, and Wonderful Copenhagen is the official tourism promotion agency for Copenhagen (GWA & Danes Worldwide report, 2016). The Goodwill Ambassadors work closely with the two founding organizations, and assists them in their international promotion of Copenhagen, where they help attracting international companies, foreign talent workers, tourists, conventions, and large events. The network furthermore supports the municipality of Copenhagen and the Greater Copenhagen region. The Copenhagen Goodwill Ambassadors has an annual meeting each august, were they meet in Copenhagen and get updated on how to promote Copenhagen, over three days (GWA & Danes Worldwide report, 2016).

The Copenhagen Goodwill Ambassadors is operated by a secretariat but governed by a Board of Directors who provides strategic decision making. The board consists of a Chairman, Jens Kramer Mikkelsen, and six Board members (GWA; Board Of Directors, 2018). In 2016, the Board travelled to Dublin, Ireland, to seek inspiration regarding areas within investment promotion and diasporas. Here, they met with investment promotion organization IDA Ireland, Connect Ireland, The Lord Mayor of Dublin, and The Ministry of Foreign Affairs of Ireland. The trip inspired the CEO of Copenhagen Capacity, Claus Lønborg, to think about engaging in a project on The Danish Diaspora; *“The mindset of*

having an ambassador network already exists in Greater Copenhagen, with the Copenhagen Goodwill Ambassadors, who consists of about 80 Danish business profiles living in about 30 different countries. Their efforts are very valuable, and due to the size of the network we are able to be in close contact. But as a supplement I wish to engage in a dialogue, on how we can activate an even broader network of both citizens and companies, to attract new companies and jobs to Greater Copenhagen” (Translated from Danish from; CopCap; Greater Copenhagen kan lære af Irland, 2018)

DiasporaMatters-report

The work of creating awareness amongst Danish legislators was followed by the Irish company DiasporaMatters who produced a report in 2017 (DiasporaMatters report, 2017). The report covers areas such as documentation to why engaging The Danish Diaspora can increase economic growth for Greater Copenhagen, best practice examples of other cities and regions and their diaspora activities, profiling of other Diaspora organizations and key factors for success and potential failure for diaspora activities in Denmark or Copenhagen. Ultimately, the report resulted in recommendations and advices for The Danish Diaspora and the strategical organizing of it.

Diaspora cases

This section will highlight some strategic applications made by countries who work actively with their diaspora. These cases are prime examples on how countries strategically use their diaspora with different network structure, to create different capital outcome flows.

The Irish Diaspora

Ireland was one of the first countries who recognized the importance of its diaspora, which is clearly stated in their constitution from 1937: “*The Irish Nation cherishes the special affinity with people of Irish ancestry living abroad who share it’s cultural identity and heritage*” (DiasporaMatters, 2017, page). In 2004 they created The Irish Abroad Unit within the Ministry of Foreign Affairs and Trade, which is the official government branch for diaspora. This approach was furtherly enhanced in 2015 when Ireland produced its first National Diaspora policy with a vision of: “*a vibrant, diverse global Irish community, connected to Ireland and each other*”. The Irish perception of its Diaspora is quite broad and facilitates

the inclusion of former and current Irish emigrants abroad and their descendants. Furthermore, Ireland has been a frontrunner in recognizing affinity diasporas as a part of its diaspora. The policy created by the government for their diasporas, has integrated an acceptance of the diversity that exists within the Irish Diaspora, and that the policy must reflect this homogeneity. The Irish Diaspora policy can be boiled down to two important approaches - *supporting the vulnerable and connecting with the successful* (DiasporaMatters, 2017, page 10).

The Irish Diaspora is a complex web of networks and organizations that connect people in Ireland, and across the globe, under the single banner of being Irish or feeling Irish. The Irish government has a clearly defined role to both drive and foster diaspora engagement, which has five overall themes (DiasporaMatters, 2017, page 10):

- 1) *To support those who have left Ireland and need or want support.*
- 2) *To connect those who wish to have a connection with Ireland and each other.*
- 3) *To facilitate activity that builds on and develops two way diaspora engagement.*
- 4) *To recognise the wide variety of people in the Irish Diaspora.*
- 5) *To evolve to meet the changing needs in changing times.*

The Emigrant Support Programme

Financial support is a key factor, but it is also about institutional support, for example through Ireland's network of embassies and consulates for mutual benefit.

In 2014, 210 organizations working with Irish emigrants and the diaspora in more than 20 countries spread across five continents received financial aid from the government. One of these initiatives is called the Emigrant Support Programme (Department of Foreign affairs and Trade, 2015). It aims to strengthen the international Irish community and its bond with Ireland. From 2004-2014 the Emigrant Support Programme granted 126 million Euros to various organizations supporting both grass-root communities and voluntary work, to nonprofit organizations operating on a large scale. These allocations are managed by The Irish Abroad Unit in the Department of Foreign Affairs and Trade and coordinates the programme in partnership with Ireland's embassies and consulates abroad. The details of grants are public and are published every year on the website of the Department of Foreign Affairs and Trade. For being eligible for funding through the Emigrant Support Programme, the project must include one or more aspects of the following (Department of Foreign affairs and Trade, 2015, page 25):

- 1) Celebrate, maintain and strengthen the link between Ireland and the Global Irish.
- 2) Address the diverse and evolving needs of Irish emigrants, especially the elderly, disadvantaged and vulnerable.
- 3) Facilitate access to statutory and voluntary services in their country of residence for Irish emigrants.
- 4) Foster a more vibrant sense of community and of Irish identity.
- 5) Further the outcomes of the Global Irish Economic Forum.
- 6) Support business networks to connect Irish people to each at home and abroad.
- 7) Research and define the emerging needs of Irish communities abroad.
- 8) Support development of new ways to communicate and connect with the increasingly diverse global Irish, including non-traditional diasporas.
- 9) Improve awareness and understanding of the emigrant and diaspora experience.

There are four main strategic aspects for this initiative: *Ongoing Funding Commitment*; Continuous increased funding to support emigrants and local communities in engaging with the diaspora, as well as supporting new initiatives. *Multiannual Funding*; a multiannual funding to larger partners with a proven capacity to deliver quality services and outcomes, which will enable a more strategic engagement with these organizations, setting shared goals over a number of years. *Small grants*; 20% of all Emigrant Support Programme grants in 2014 were for less than 5000 Euros. Many of these small grants have a remarkable impact for a relatively small amount. The application process for small grants must be simplified, taking into account their record of delivery and financial management. *Quality Assurance*; Rigorous quality assurance is essential to protect the integrity of the programme in the long term and robust processes are required to ensure value for money for the taxpayers (Department of Foreign affairs and Trade, 2015).

Welfare

The Emigrant Support Programme was originally established to help the most vulnerable Irish emigrant communities. This is still a main focus, but it is however, not possible for the Government to provide comprehensive welfare supports to the Irish overseas, as the programme cannot replace the local social welfare of the Irish emigrant's residence. Instead, working with civil society partners, the support can help the citizens access those services which they are entitled to. Support can also be provided for

services directly linked with their social status in culturally sensitive areas, such as mental health and wellbeing. To be entitled as vulnerable there are a number of factors including isolation, age, location, immigration status, employment status, and health. Currently, funding for welfare projects are focusing on the Irish diaspora in Britain. According to the 2011 UK Census (Department of Foreign affairs and Trade, 2015), the Irish are now the oldest ethnic group in Britain. To cater for the needs of this aging group of emigrants, the Irish Government works with a large number of groups who reaches out to elderly Irish, such as the Elderly Advice Network. Other groups who receive welfare are travelers through the Traveller Movement, prisoners through the Irish Council for Prisoners Overseas, Irish with mental health issues, and the undocumented Irish who does not have an established right to remain in the country where they live.

Networks

Following the first Global Irish Economic Forum in September 2009, the Global Irish Network (GIN) was established in early 2010. The strategic application of this network is that it brings together successful people from diverse backgrounds, based in dozens of countries worldwide, who give freely of their expertise, experience and time. GIN played a significant role in contributing to the restoration of the Irish economy and rebuilding Ireland's international reputation following the economic crisis that struck Ireland hard in 2007-2008 (Department of Foreign affairs and Trade, 2015, page 43). The network was established with three broad objectives:

- 1) *To provide a platform to assist Government and State agencies to promote Ireland's economic, cultural, and tourism messages in key-markets.*
- 2) *To provide a forum through which successful Irish business and cultural figures abroad can interact with each other, exchange views, and be kept informed of key developments in Government policy.*
- 3) *To provide a forum through which members can put forward proposals and implement practical initiatives.*

GIN is made up of 350 highly influential Irish and Irish-connected people in over 40 countries and is coordinated through the Irish Abroad Unit of the Irish Department of Foreign Affairs and Trade. The network works closely with the Irish Government, allowing the Government to mix with high-level decision makers in major corporations. GIN has provided valuable support to many Irish initiatives including The Gathering Ireland 2013 and Irish Technology Leadership Group whilst also focusing on

key economic areas such as job creation. GIN has further adapted to include higher education and even diversified to adopt regional roundtable meetings with local SMEs. Besides creating a positive brand of Ireland, GIN members can be seen as invaluable in closing credibility gaps on doing business in Ireland (Department of Foreign affairs and Trade, 2015).

Communication

Effective communication is essential to real diaspora engagement (Department of Foreign affairs and Trade, 2015). The last ten years have provided some great communication tools as information sharing and connecting with each other never have been easier. The Irish government is facilitating a two-way communication by listening to the diaspora's concerns and needs. Through Global Irish the government facilitates a hub for emigrants who wish to access information across a range of topics including on how to maintain links to, and stay in touch with, Ireland through sport, heritage, culture and Irish media outlets. The hub also provides information and help to how Irish emigrants can settle overseas and link to Irish clubs, societies, and business networks internationally. Furthermore, there is a section for those who wish to return to Ireland on jobs, training opportunities, supports for starting one's own business, and helpful information on housing and education. On the Global Irish website there is a dedicated section called All About Jobs. The section has all the latest news and information, an event calendar with all the major Government events across the country for small businesses and job seekers, and information on major Government campaigns like Action Plan for Jobs and Pathways to Work. Furthermore, there is a weekly e-newsletter available with the latest updates, job announcements, and statistics. Through social media the government is welcoming two-way communication and encourages Irish people abroad to engage. In addition, more and more Irish medias are expanding their reach from Ireland to a global reach, by being easy accessible online (Department of Foreign affairs and Trade, 2015).

Culture

Another important aspect for the Irish diaspora is the connection to the traditional Irish Culture (Department of Foreign affairs and Trade, 2015). The Irish culture reaches far corners of the world and is an effective way of strengthening links to Ireland and maintaining expression of Irish identity through generations. Main cultural focus points are the Irish language, music and dance, Gaelic sports, literature, and Irish study programmes. Irish culture is expressed all over the world, in fact there are more than

7000 Irish pubs around the world (DiasporaMatters, 2017). Through the network Irish Pubs Global the objective is to achieve a consistently high standard for Irish pubs as well as for the Irish pub brand to remain strong. Besides having Irish pubs around the globe, one of the most celebrated national days around the world is St. Patrick's Day. It is a day when those who are Irish by birth, and by descent, come together with those who are Irish by desire. St. Patrick's Day offers a platform for the Irish to engage with the world, and showcasing the best of Ireland (DiasporaMatters, 2017).

To get an understanding of how varied the initiatives are here some other honorable mentions in the strategic organizing of the Irish diaspora; the Worldwide Ireland Funds and Young Leaders, Comhaltas Ceoltóirí, the Gaelic Athletic Association, the Global Limerick Network Working Group, the Cork Foundation, the Mayo Foundation, Connect Ireland, Cpl Resources, Ireland Reaching Out, The Irish Emigration Museum, Lansdowne Club Sydney, Irish International Business Network, Irish Network USA, Irish Executive Mentoring Programme, and Northern Irish Connections (DiasporaMatters, 2017).

India

Even though Ireland is the prime example of strategizing its diaspora, other countries are strategically using its diaspora as well. One of these countries is India who realized the need for a diaspora strategy for its 27 million people of Indian origin in 70 countries. Historically India was disengaged with its diaspora. There was a preference for local capital over foreign capital as the diaspora were not seen as contributing to India's economic development. There was a general belief that only resident Indians were worthy of contributing to the economy and the country turned its back on many well connected and talented Indians. In 1991 India was forced to rethink its myopic attitude towards its diaspora due to a balance of payments crisis. The government started to issue diaspora bonds, and the goal of two billion dollars was rapidly exceeded. This was repeated in 1998 and 2000 until the government appointed a high-level commission on the diaspora to analyze the location, situation, and potential development role of its diaspora. The commission found that the diasporas efforts at 'payback' were being stalled due to a 'unresponsive policy and implementation environment in India' (DiasporaMatters, 2017). The interesting part of this matter is that the diasporas were quite frank and honest in their opinions and criticisms of the current situation in India.

The commission took two years to finalize their work and resulted in the development of a new Ministry of Overseas Affairs. This resulted in the launching of a comprehensive package of initiatives and incentives with the goal of building stronger links with the diaspora. Initiatives started following the commission included (DiasporaMatters, 2017, page 23-24):

- 1) The inauguration of the annual Paravasi Bharatiya Diva, Overseas India Day Conference, held on 9th of January each year. The conference has been going on since 2003 and in 2017 it attracted 1800 participants from 72 countries and 5400 from India. At the conference individuals of exceptional merit are honored by the president of India. Over 15 awards are distributed each year, and until now more than 150 members of the Indian diaspora have been honored. In 2015 one of the awardees was Satya Nadella, CEO of Microsoft.
- 2) The launching of a new Overseas Citizenship. Currently 1,7 million Indians are holding such a citizenship.
- 3) The establishment of the Overseas Indian Facilitation Centre (OIFC) to encourage inward investment.
- 4) Introducing scholarships for Indian children overseas to study in India.
- 5) The establishment of the India Development Foundation to facilitate Indian diaspora philanthropy.
- 6) Setting up the Prime Minister's Global Advisory Council to serve as a high-level entity to draw upon the talent of the best Indian minds wherever they may reside.

The capability of the Indian diaspora can be seen by the success rate of the Indian diaspora in USA (DiasporaMatters, 2017). Although they only make up 1% of the American population they are the highest paid and highest educated national subgroup. Indians are now head of some of the world's most valuable companies such as Google, Microsoft and Pepsi. Since 2000 over 800.000 Indians have migrated to USA and many of these already had degrees from India, mainly from IIT colleges. Another group of these went to elite colleges in USA and retained the connections with friends, family and business contacts back in India. There are now over two million Indians in USA. One of the poorest countries in the world has over one generation created one of the richest and most successful diaspora networks in the most powerful country in the world. According to Aspen Institute Diaspora Investment Alliance there are about 67.000 Indian millionaires in USA with assets of more than 80 billion dollars (DiasporaMatters, 2017). The Indian Prime Minister Narendra Modi has put the Indian diaspora 'front and centre' of his foreign policy. Since coming to power, he has had a number of major Indian diaspora gatherings in USA, Australia and the UK. He often speaks about how Indian 'brain drain' can be turned

into 'brain gain' and has publicly urged the Indian diaspora to help developing India by contributing and investing its expertise in India. Through their diaspora, India has fundamentally changed in a relatively short time. From a zero engagement at the start of the century, the diaspora is now central to India's foreign and economic policies.

There are also other powerful Indian diaspora networks worth to consider; TiE (The Indus Entrepreneurs), AAPIO (American Association of Physicians of Indian Origin), AAMA (Asian American Manufacturers Association), AARA (Asian American Retailers Association), AACSA (Asian American Convenience Store Association), Asian American Hotel Owner's Association (AAHOA) (DiasporaMatters, 2017).

Other diaspora initiatives

Advance Australia

A non-profit built on a public-private partnership model with a community that expands over 40.000 people in 90 countries. It is estimated that one million Australians live outside Australia, and more than two million people have partly- or fully taken their education in Australia and returned home. The mission is to turn these millions of people that lives abroad into a powerful knowledge network and a resource.

Taglit-Birthright Israel

An all-expense paid ten-day educational tour of Israel. The trip is open to participants between age 18 and 26 who have never been to Israel on an education tour and have at least one Jewish grandparent. Since 2000 more than 500.000 young Jewish adults have participated in the trip. The trip fosters participant's understanding and identification with Israel, as well as strengthening their Jewish identity. The initiative is funded by Jewish philanthropists from North America, the government of Israel, and local Jewish communities around the world.

Organization of the Swiss Abroad (OSA)

OSA represents Swiss expatriates' interests in Switzerland. It provides Swiss living abroad with a wide selection of services including information on what is happening in Switzerland. OSA is supported by 750 expat organizations around the world. It was founded in 1916 and is recognized as the representative organ of the 'fifth Switzerland'. Swiss Abroad is the third biggest canton as 762.000 Swiss citizens live outside Switzerland. 11% of the population and $\frac{2}{3}$ of the Swiss abroad live in Europe. According to Article 40 in the Swiss Federal Constitution, OSA aims to maintain close relations between Switzerland and its citizens abroad. They publish newsletters and a bi-monthly newspaper, Swiss Review. Furthermore, to strengthen the link between Swiss abroad and Switzerland they have created the website SwissCommunity.org. As a globally integrated and connected economy, Switzerland relies on its diaspora and the international mobility of its citizens. The Swiss diaspora is of unique importance as they act as external viewers in their homeland, and when abroad they help shape the image of Switzerland.

Global Lithuanian Leaders (GLL)

Established after the first Lithuanian Economic Forum in 2009. The organization seeks to develop and expand Lithuania's standing in the global community by utilizing the talents of leading countrymen and people with affinity to Lithuania who are outstanding in their field. The mission is to bring together Lithuania's most successful and experienced international professionals to inspire, educate and enhance opportunities of Lithuania's growing business. There are approximately 900 members in 45 countries. GLL runs several programs including a mentor programme for Lithuanian students around the world called LT Big Brother. Furthermore, GLL runs the Global Lithuanian Awards, which aims to recognize the talent and ambition for Lithuanians home and abroad, who are current or future leaders in their field. The organization is non-profit and non-governmental and relies on the generosity of its supporters and network members.

Data findings

In this chapter the empirical findings will be presented. They will be presented as objective as possible, to be unbiased and used later in the analysis.

Denmark as a case

This section of the data findings will establish the reason for why, who, when, and where Danes have emigrated to, throughout the history. When the Danish emigration patterns have been established, the mapping of the current Danish geographical whereabouts will be done. Ultimately, the current potential Danish Diaspora is mapped by reviewing all the known Danish networks, organizations, societies etc. as it is assumed that the people who are engaging in these, are the ones who have shown various degrees of affiliation for Denmark.

Danish emigration

Denmark has, as many other European countries, been part of the emigration waves in the 19th and 20th century. Emigration from Denmark is often divided into three different time periods; early migration before 1868, emigration from 1868-1914, and after 1914.

Emigration up to 1868

It is difficult to estimate how many people left Denmark before 1868 as no public or private authorities kept records on the Danish emigrants. It is however, estimated that a total of 18,000 emigrants had left Denmark in 1868 (Buch-Jepsen, 2018). This data is mainly provided by US Immigration Statistics from 1820-1868. Data on emigration before 1820 is scarce, in fact Denmark had a royal ban on emigration from 1753-1820 (Hvidt, 1966). In 1868 the Danish authorities passed a law to protect the emigrants after a series of unfortunate incidents of ticket fraud. From now on, all tickets sold had to be validated by the local police office, as well as ticket agents had to deposit a larger sum of money in case incidents should occur. These recordings allowed the Danish authorities to register Danish emigrants leaving indirectly through an English or German port. It was not until an amendment in 1872 that the scope of the law was applied to Danish ports as well (Hvidt, 1966) The records however, does not cover Danish emigrants leaving from other ports with tickets acquired outside of Denmark, or Danish sailors.

Emigration from 1868-1914

Reasons for emigration in this time period can be classified in two groups: the general, constituting the much larger part, and religiously motivated, which accounted for a larger proportion in Denmark than for other Scandinavian countries (Hvidt, 1966).

When discussing why Danes and Europeans emigrated in general, there are typically two factors which was in play, the pull-factor and the push-factor. The vast majority of scholars believe that the pull-factor have been the strongest influence, however it is argued that both aspects have been in place during this time period (Hvidt, 1966). During the industrial revolution, Europe experienced another demographic revolution produced by a steeply rising excess of births. The expansion of population along with better education and other factors, increased mobility in Europe and increased migration from rural areas to urban areas. This great expansion of population meant that more food supplies, jobs, housing etc. was needed, which created a push-factor. On the other hand, a life offering the individual more opportunity or future self-betterment in America, where people could get their own land and start their own businesses created a pull-factor (Hvidt, 1966).

In this time period, the gender ratio for the general Danish emigrant was 52% men, 26% women and 22% children. The predominance of men among the general emigrant seems to have increased as the first world war was approaching; in 1901-1905 63% of Danish emigrants were men (Hvidt, 1966). Data also shows that emigration from rural areas of Denmark were dominant from 1872-1885 accounting for 63%, compared to 16% from Copenhagen (Hvidt, 1966). This data is however based on emigrants' statements of their last place of residence and not place of birth. The question is thus whether if this urban emigration was a product of emigration by stages; whether these emigrants from the rural areas were in fact not native of rural areas. Data from 1901-1914, however shows that a large proportion of emigrants had tried their luck away from their place of birth before leaving the country (Hvidt, 1966).

As mentioned, the other group of emigrants were the religiously motivated. Another push factor to regard, was authorities taking hard measures against one of the religious groups; the Mormons. The Mormons in Denmark were settled in the northern part of Jutland, who accounted for a larger proportion of the religiously motivated emigrants. It was especially from 1862 and onwards Danish Mormon emigration began, mainly to Salt Lake City, Utah (Hvidt, 1966). Mormon emigration has different

characteristics than other emigrations. First, the flow was fairly constant each year, and the main period for emigration was around 1862-1864, with a descending tendency during the 1890s, when the general emigration was on a massive scale. A notable feature for Mormon emigrants was that women and children under 12 years, were the majority. The ratio between men, women and children from 1879-1882 was 25% men, 36% women and 39% children.

The vast majority of emigrants from Denmark went to the United States. Before 1900 most of these settled as farmers compared to after 1900 where the tendency to make for the larger towns was increasing (Hvidt, 1966). Another tendency in Danish emigration was that a higher percentage went to other countries than the United States. Compared to the Scandinavian neighbors Norway and Sweden, 12,4% of Danish emigrants went to other countries compared to 4,8% for Norway and 3,4% for Sweden (Hvidt, 1966). Hvidt (1966) suggests that the fact that so many Danes went elsewhere may be explained by the context of Denmark's possession of colonies in the Caribbean, which traditionally gave it a closer association with the tropics than our Scandinavian neighbors. For example, did 13.000 Danes emigrate to Argentina, and today there are as many as 40.000 with Danish roots. Some of these emigrants still speak Danish (Winzor, 2003). It is estimated that about 287.000 people emigrated during this period (Buch-Jepsen, 2018).

Emigration after 1914

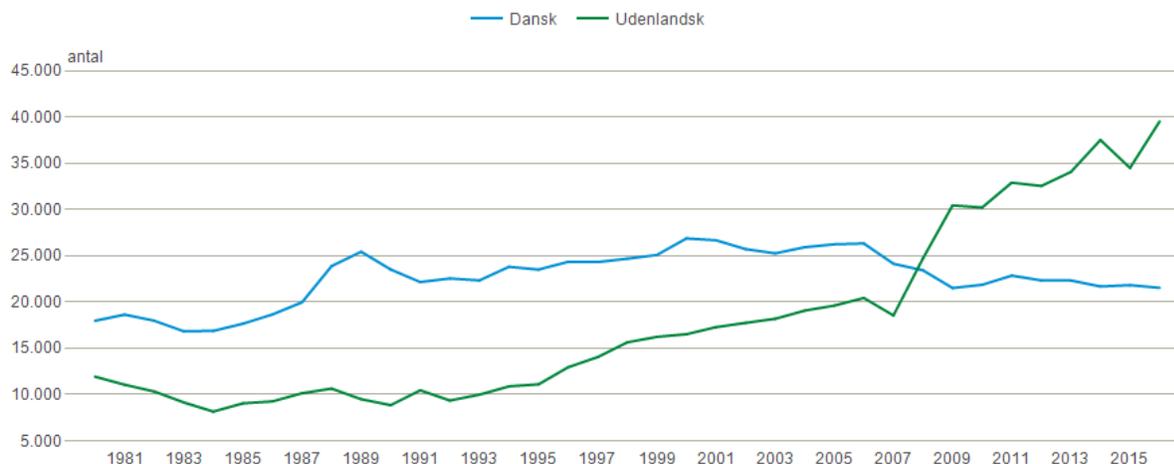
Data from 2000, states that emigration decreased during the 1920's until the end of World War II. This is mainly explained due to The Great Depression in the 20's and the effect on migration from World War II (Danmarks Statistik, 2000). After the end of World War II, migration streams increase once again. From 1945-2000, 20.000-40.000 people emigrate from Denmark each year, in these numbers, guest workers and refugees who have immigrated to Denmark but left Denmark again, are also accounted for. Emigration from Denmark can mainly be divided into two different groups; Danish citizens with a Danish passport and people with a Danish CPR number without a passport (Graph 1).

There exist data on Danish citizens with a Danish passport which states that approximately 15.000-25.000 Danish citizens emigrated every year from 1966-2016 (Danmarks Statistik, 2000). As seen on Graph 1, Danish emigration of Danish citizens has been on its highest, in the late 1980's and in the late 1990's, until the economic crisis in the 2000's. More than 25.000 emigrants left the country in these

years, and after the economic crisis in the 2000's the number of emigrants stagnated to around 22.000 each year (Danmarks Statistik, 2011).

Udvandring

Statsborgerskab:



Kilde: Danmarks Statistik

Graph 1 - Emigration from Denmark 1980-2016 (Danmarks Statistik, 2011)

*Emigrations to Greenland and Faroe Islands are incorporated in Danish citizenship which averages to approximately 3.500 people every year.

Of these emigrants it is estimated that 70-80% return to Denmark within 10 years (Mouritsen & Jensen, 2017). Among those Danish citizens who emigrate, a large proportion is made up of the young and highly educated (Mouritsen & Jensen, 2017), conversely to what happened during the emigration 100-150 years earlier, where it was lack of jobs and poverty which were some of the main factors for emigration. *“Those who emigrate are often resourceful young Danes. Well educated, young people, who has the liberty and the mobility and are in no way frightened of neither foreign languages nor different society normalities”* (Translated from Conradsen, 2014). It is typical for economic reasons that these young people emigrate, typically there will be an increase in income and a decrease in tax rates. *“We know from research that especially highly educated Danes, who feels they have a low salary in Denmark, tries themselves internationally. The goal is to improve ones lifestyle, and in doing so the economic aspect weighs heavily”* (Translated from Conradsen, 2014). Besides economic reason for emigration, love is also an explanation as it can be difficult to get a spouse to Denmark (Mouritsen and Jensen, 2017). Data from Danmarks Statistik (2011) states the top 5 countries (excluding Greenland)

that Danish citizens have emigrated to from 1980-2016 are Great Britain (90,827), Sweden (83,223), USA (71,271), Norway (66,945), and Germany (60,420).

The other part of emigrants consists of people who are not Danish citizens but holds a Danish CPR number (Central Population Register). A person is counted as part of the population if he or she holds a CPR number, which must be done if the person intends to stay in Denmark for at least three months (immigrants from Nordic countries, EU, EEA or Switzerland are only required to register in the CPR if their stays last longer than six months). This means that for example students on exchange are accounted for in the CPR and are thus stated as emigrants when they leave Denmark once their study period ends. The data from Graph 1 shows that emigration from CPR registered Danes have been steadily increasing since the beginning of the 1990's, with a steep increase following the economic crisis in the 2000's. In 2016 emigration for the CPR registered Danes amounted to 40.000. Besides study, there are also many immigrants on short work stays in Denmark who emigrate either back to the country they came from or moving on to another. It is typically from those countries where immigrants arrived from, emigrants move back to.

Today, Migration Policy Institute (2018) claims that there are 244.000 current Danish emigrants with a Danish passport. Countries with less than 1000 emigrants are however not counted for. The data shows that the top five countries of residence for emigrants are the same as to which they have emigrated since 1980. Nevertheless, it also shows that there is a bigger proportion which keeps on living in Sweden compared to the other countries. The natural explanation for this may be due to being so close to Copenhagen.

Sweden	43.000	Greenland	5.000	Austria	1.000
USA	30.000	Faroe Islands	4.000	Brazil	1.000
Germany	26.000	Netherlands	4.000	Finland	1.000
Norway	25.000	Belgium	3.000	Greece	1.000
UK	25.000	Iceland	3.000	Ireland	1.000
Canada	17.000	Italy	3.000	Japan	1.000
Australia	12.000	Luxembourg	3.000	Libya	1.000
Spain	11.000	South Africa	3.000	New Zealand	1.000

France	6.000	Turkey	3.000	Poland	1.000
Switzerland	6.000	Israel	2.000	Thailand	1.000

Table 1 - Countries with more than 1000 Danish emigrants, Migration Policy Institute, 2015

Sum-up of Danish emigration

Based on the previous section on Danish emigration, the following section will sum-up on when, who, why, and where Danes have migrated.

Pre-1860; it is very difficult to establish who these emigrants were as there are no records nor much data on them. It is estimated that 18.000 had emigrated from Denmark in before 1860.

1860-1914; there were two streams of emigrants, the general group mainly consisting of young men and the religiously motivated group mainly consisting of women and children. There were various push and pull factors which inspired people to emigrate. Push factors were for example; lack of food and jobs, overpopulation, ethnic and religious persecution, and escaping war. Pull factors were opportunities in a developing economy which offered farm land on the countryside, or work in the bigger cities. In general Mormon emigrants moved to the Midwest where especially Utah, United States, was a preferred destination. For the general emigrant The United States were the main destination, however there are descendants of Danish settlers in many other countries such as Argentina, Canada, Australia and New Zealand. It is estimated that approximately 287.000 Danes emigrated in this period.

1914-today; there were low emigration streams during the 1920's and 1930's until the end of World War II. After World War II there are mainly two emigration streams. From 1980 there are two specific emigration tendencies, one being highly educated Danish citizens and the other being immigrants who emigrate back to their home country. The streams from the immigrants emigrating have increased tremendously after the economic crisis of the 2000's. Emigration for Danish citizens have been relatively stable since the 1980's and it is estimated that around 70-80% return to Denmark within 10 years. These emigrants are mainly going abroad due to studies or due to an expected economic increase. The five main countries for emigration since 1980 are Great Britain, Sweden, USA, Norway, and Germany in that

order. Furthermore, there are some emigrants who move due to relationships, as their spouse is living or working in another country.

Demographic mapping of potential Danish Diaspora

With the knowledge on where Danes have emigrated to, and the assessment of their current whereabouts, this section will attempt to provide an overview of the different groups, networks, organizations etc. of people with Danish affiliation. Thus, we will have knowledge on where Danes, and friends of the country, are located, and which of them has taken any active measures to show connection or affiliation to Denmark. This will make it possible to estimate The Danish Diaspora.

Danish churches and congregations (DSUK)

DSUK is the organization for Danish churches and congregations abroad, which is short for *Danske Sømands- og Udlandskirker* (translated to; Danish sailor- and foreign churches). The organization is the extended arm of The Church of Denmark. They hire priests and sends them out to service Danes abroad who belongs to the congregation; people with Danish affiliation abroad, sailors abroad, tourists, backpackers, au-pairs, and out stationed Danes abroad (DSUK, 2018). The organization oversees 53 Danish churches and congregations abroad, mainly positioned in areas with many Danes. The organization was established in 2004 and is the outcome of a fusion between two older organizations who each had Danish churches and congregations abroad. The 53 Danish churches are located in Europe, Asia, Australia, USA, Canada, Argentina, and Jerusalem (DSUK; Historie, 2018). When a Dane who is a member of The Church of Denmark moves out of the country, that person is still entitled to the services of the church in the area they lived in, but the alternative is to take use of one of the DSUK churches located near their new location. Some of the services available outside Denmark is baptism, confirmation, weddings, blessings, and funerals (DSUK; Betjening i udlandet, 2018).

It is difficult to obtain demographic information on the users of DSUK, but it can be assumed that they are somewhat religious people with Danish ancestry or affiliation. There are most likely also members who are not religious, but still chooses to be members to gain access to some of the services provided. A careful estimation of the number of paying members in all of DSUK's churches and congregations (not included Southern Schleswig) is 10.000, which would make it about 5% of the estimated 200.000 Danes abroad (Warburg, 2015).

This mapping of DSUK is ended with a list of the 53 churches and congregations (DSUK; Kirker i udlandet, 2018).

Asia: Hong Kong, Pelepas, Singapore, Bangkok.

Australia & New Zealand: Brisbane, Melbourne, Sydney, Dunedin.

Europe: Brussels, KFUK (England), Hull, London, Newcastle, Nice, Paris, Athens, Rhodes, Rotterdam, Rome, Luxembourg, Oslo, Geneve, Algeciras, Mijas, Malaga, Gothenburg, Malmö, Småland, Stockholm, Berlin, Hamburg, Vienna.

Middle East: Dubai, Jerusalem.

North America: Calgary, Edmonton, Grimsby, Surrey, Toronto, Vancouver, California, New York.

South America: Buenos Aires, Necochea, Tandil, Tres Arroyos.

Southern Schleswig: 32 different churches and congregations.

DABGO

DABGO is a network of international Danes who are actively doing business, and who has interest in networking with other Danes around the world, thus creating business possibilities for themselves and others and creating relations. The network was founded in New York in 2006, where the first network was created. Quickly, DABGO expanded and created networks globally. Everything is run on a pro bono basis, meaning nobody gets paid. In 10 years the network has grown to include networks in more than 24 places, including over 10.000 members. About 100 of the members holds administrative roles for DABGO - also pro bono (DABGO; Om, 2018). Through their 24 different country/city divided Facebook/LinkedIn groups they have an outreach to more than 30.000 Danes abroad.

DABGO is working to enhance Danes' possibilities of networking and building relations, as this will also be beneficial to Denmark. Their vision is to create the world's first 'global intranet'; a platform which creates an overview of Denmark's social capital, knowledge pool, and contacts. DABGO aims to be a network that binds together the Danish businesses and youth together with Denmark's international business network.

Each month a 'stambord' is held at various locations around the world; this is essentially a networking arrangement where people can attend and meet up with likeminded.

75% of the members of DABGO are leaders, executives, or business owners whereof most are positioned outside of Denmark in all the different continents. The members represent all sorts of

industries, large companies, small companies, and different geographies. Some of the represented companies are Nokia, Microsoft, Hugo Boss, LEGO, Nike, Arla, Yahoo, Cisco, and Google (DABGO; Om, 2018).

DABGO covers the following cities; Aarhus, Barcelona, Basel, Berlin, Brussels, Dublin, Frankfurt, Fuengirola, Gothenburg, Hamburg, Helsinki, Copenhagen, London, Munich, Stockholm, Zug, Zürich, Chicago, Los Angeles, Miami, Montreal, New York, San Francisco Bay Area & Palo Alto, Seattle, Toronto, Washington DC, Cape Town, Johannesburg, Adelaide, Canberra, Melbourne, Santiago de Chile, Sao Paolo, Chennai, Delhi, Dubai, Singapore, and Tokyo (DABGO; Stamborde, 2018).

Danes Worldwide

Danes Worldwide is a membership organization who works to make it easier to be a Dane outside Denmark and have done so since 1919. They assist Danes to settle in their new countries, and to remember which country they came from. Furthermore, Danes Worldwide acts as the voice of Danes, advocating for the interests of Danes when it comes to matters such as legislation on citizenship, family reunification, and voting rights for Danes abroad.

Danes worldwide provides its members with a wide set of activities globally; online Danish courses where children can learn/refresh the Danish language, summer schools, advisory services on settling abroad and returning to Denmark, a Global Dane of the Year award, annual meeting at Kronborg castle, DANES magazine six times a year, and finally, different network arrangements are arranged to make Danes abroad meet each other (Danes Worldwide; About us, 2018).

Danes Worldwide has partnerships with other organizations such as DSUK, DABGO, DSA, DABF, and Find Job Abroad. The organization represents more than 250.000 Danish expat's worldwide and offers personal and corporate memberships (Danes Worldwide; About us, 2018). It is not possible to obtain information of the number of paying members in Danes Worldwide.

There is a total listing of 36 member companies, who have bought a corporate membership at Danes Worldwide, which means they provide their employees with memberships. Some of the larger, more known companies are Bang & Olufsen, Bestseller, Blue Water Shipping, Carlsberg Breweries, Coloplast, Danske Bank, Haldor Topsøe, IFU, Novo Nordisk, Velux, and Vestas Wind Systems (Danes Worldwide; Corporate members, 2018).

Chamber of Commerce's

A chamber of commerce is a business network, in which local organizations and persons furthers their common interests and advocates on behalf of the business community. Typically, the chambers consist of business owners and top leaders of companies, who are elected to represent the common interests of the business community (Gardena Valley Chamber of Commerce, 2018).

It is commonly known that there are different Danish Chamber of Commerce's around the world, but since they are all organized and run independently, it is unfortunately not possible to provide a complete list of all the Danish chambers, or their members. A quick search on Google on 'Danish chamber of commerce' shows instant results of Danish chambers being present in many countries and cities, such as: Hong Kong, London, Shanghai, Japan, China, Brussels, Tokyo, Latvia, Los Angeles, New York, Australia, Brazil, and many more.

Danish minorities

As it has been touched upon, Danes have emigrated from Denmark to different parts of the world. There are a few places where Danes have settled in larger groups and formed new societies where they have managed to keep parts of their Danish ancestry. Some of the Danish communities still exist, even though most of them have become assimilated completely in their 'new' countries over generations.

As mentioned earlier, a lot of Danish emigration has placed Danes around the US, mainly in the Midwest. In the beginning of the 1900's Danish communities were on the rise; Viborg and Thisted in South Dakota, Dannebrog and Nysted in Nebraska, and Ringsted in Iowa. Over the years, most of these communities eventually blended in with the local American society. (Nielsen & Petersen, 2018).

One of the most known places, to keep being Danish is Solvang in California, USA. The city has 5332 citizens, is 107 years old, and claims to be a Danish city in California (Solvang; About us, 2018). The first settlers in the city were some of the Danish emigrants in the beginning of the 1900's. Many of the citizens still carry original Danish names, such as Andersen, Petersen, and Nielsen. The city has Danish 'gastronomy', culture, and architecture. However, the fact is that not many of the citizens speaks Danish anymore, and that the city has become more americanized with time (Politiken; Solvang, 2010). Many places, it is written that Solvang most of all depicts a Danish village, as it would look a 100 years ago. This could indicate, that Solvang does not resemble Denmark as it is today, but nonetheless is the city still one raised by Danish descendants, who proudly carries on Danish traditions. The city has been

quite successful in attracting tourists, as between two and three million visitors spend a day or a night in Solvang each year (Politiken; Solvang, 2010).

Argentina is another country that still has Danish communities, which dates back to some of the early Danish emigrants. Mainly, three cities still have Danish communities, where different cultural parts, and even the language has been maintained. The cities are known together as 'The Danish Triangle', and are Tandil, Tres Arroyos and Necochea located just south of Buenos Aires (The Copenhagen Post, 2018). The cities are typically characterized by having a high level of education, and a thriving agricultural industry. Most of the people within the Danish communities speaks Danish, eats Danish food, and are proud to be Danish. In the beginning they kept isolated with themselves, and did not integrate in the local communities, but over time they have evolved to embrace both their Danish heritage and their Argentinian identity as well (The Copenhagen Post, 2018).

There is a small Danish community in New Zealand, called Dannevirke, which has roots back to early Danish settlers (NZ Ministry of Foreign Affairs and Trade, 2007).

Another Danish minority is found in the north of Germany, close to the border of Denmark. Even though, you cannot say that they emigrated, the Danish Minority in Southern Schleswig is said to consist of 50.000 German citizens, who is Danish in their minds; they embrace Danish culture, language and way of living. Each year they are supported by the Danish government with 500 million Danish kroner, for running cultural institutions (Det Danske mindretal, 2018).

Danish Students Abroad (DSA)

DSA is an organization who assists Danish students prior, during, and after their studies abroad. It was founded in 2012 and focuses on students from gymnasiums up until Ph.D.-level. The organization advises and assists students on different matters relating to their foreign studies, such as counselling and networking. They arrange counselling-meetings in Denmark, facilitate establishments on local networks abroad, and contact between relevant partners or students. Furthermore, they also advocate to Danish legislators on behalf of Danish students. They advocate on matters such as course-related, economic, social, and structural legislations concerning Danish students. DSA states that they wish to create an understanding for the resource that Danish students with foreign experience represents. The organization has more than 1200 members (Danish Students Abroad; Om, 2018).

Danish-American Business Forum (DABF)

DABF is an organization which help Danish businesses set up in the US. They do so, by opening doors and advice on how to tackle the US market. They facilitate network events, guidance to members, connecting of relevant people/businesses, and access to a knowledge database with benchmark data available (Danish-American Business Forum; About, 2017). There is a total of 96 member companies, according to the DABF website (Danish-American Business Forum; Members grow in US market, 2017).

Copenhagen Goodwill Ambassadors (GWA)

As the Copenhagen Goodwill Ambassadors has already been described prior in this thesis, only a brief repetitive description of them is placed in this section. The network consists of more than 60 Goodwill Ambassadors, living and working in more than 25 countries. The Ambassadors consists exclusively of Danes living outside Denmark, holding high-level positions such as being business leaders, investors, cultural influencers, branding experts, entrepreneurs, public opinion formers, and innovators. Each Ambassador is carefully handpicked on the base of their individual network, level of influence, knowledge on different sectors, and willingness to give back to their home country. They all operate on a volunteer level (GWA; About, 2018).

DenmarkBridge

DenmarkBridge is a private-public membership-driven initiative, funded by major Danish corporations, who aims to bridge the gap between Silicon Valley and Danish companies in the world of tech and innovation. It aims at bringing startups, investors, and large corporations together to share knowledge, network, and create knowledge sharing, or possibly knowledge synergies. As Silicon Valley is one the hottest areas for tech companies, and in the fast-changing environment it functions in, DenmarkBridge is put in the world to help trans-Atlantic collective mindsets. Vækstfonden (The Danish Growth Fund), A.P. Møller - Maersk, Danske Bank, Dansk Industri (Confederation of Danish Industry), LEGO, and Novo Nordisk established DenmarkBridge (DenmarkBridge, 2018).

Find Job Abroad

The organization is in collaboration with Danes Worldwide, and is essentially a job-portal for Danes looking for jobs outside Denmark. When looking through their job-portal, at the time of writing they only

offer jobs in Europe and Asia (Find Job Abroad, 2018). There is not a lot of information on the organization available, but it can be noted that they have about 15000 followers on their Facebook-page (Job i Udlandet, 2018).

Danish America

Danish American Society

The Danish American Society is non-profit organization and lively meeting point for anybody interested in Danish cultural activities in the Greater New York area founded in 1959 (The Danish American Society, 2015). Their mission is to enhance cultural and educational bonds and understanding between the United States and Denmark by encouraging social interaction and cultural exploration. They welcome new members who wish to share their interest in Danish culture with likeminded. English is the official language as members do not need to talk Danish or have grown up in Denmark, however, most of the members do in fact talk Danish. To pursue their objective of enhancing cultural and educational bonds they hold the Person of the Year Awards and have a scholarship programme named DANCE (Danish American National Cultural Exchange). The award honors somebody who have been particularly effective and active in promoting Danish-American relations or the reputation of Denmark in the United States. Honorable mentions of the Person of the Year Awards winner are businessman Mærsk McKinney Møller, actor Mads Mikkelsen and Her Majesty Queen Margrethe of Denmark. The scholarship program assists young performing artist of both countries and brings young Danish artist to the United States and send young American artist to Denmark for training. DANCE was introduced in 1983 and is today the longest running continuous cultural exchange between Denmark and the United States.

Danish American Heritage Society (DAHS)

The Danish American Heritage Society (DAHS) was founded in 1977 to explore and record the history and heritage of the Danish presence in North America (Danish American Heritage Society, 2015). DAHS believe there is an intrinsic value in identifying, understanding, and preserving Danish heritage. The society has three devoted services to its constituency; *The Bridge*, a historical journal which contains scholarly and popular articles, essays, translations, stories and book reviews. *Conferences* having themes that support the goals of the organization. *Bodtker Grants* for students interested in studying

and researching topics related to Danish immigration in North America and Danish American culture. Furthermore, the society has helped in the process of founding and developing its three sister organizations; The Museum of Danish America, The Danish American Archive and Library, and Grand View University. All organizations are within a two-hour drive of each other in Elk Horn, Nebraska and Des Moines, Iowa.

The Danish Brotherhood & The Danish Sisterhood of America

The Danish Brotherhood, originally *Det Danske Brodersamfund*, was a national fraternal insurance association for Danish immigrant males (Museum of Danish America; The Danish Brotherhood/Sisterhood, 2018). It was founded in 1881 in Omaha, Nebraska, as an outgrowth of several Danish immigrant organizations. The lodges provided a forum for nurturing Danish culture and language, as well as providing financial assistance in case of death or illness. Some 350 lodges were formed in the United States, and in 1916 the monthly newspaper *Det Danske Brodersamfund Blad*, was started to further foster communication between members and lodges. After 1920, as Danish immigration stagnated, and the number of eligible males declined, the lodges opened to include both American-born daughters, and later, spouses and children of lodge members, and was gradually becoming a social organization for the entire family. Some lodges were disbanded after some decades due to economic conditions or changes in the ethnic base of their communities. In 1995 the insurance function was merged into Woodmen of the World and/or Assured Life Association. Today, there are still a few active lodges promoting pride in Danish origins and culture.

Shortly after the founding and success of The Danish Brotherhood, The Danish Sisterhood of America was established in 1883 in Michigan (The Danish Sisterhood of America; Home, 2014). Originally founded as a funeral benefit society, their mission is now to strengthen, maintain, and preserve the Danish heritage and traditions for future generations. They do this through various initiatives such as scholarships and grants, Danish tradition activities, and national trips to Denmark. Furthermore, on their website there is a long-detailed list of Danish recipes, holidays, and Danish customs such as *hygge*. In addition, they provide information on how to track Danish ancestors and where to start the search. The Danish Sisterhood of today continues to grow with numerous lodges located throughout the United States and Canada.

Media

BIEN (The Bee) was founded in 1882 and provided 16 pages of written and illustrative news from Denmark and the United States in both Danish and English. Originally it was intended as a Norwegian newspaper, but came under Danish management in 1890 and was published based on four fundamental purposes; To provide news from Denmark to keep its readers up to date with people and relevant events there, to inform Danes in America about each other and be the Danish connection between them, to entertain and inform its readers of issues relevant to Danes living in America, to include contributions from its readers about themselves and their lives. Give the readers their own voice. The website www.biennews.com was accessed on 24-01-2018 without evidence of it still being active as the latest news were published on 28th of July 2016 (Bien News, 2018).

The Danish Pioneer was first published in 1872 and was printed in Omaha, Nebraska (The Danish Pioneer, 2018). It was the first of its kind and was designed for the Danish farmers in the area to provide news on the society, both the Danish and the American, and as many of the farmers did not yet speak English it was printed in Danish. Today it publishes printed news every other week.

Church and Life (originally, Kirke og Folk) is a periodical which seeks to be consistent with the philosophy and theology of N.F.S. Grundtvig. It was founded in 1952 as an exclusively Danish publication with the purpose of serving the Danish readership of the church. Previously it had up to 1000 subscribers but currently it only serves about 450. It publishes poems, stories, book reviews, and editorials which articulate the Grundtvig values. It is currently still active with publications once a month (Church and Life; Articles & Stories in the Danish Folk Tradition, 2012).

Danish expats in general

From the emigration patterns mentioned earlier in the empirical setting, it was clarified that many Danes are working as expats around the world. There is no existing, specific organization of this group, which can make it difficult to describe these persons demographically. It is assumed that this group can consist of every Dane out of Denmark, who is working in any possible industry and position, meaning that it can be everyone from the newly graduated who seeks adventures abroad, to the senior, global business leader. It can also be assumed that some of these, are most likely included in some of the other diaspora networks already described; e.g. Danes Worldwide, any Chamber of Commerce, DABGO, etc. Many

different sources states that about 20000 Danes emigrate from Denmark each year, in the search for a foreign adventure, to further their career, to gain international experience, and to earn larger sums of money. It is also stated, that the majority of these 20000 returns home to Denmark eventually (Bjørnager, 2011).

SoMe groups

When conducting a search on social medias it becomes quite clear that many Danish communities have been established digitally. In this section we will introduce a clear, concise overview of different groups and pages of considerable size.

When searching on Facebook for 'danskere i' (translated to 'Danes in') the search algorithm makes suggestions based on the best matches and largest communities. To create an overview, a list of the groups (only the ones with more than 400 members included) sorted by size is provided (see Appendix 1). Adding the total group member number gives us 114.297 members; it is important to stress, that this number does not provide information on number of Danes abroad or anything similar. There is no real control of who joins Facebook-groups, and the same person could theoretically be in all these groups. The groups are included in this demographic mapping, to illustrate that there are digitally formed networks of Danes, just as there is physical networks. Some of the largest SoMe-groups from Facebook are; Dansk i London (7900), Det Danske Netvaerk i New York (7800), Alanya Tyrkiet for danskere (6600), Danskere på solkysten, Spain (5900), Danskere i London (5100), Danskere i Dubai (4900), Danskere i Fuengirola (4300) and Danskere i New York - Bolig udlejning (4300).

A search on LinkedIn has also been conducted, but there are no groups appearing with relation to Danish networks, with more than 400 members.

It is also worth mentioning that The Danish Ministry of Foreign Affairs are active on social medias. They have collected all their different initiatives and social media sites in one page, linking to the different ones (Udenrigsministeriet; Sociale medier, 2018).

Retirees

It is not uncommon for retirees in Denmark, to want to move to warmer and more exotic areas, or just outside Denmark. In 2005, about 26000 Danes received their pensions outside Denmark, but in 2014 that number was up to about 48000 (Flensburg, 2015). This could indicate that the globalization in the

world, enables people further to retire outside their home country, and it is not unlikely that some of these retirees form networks in their new countries.

Other Danish networks

It can fairly be assumed that other Danish networks exist, which has not been found and therefore covered in this research. This could be in the form of social groups, company-arranged networks (e.g. a lot of Danish companies has operations in Middle Eastern countries, where many Danish expats are out stationed), and other groups of people with Danish heritage/ancestry/interests who organizes themselves from any parameter involving Denmark.

Youth Goodwill Ambassadors (YGA)

The Youth Goodwill Ambassadors of Denmark is a network for foreign master- and Ph.D. students in Denmark. It is primarily a career-network, aimed to retain talents in Denmark, but they can also be viewed as an ambassador-network, where students, if and when, when leaving Denmark can be believed to keep some sort of Danish ambassador role. There are currently about 800 Youth Goodwill Ambassadors, and the network is operated by Copenhagen Capacity's Talent Department (CopCap; Youth Goodwill Ambassador Programme, 2018).

Friends of Denmark

As stated earlier there is a huge group of emigrants who at some point have had residence in Denmark and have had a Danish CPR number. Many of these have returned to their home countries and they can be accounted as friends of Denmark. In appendix 2, the ten largest emigrant countries of 2015 and their development since 1980 are shown. Besides the huge increase in emigration after the economic crisis, the data primarily shows that many either return or move to the United States and that many Eastern Europeans are returning to back to their homes. Data could not be found on the status of these people, whether they have been working, studying or anything else. Nevertheless, they account for a huge group of people who have some sort of relation or affiliation to Denmark, and certainly can act as 'ambassadors' for Denmark when returning. However, it has not been possible to track any networks or groups for these people.

GWA & Danes Worldwide report, 2016

The report is made based on a questionnaire, with responses from Danes living outside Denmark. A few respondents were spouses of Danes abroad. The report was made by Copenhagen Goodwill Ambassadors, in collaboration with Danes Worldwide who provided responders through their digital channels. A total of 1024 responses were collected, whereof 64 came from Copenhagen Goodwill Ambassadors and the remaining 960 came from Danes Worldwide's network. In the introduction it was stated that there are 250.000 Danes living outside Denmark (Migration Policy Institute, 2018), however the report estimates that there are 200.000 Danes living outside Denmark (including children of Danes); from this the response rate amounts to 0,5%, which is impressive as the normal response rates for these types of surveys amounts to 0,2% (GWA & Danes Worldwide report, 2016). 98% of the responders holds a Danish citizenship.

Demographics

The first questions relate to the demographics of the responders and is presented hereunder.

57% of the responders are women, which makes 43% men.

75% are age 30-59. 7% are students, which indicate that they are under 30. 6% are retirees aged 80+.

66% have lived more than 10 years abroad. 15% have lived 6-10 years abroad. 12% have lived 3-5 years abroad. 7% have lived 2 years or less abroad.

73% are working as employees, self-employed or managers. 9% are retired. 9% are not employed or are accompanying their spouse.

50% of the responders lives in Europe. 20% lives in North America. 12% lives in Asia. 7% lives in the Middle East. 6% lives in Oceania. 2% lives in Africa. 2% lives in South America.

49% moved abroad due to their career. 38% moved because of their love-life. 17% needed a change of culture. 12% moved to accompany their spouse. 10% moved because of private economy.

28% do not expect to relocate to Denmark. 32% expects to move back to Denmark within the next 9 years. 12% expects the same, but within 10 years or more. 29% are undecided.

In weighted average each of the responder visits Denmark 2,5 times per year. 47% visits Denmark 2-4 times a year. Only 2% never visits Denmark.

96% agrees or somewhat agrees to being proud of their Danish roots. 95% consider themselves Danish. 100% speaks Danish. 91% stays up to date on events/news in Denmark.

DK for Danes

The second part covers questions regarding what Denmark is doing for Danes abroad, and how the Danes feel about this matter.

56% feel that they have more insight on local conditions than their nearest Danish representation. Only 12% disagrees or partly disagrees with this statement.

Only 18% agrees or partly agrees that their nearest Danish representation is good at taking advantage of Danes and their descendants. 47% disagrees or partly disagrees.

30% agrees or partly agrees to feeling well treated by Denmark, as a Dane abroad. 44% disagrees or partly disagrees.

When asked in general if the responders believe that Denmark is good at taking advantage of its citizens and their descendants abroad as a resource 73% disagrees or partly disagrees to this. Only 1% agrees.

When asked in general if the responders believe that Denmark is doing enough to retain Danish expatriate's attachment to Denmark 59% disagrees, 19% partly disagrees, 4% partly agrees and 2% agrees.

Danes for DK

The third part covers questions regarding what Danes abroad contributes to Denmark.

61% agrees or partly agrees that they promote Denmark as a good country to invest in. 9% disagrees or partly disagrees.

80% agrees or partly agrees that they promote Denmark as a good country to work in. 7% disagrees or partly disagrees.

89% agrees or partly agrees that they promote Denmark as a good country to study in.

94% agrees or partly agrees that they promote Denmark as a good country to visit as a tourist.

76% agrees or partly agrees to consider themselves as 'cultural ambassadors' for Denmark.

37% agrees or partly agrees that they create contacts for Danish companies and businessmen. 20% disagrees or partly disagrees.

47% disagrees when asked if they pay taxes in Denmark. 31% agrees or partly agrees.

47% agrees or partly agrees that their international competencies can make the Danish industry benefit. 16% disagrees.

45% agrees or partly agrees to view themselves as an informal extension of diplomacy. 19% disagrees or partly disagrees.

Own efforts

The fourth part is related to the third one, as further questions were asked to the responder's own efforts.

Only 5% disagrees or partly disagrees that they have a desire to give something back to their homeland. 13% neither agrees or disagrees. 25% partly agrees and 56% agrees.

There is more discrepancy in the answers to the question if they would do more if they got a financial gain; 17% disagrees, 5% partly disagrees, 26% neither agrees or disagrees, 19% partly agrees and 26% agrees.

The respondents who were partly in agreement or in agreement with the two questions above, were also asked questions to where they could contribute more.

87% agrees or partly agrees that they could contribute more within tourism promotion.

77% agrees or partly agrees that they could contribute more within promoting Denmark as a good country to study in.

68% agrees or partly agrees that they could contribute more within promoting Denmark as a good country to work in.

42% agrees or partly agrees that they could contribute more within investment promotion of Denmark. 28% neither agrees or disagrees on this. 13% disagrees or partly disagrees.

The potential in strategic organizing

The fifth part shows results, where answers from the survey are divided between Copenhagen Goodwill Ambassadors, other leaders/entrepreneurs and all others abroad. The answers relate back to the same questions asked in the third and fourth part, but as the answers are divided by response-group, it is possible to see the impact it has, when part of a strategically organized network.

This part covers questions regarding what Danes abroad contributes to Denmark.

89% of the Goodwill Ambassadors agrees or partly agrees that they promote Denmark as a good country to invest in. 65% of the other leaders agrees or partly agrees. 59% of all others agrees or partly agrees.

95% of the Goodwill Ambassadors agrees or partly agrees that they promote Denmark as a good country to work in. 77% of the other leaders agrees or partly agrees. 79% of all others agrees or partly agrees.

100% of the Goodwill Ambassadors agrees or partly agrees that they promote Denmark as a good country to study in. 87% of the other leaders agrees or partly agrees. 88% of all others agrees or partly agrees.

100% of the Goodwill Ambassadors agrees or partly agrees that they promote Denmark as a good country to visit as a tourist. 95% of the other leaders agrees or partly agrees. 94% of all others agrees or partly agrees.

92% of the Goodwill Ambassadors agrees or partly agrees to consider themselves as 'cultural ambassadors' for Denmark. 78% of the other leaders agrees or partly agrees. 75% of all others agrees or partly agrees.

89% of the Goodwill Ambassadors agrees or partly agrees that they create contacts for Danish companies and businessmen. 48% of the other leaders agrees or partly agrees. 34% of all others agrees or partly agrees.

42% of the Goodwill Ambassadors agrees or partly agrees to be paying taxes in Denmark. 24% of the other leaders agrees or partly agrees. 30% of all others agrees or partly agrees.

91% of the Goodwill Ambassadors agrees or partly agrees that their international competencies can make the Danish industry benefit. 54% of the other leaders agrees or partly agrees. 44% of all others agrees or partly agrees.

80% of the Goodwill Ambassadors agrees or partly agrees to view themselves as an informal extension of diplomacy. 47% of the other leaders agrees or partly agrees. 43% of all others agrees or partly agrees.

This part covers questions regarding the Danes own effort.

97% of the Goodwill Ambassadors agrees or partly agrees to have a desire to give something back to their homeland. 82% of the other leaders agrees or partly agrees. 80% of all others agrees or partly agrees.

31% of the Goodwill Ambassadors agrees or partly agrees that they would do more if they were granted an economic incentive. 48% of the other leaders agrees or partly agrees. 46% of all others agrees or partly agrees.

The respondents who were partly in agreement or in agreement with the two questions above, were also asked questions to where they could contribute more.

95% of the Goodwill Ambassadors agrees or partly agrees that they could contribute more within tourism promotion. 86% of the other leaders agrees or partly agrees. 86% of all others agrees or partly agrees. 80% of the Goodwill Ambassadors agrees or partly agrees that they could contribute more within promoting Denmark as a good country to study in. 77% of the other leaders agrees or partly agrees. 77% of all others agrees or partly agrees.

91% of the Goodwill Ambassadors agrees or partly agrees that they could contribute more within promoting Denmark as a good country to work in. 66% of the other leaders agrees or partly agrees. 66% of all others agrees or partly agrees.

80% of the Goodwill Ambassadors agrees or partly agrees that they could contribute more within investment promotion of Denmark. 50% of the other leaders agrees or partly agrees. 39% of all others agrees or partly agrees.

Regulations for Danes abroad

The sixth part covers questions regarding regulations affecting Danes abroad and their rights.

64% disagrees or partly disagrees that the rules for voting at Danish elections are satisfactory.

45% disagrees or partly disagrees that the offers and opportunities to preserve family ties with Denmark (e.g. Danish language and culture) is satisfactory.

43% disagrees or partly disagrees that the recognition of foreign degrees, educations and similar, in Denmark is satisfactory.

39% disagrees or partly disagrees that the recognition of other international skills and experience are satisfactory in Denmark.

61% disagrees or partly disagrees that the way the Danish government handles the Danish expat's affairs is satisfactory.

Recommendations

The report suggests six recommendations to Danish legislators, based on the survey findings. It states that the survey findings show that Danes abroad are an untapped resource. The recommendations are as follows:

- 1) Set up a Ministry of The Danish Diaspora.

- 2) Grant voting rights to Danish expats holding Danish citizenship. Make elections days into global celebrations at the Danish representations around the world.
- 3) Make it easier for Danes to move back to Denmark, by recognizing foreign academic credentials and by making it easier for Danes with foreign spouses, and children, to move back home by legislation.
- 4) Make it easier for Danes and their families to better maintain the Danish language and cultural knowledge.
- 5) Recognize Danish emigrants and their descendants as a part of the Danish cultural heritage.
- 6) Recognize foreigners who have studied, lived and worked in Denmark, as part of The Danish Diaspora and maintain their affiliation with Denmark.

Quotes

Finally, there are several relevant quotes in the report, which are extracted hereunder:

Page 6; Self-employed Dane in New Zealand with a non-Danish partner: *“The laws in Denmark make it extremely difficult for children of a Danish mother to keep the Danish citizenship. The requirements for visits to Denmark are prohibitive due to the distance.”*

Page 7; Self-employed Dane in Thailand with a Danish spouse: *“I hope the Prime Minister will introduce an initiative for making it easier for Danes out here to contribute even more to the economy and society of Denmark – and that he will recognize how almost all Danes abroad feel very strongly about their nationality.”*

Page 7; Dane working in the UK with a non-Danish spouse: *“For an expat Dane it’s incredibly frustrating to hear Danish politicians pontificating about being global when in fact the Danish regulations are an insurmountable hindrance to keeping one’s connection to Denmark.”*

Page 9; Dane working in the UK with a non-Danish spouse: *“When I communicated with the Danish municipal government where I used to live in the context of a name change, I was told that since I now live abroad, no one cares.”*

Page 9; Accompanying spouse of a Dane in Italy: *“Many online services are too complicated when one does not have a phone number in Denmark. It’s as if everything is based on the assumption that we all live in Denmark.”*

Page 9; Manager in Italy: *“Government entities do absolutely nothing to hang on to expat Danes. The moment you show as ‘relocated abroad’ in the civic register, you cease to exist as a citizen – as do your rights.”*

Page 9; Dane working in the US: *“We expats lose the right to vote after only two years abroad, and for that reason decision makers in Denmark ignore us.”*

Page 9; Dane working in Australia with a Danish spouse: *“I have seen nothing on the part of Denmark that even resembled an effort to hang on to us. We don’t exist any more.”*

Page 9; Accompanying Danish spouse in India: *“Some Danish government office ought to develop a handbook for expats to use in promoting Denmark’s interests in the context of business, tourism, culture, brand, etc.”*

Page 15; Manager in the UK with a non-Danish spouse: *“Why don’t we get some materials developed especially for the purpose of equipping expat Danes to perform recruiting of talent and ‘lobbying’ for Denmark?”*

Page 17; Dane working in Ireland with a non-Danish spouse: *“The laws affecting Danish expats treat us as refugees. I’ve never had a slap in the face like that.”*

GWA as a case

Potential diaspora capital flows from GWA

To enable a social network analysis of the Copenhagen Goodwill Ambassadors (GWA), raw material has been obtained through their website www.cphgoodwill.com. It is stated that there are about 60 ambassadors in about 25 countries in the network. The website has an interactive map, which provides an overview of 48 of the ambassadors; the map provides information on their geographical location, and the GWA’s own statement as to the three areas they are most qualified or most interested in contributing to the development of Copenhagen. These three parameters have been extracted from the webpage and put into the scheme underneath.

Full name	Country	Please describe the three areas where you have the knowledge or interest in contributing to the development of Copenhagen

Anders Fisker	Canada	<p>Business development between Canada and Denmark.</p> <p>Arranging Energy Tours for Canadian Organizations to Denmark</p> <p>Promoting Renewable Energy Projects</p> <p>Supporting local sports event featuring Danish made Hockey Sleighs for Handicapped Children</p>
Anja Wittrup	Belgium	International conferences
Anne Lise Kjaer	UK	<p>I give over 30+ keynotes a year all over the world – and always include inspiring case studies from Copenhagen and Denmark to promote how future oriented both the city and the country is.</p> <p>Several times I have held international conferences in CPH</p> <p>In my work I always strive to promote Copenhagen as the place to go for new knowledge.</p>
Annie May Lander Laszig	Germany	<p>Organizing journeys to Copenhagen and other parts of Denmark for travel agencies and societies.</p> <p>Organizing exhibitions on Danish and Greenlandic Topics</p> <p>Giving talks on Copenhagen, Danisch and Greenlandic topics</p>
Eric Messerschmidt	China	<p>Communication platform to Chinese stakeholders</p> <p>Meeting facilitation in Beijing</p> <p>Branding activities in North China</p>
Hans Christian Ugilt Hansen	Switzerland and USA	<p>Future contributions to the development of Copenhagen should be related to my large international network in markets where I have been active over the last 40 years, and it should have a primary focus on:</p> <ol style="list-style-type: none"> 1. Attracting companies and investments to the Greater Copenhagen region. 2. Attracting international talents to Copenhagen and support project developments in Copenhagen which will endeavor such efforts. Example: The International Student City of Copenhagen (ISCC), Student exchange programs between Copenhagen, Switzerland, USA, Singapore and China. 3. Supporting the development of international events in Copenhagen which also have a potential for attracting additional conferences to Copenhagen
Helle Priess	Hong Kong	<p>Meeting facilitation in China, Hong Kong, Asia</p> <p>General network in China, Hong Kong, Asia</p> <p>Talent attraction & University collaborations in China and Hong Kong</p>

Henrik Ambak	UAE	<p>Concepts and global access to senior transport/logistics stakeholders supporting the development of Copenhagen as a logistics hub</p> <p>Strategy building based on the Dubai and partly Luxembourg approach of "unconstrained ambition" - Build it and they will come....</p> <p>Access to a wide range of stakeholders in Luxembourg and Dubai</p>
Henrik Irmov	Japan	<p>I naturally have knowledge in the field of logistics.</p> <p>Besides that, I am interested in trade and assisting companies establishing business trade between Japan - Denmark and visa versa.</p>
Jan Ravnholt	Australia	<p>Assisting Copenhagen in developing Major Event expertise and opportunities, building on Melbourne's Major Event & Sports capital ranking.</p> <p>Promoting and facilitating opportunities / investments between Australia and Copenhagen.</p> <p>Opening doors to relevant decision makers in industry and government.</p>
Janusz Kahl	Poland	<p>As consultant I help Danish companies in entering the Polish market. In NordicHouse we are a contact point for the Polish companies, organizations, municipalities and tourists, that want to do business or to visit Denmark.</p> <p>As Cleantech Cluster we cooperate with Clean, DTU, Scion Research Park and other companies and organizations in cleantech industry.</p>
Jens Christian Cornelius-Knudsen	USA	<p>Meeting facilitation in Minneapolis</p> <p>Business contacts in the US and in particular Minneapolis and Chicago</p> <p>Talent attraction from the US</p>
Jens Olesen	Brazil	<p>Tourism / Brand image communication of Copenhagen</p> <p>Media / Communication</p> <p>Talent Attraction</p>
Jesper Andersen	USA	<p>Relationship building and connecting Danish leaders to people from Silicon Valley</p> <p>Helping with anything High Tech</p> <p>Promoting the qualities, characteristics and advantage of Copenhagen/Denmark to leaders in the US.</p>
John Sytmen	Turkey	<p>Navigate Turkish investors to merge / conduct business with Danish companies</p> <p>Promote Copenhagen as the Hub to Scandinavian businesses via congresses and other events</p> <p>Promote Copenhagen as the tourist destination for clever and happy cities</p>

Jørgen Guldborg Rasmussen	Switzerland	Meeting people - and working with people WHO can be convinced to interest themselves for Copenhagen. Global travel (most in Singapore and Hong Kong) - but indeed global !!! Working with Danish Assn. WHO can be convinced to "invite conferences and meeting to Copenhagen"
Kai Holm	Spain	Contacting International Sports Organisation for Congresses and Major Sports Events in Copenhagen (and Denmark). Results: See trackrecord Sport Event Denmark. We have worked together on the above since the start of this organisation.
Kirsten Hetland Brault	France	
Knud Westergaard	Canada	Marketing, and tourism promotions. Contacts in Toronto. Canadian market knowledge and advice.
Lars Haue-Pedersen	Switzerland	Major events, incl. sport Conferences Talent attraction from Europe
Lars Himmer	Russia	Network and experience within Automotive industry Network and experience in Central/Eastern Europe/Russia as well as Ireland Talent attraction and mentoring
Lars Ipland	Turkey	Promoting Copenhagen world wide. Assist WOCO as an Airline specialist. Getting more tourists to Copenhagen.
Lars P Jung-Larsen	UK	Tourism Marketing and promotion of Copenhagen Know-how of the Chinese consumer and traveller
Laura Lykkegaard	South Africa	Airline routes attraction between Copenhagen and South Africa. Branding of Copenhagen - strong on social media. Assisting South African companies in deciding to set up office in Copenhagen.

Malene Rydahl	France	<p>Public and Press Relations on awareness of Danish values and our key selling points as a country to live in and do business with.</p> <p>Attract talent and investors from France</p> <p>Happiness ambassador for Denmark as one of the happiest countries in the world</p>
Martin Manniche	USA	<p>Technology: Cloud, Networking, IOT-M2M, Chipset, SmartCity/Country</p> <p>Investments: VC from seed investment to late stage, M&A, Company turnaround.</p> <p>Technology serial entrepreneur with strong network In Silicon Valley and international</p>
Morten Sogaard	USA	<p>Investment in Danish Biotech or Healthcare IT companies, advice on what pharma companies are looking for in a partner</p> <p>I can facilitate or support meetings for Danish biotech or Healthcare IT companies in the US - particular NYC area..</p> <p>Strong interest in and could potentially help furthering the build up of Danish healthcare data and genetics resources for pharma/ research and precision medicine use.</p>
Niels Christian Nielsen	USA	<p>Creating links between Danish companies and potential US counterparts, particular in areas of ICT, Fintech, Healthcare, Climate and Energy, and Sharing Economy.</p> <p>Pointing US companies towards Copenhagen when they consider international expansion.</p> <p>Bringing conferences and events in the above mentioned areas to CPH.</p>
Niels Jørgen Thøgersen	Belgium	<p>I follow all main activities of the EU, incl. new initiatives</p> <p>I am in contact with leaders in all EU countries about activities of a European dimension</p> <p>I follow also events and activities in Belgium, where I now have lived for 28 years</p>
Niels Steiniche Rasmussen	Germany	<p>All meeting facilitation Germany</p> <p>Congress attraction</p> <p>Invest in Copenhagen support</p> <p>Branding and marketing of Copenhagen in Southern Germany for both Tourism and Investment purposes.</p>

Ole Skjodstrup	Italy	Talent attraction Programme: Contacts to Italian business schools Branding of Greater Copenhagen Contact to Italian Life Science companies Development of 'Kyst Turisme i Greater Copenhagen': Boat & Bike Kulturturisme Italien/Danmark
Peder Holm	Japan	Japanese Investments Japanese employments Japanese tourism
Per Troen	Switzerland	Attracting businesses from the UK, Switzerland and the Middle East to Copenhagen. Promoting tourism and business tourism to Copenhagen from the same regions as above. Assist in attracting scholars and new businessmen to affect public opinion in Denmark.
Per V. Jenster	China	Tourism - China-Denmark; Event in 2016 - Food Festival in August Direct Flight Connection Copenhagen-Chengdu Collaboration on Education, and Welfare/Ageing Industries
Peter Trampe	Taiwan	Talent attraction from Taiwan, where there is a surplus of highly educated individuals matching the requirement in Denmark especially within IT, Greentech and Life Science. Invest in Denmark - There is a tremendous amount of private funds available for foreign investment in Taiwan. Denmark - with focus on Copenhagen - as an attractive tourist attraction for Taiwanese middle class.
Pia Mollback-Verbic	India	Meeting Facilitation in Mumbai Support and aid to Danish business delegations visiting Mumbai Provide insights on cultural differences when conducting business in India Liaison; as point of contact for any Indian entity with commercial interests in Denmark (or vice versa)
Preben Hjortlund	Vietnam	Help to promote Vietnamese companies to establish themselves in Cph. Promote Cph for tourism from Vietnam Promote Cph as an educational hub to Europe

Richardt Ejnar Fangel	Mexico	<p>I have a profound knowledge of how to do business in Mexico from my 28 years as business manager as well as Board member in this country (On board FLS/CEMEX Joint venture as well as helped Danish companies getting started in Mexico). I´m married Mexican and have a deep understanding of the Mexican culture, education (my 2 children are raised in Mexico and university graduates from TEC de Monterrey as engineers) as well as social relationship and interacting. From my network I´ve been invited as speaker of Denmark and Danes; including graduate education in Copenhagen for foreign students. Finally I have been working with culture issues. Among others I have been involved in organizing a Carl Nielsen Concert in 2015 with local participants and economic support from state culture activities; participated in art exhibitions (visit of Danish painter to Mexico as well as Mexican arts exhibition in Copenhagen). I feel that I can contribute well to cultural exchange between Denmark and Mexico very well. My board member activity in the Nordic Chamber of Commerce of Mexico since 2011 (2013 as its President) gives me a fantastic network to other executive managers (Nordic likewise Mexican), to Mexican authorities (including environment, culture etc.) as well as the Nordic Ambassadors. Since 2015 I´ve been responsible for the Mining working committee in the Nordic Chamber of Commerce of Mexico and from 2016 I´m member of the Chamber surveillance Committee as well. The network allows me to identify the right Mexican decision makers with interest in using Greater Copenhagen for some of their international congress activities etc.</p> <p>I´m currently contacted by Danish Companies directly or via the Danish Embassy in Mexico, who have an interest in establishing them in Mexico. By my Board membership of the Zacatecas Mining Cluster Organization (the first and the most important of its kind in Mexico) I´m in continuously contact with universities and companies with interest in Mexico (Nordic) as well as Mexican companies with interest in the Nordic Countries (specially education and the Danish Model of Industry). I will be able to make good contribution to additional interchange of education, technology and industrial development between Greater Copenhagen and Mexico.</p>
Søren Ejsenhardt	Schweiz	<p>Aviation Conferences Tourism development Attraction of Airlines to operate into Copenhagen Hospital Quality Development</p>
Steen Rosenfalck	UK	<p>Meeting facilitation in London Advice on setting up business in Denmark Attracting businesses to Denmark.</p>

Steen Toftegaard Poulsen	Germany	Attracting Talents to The Greater Copenhagen Area. Attracting Events to The Greater Copenhagen Area.
Steffen Egelund	Singapore	Facilitate meetings in Singapore Public relations in South east asia Advisory to Asian companies that want to enter danish/european markets
Steffen Schiottz-Christensen	China	Meeting facilitation in China Renewable/clean energy Bringing Chinese talent to Denmark
Søren Mose	Switzerland	Facilitate corporations doing business in and with Copenhagen/Denmark. Attracting young foreign talents to study and later stay and work in Copenhagen Branding Copenhagen. Everything that has to do with the cycling culture of Copenhagen/Denmark.
Thomas Bay	United Arab Emirates	Sport events Talent attraction from ME Tourism attraction from ME
Thomas Nyborg	Thailand	Talent attraction from Thailand General business networking (Innovation collaboration) Facilitation of visa processing for qualified tourist going to Copenhagen
Waldemar Schmidt	Switzerland	Author of DENMARK LIMITED-GLOBAL BY DESIGN and 3 reports about Denmark as a competitive industrial nation I have a global network at high level where I promote Copenhagen and Denmark I have a network among leading business schools and promote CBS and their MBA program. I am an Adjunct Professor at CBS- Copenhagen Business School
Yvon Ros	USA	I have assisted numerous journalists with their travels plans and places to visit in Copenhagen and Denmark in general, and speak to Copenhagen and the restaurant scene. I have introduced MAD to a number of journalists who have consequently visited and written about Copenhagen. I speak to influencers in the culinary world about food and Danish lifestyle whenever possible.

Analysis

This part of the thesis will combine the theories described with the data obtained. First, it will decide how nodes and ties have been chosen for the Social Network Analysis of GWA. Second, it will translate the data on the GWA ambassadors into specific diaspora flows from the diaspora wheel. After, the translation the flows will be highlighted by country to see which potential flows each country are able to contribute with based on the GWA network. Third, by looking at the answers from the GWA & Danes Worldwide report (2016), an estimation of the potential flows from the entire Danish Diaspora will be produced, as well as there will be zoomed in on North America as an example. Fourth, each Danish Network identified in the data section will be analyzed shortly to see which flows they potentially are able to contribute with.

Social Network Analysis of GWA

Network architecture

As the theory from Borgatti & Halgin (2011) explained, it is up to the researcher to find the right set of nodes and ties based on the specific research question. As we in this research aim to find how network theory can show flows from The Danish Diaspora, we have chosen to show how the structure of the strategically organized GWA is, to see which possible capital flows are coming from which nodes. The analysis starts with locating which ambassadors are in which countries from the data set. The ambassadors are in this case seen as components which makes up the nodes. This means that each country has been chosen as a node. This has been chosen to ease the overview of the network and is illustrated by bigger nodes in figure 4. So, if one country has more ambassadors in it, it is counted as a single node in the network instead of individuals, even though the ambassadors in the country may or may not be connected. Each node is tied to the GWA secretariat in Denmark, in this case being the broker, as these nodes would not otherwise be connected. It is evident that GWA have more connections in specific countries such as USA and Switzerland and thus there are more possible flows coming through these countries. Figure 4 illustrates how Denmark is the broker in this network, connecting the other nodes, as this network would not exist without the GWA secretariat being present and facilitating. In this analysis we are not interested in looking at how the countries are connected to each other, but rather what connections each node has in their specific country, and thus which possible flows are eligible through the ties, and which areas of interest Denmark can reach in this network. This illustrated

overview also shows that GWA currently only have nodes in 24 countries, which is a relatively small amount. However, this makes sense as the network itself is pointing towards not being interested in breadth but rather in depth and localizing specialists in their field in specific countries. An example of this would be branding or export opportunities in USA compared to Zimbabwe. The possibilities for trade with the USA are way more significant for the Danish market, as well as significantly more well-educated Danes have emigrated to USA. Having these highly educated specialists in different countries may also give access to different clusters with opportunities for information, knowledge, and trade. This may, however, be subject to change as national- and international political and economic affairs highly influences business opportunities

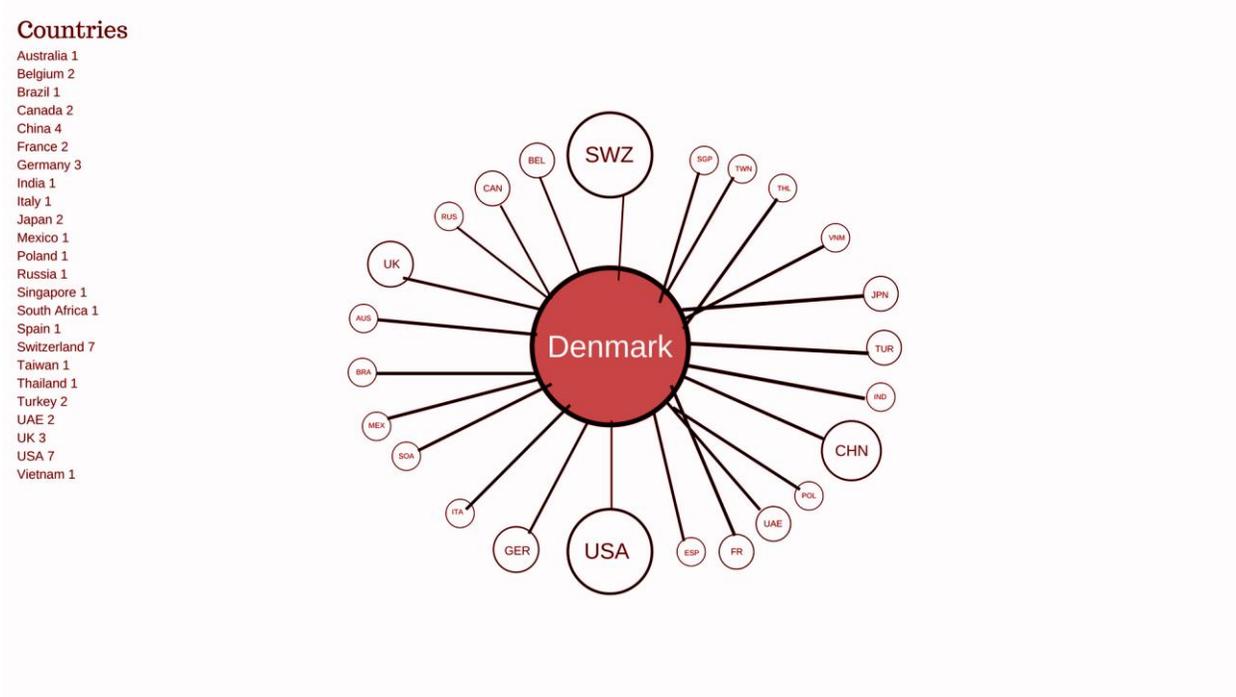


Figure 4

Translation of potential capital flows

To analyze the potential capital flows which currently exists in GWA, the information obtained from the interactive map on their website is analyzed. Each ambassador was asked to provide three areas in which they either have the capability or interest in contributing to the development of Copenhagen. It is

important to stress, that this means there is a potential of a lot of other flows, but the three areas picked by each ambassador, can be argued to provide an overview of the key areas. The scheme from the data findings have been inserted below, and each area has been translated into a specific diaspora capital flow, by using the diaspora wheel. This will give us the possibility of getting an overview of which of the three types of flow (financial, knowledge or people) the GWA's has the potential to contribute with the most, and which countries that has which potential.

The translation of each area into a flow that matched the ones in the diaspora wheel, proved more difficult than first considered. There is a level of subjective interpretation. As each area has been chosen and written by each individual ambassador - and not for this purpose - there is naturally a level of interpretation in this translation. Here are a few examples. Many has mentioned the area of 'meeting facilitation' in their country of residence; this has been translated into a people flow called specialist networks. However, if a meeting is set up for any reason, and the meeting turns to be successful and an actual deal of any kind is made, then this flow would naturally turn into a financial flow. Another area which was repeated a lot, was the attraction of conferences to Denmark/Copenhagen; this has been translated into a people flow called tourism but could also prove to be other types of people flow, depending on the nature of the conference. It could also be argued to be a financial flow if the conference would have monetary flows. A final note on the translations is regarding talent attraction, which is also something that many ambassadors considers themselves good at. Everything regarding talent attraction has been translated into a people flow called return of talent; however, it is not necessarily that the talents are returning. In fact, most talents will be natives in the ambassador's country of residence, and therefore new to Denmark if moving as a talent worker.

Full name	Country	Please describe the three areas where you have the knowledge or interest in contributing to the development of Copenhagen
Anders Fisker	Canada	Financial: Export promotion People: Sport
Anja Wittrup	Belgium	People: Tourism
Anne Lise Kjaer	UK	Knowledge: Nation branding People: Tourism

Annie May Lander Laszig	Germany	People: Tourism People: Culture Knowledge: Nation branding
Eric Messerschmidt	China	People: Voting and representation People: Specialist networks Knowledge: Nation branding
Hans Christian Ugilt Hansen	Switzerland and USA	Financial: Diaspora direct investment People: Return of talents & Education People: Tourism
Helle Priess	Hong Kong	People: Specialist networks People: Voting and representation People: Return of talent & Education
Henrik Ambak	UAE	Knowledge: Knowledge networks & People: Specialist networks Knowledge: Capacity building People: Voting and representation
Henrik Irmov	Japan	Knowledge: Government and private sector Financial: Micro finance and bonds
Jan Ravnholt	Australia	Knowledge: Capacity building & People: Tourism Financial: Diaspora direct investment People: Specialist networks
Janusz Kahl	Poland	Financial: Export promotion Knowledge: Government and private sector
Jens Christian Cornelius-Knudsen	USA	People: Specialist networks People: Return of talent

Jens Olesen	Brazil	Knowledge: Nation branding Financial: Diaspora marketing People: Return of talent
Jesper Andersen	USA	People: Specialist networks Knowledge: Government and private sector Knowledge: Nation branding
John Sytmen	Turkey	Financial: Diaspora direct investment People: Tourism Knowledge: Nation branding
Jørgen Guldborg Rasmussen	Switzerland	People: Specialist networks People: Tourism
Kai Holm	Spain	People: Sport People: Tourism
Kirsten Hetland Brault	France	
Knud Westergaard	Canada	People: Tourism People: Specialist networks Knowledge: Government and private sector
Lars Haue-Pedersen	Switzerland	People: Sport People: Tourism People: Return of talent
Lars Himmer	Russia	Knowledge: Government and private sector People: Specialist networks People: Return of talent People: Mentorship
Lars Ipland	Turkey	Knowledge: Nation branding Knowledge: Government and private sector People: Tourism

Lars P Jung-Larsen	UK	People: Tourism Knowledge: Nation branding Knowledge: Government and private sector
Laura Lykkegaard	South Africa	Financial: Diaspora direct investment Knowledge: Nation branding
Malene Rydahl	France	Knowledge: Nation branding People: Return of talent Financial: Diaspora direct investment
Martin Manniche	USA	Knowledge: Government and private sector People: Specialist networks Financial: Diaspora direct investment
Morten Sogaard	USA	Financial: Diaspora direct investment People: Specialist networks Knowledge: Government and private sector Knowledge: Knowledge networks
Niels Christian Nielsen	USA	People: Specialist networks Financial: Diaspora direct investment People: Tourism
Niels Jørgen Thøgersen	Belgium	Knowledge: Government and private sector Knowledge: Knowledge networks
Niels Steiniche Rasmussen	Germany	People: Specialist networks People: Tourism Financial: Diaspora direct investment Knowledge: Nation branding
Ole Skjodstrup	Italy	People: Return of talent Knowledge: Nation branding Knowledge: Government and private sector People: Tourism

Peder Holm	Japan	Financial: Diaspora direct investment People: Return of talent People: Tourism
Per Troen	Switzerland	Financial: Diaspora direct investment People: Tourism People: Return of talent
Per V. Jenster	China	People: Tourism Financial: Diaspora direct investment People: Education and Knowledge: Government and private sector
Peter Trampe	Taiwan	People: Return of talent Financial: Diaspora direct investment People: Tourism
Pia Mollback-Verbic	India	People: Specialist networks People: Voting and representation Knowledge: Government and private sector Financial: Diaspora direct investment and Financial: Export promotion
Preben Hjortlund	Vietnam	Financial: Diaspora direct investment People: Tourism People: Education
Richardt Ejnar Fangel	Mexico	People: Culture Knowledge: Nation branding Knowledge: Government and private sector People: Tourism Knowledge: Knowledge networks Financial: Export promotion
Søren Ejsenhardt	Schweiz	People: Tourism Financial: Diaspora direct investment Knowledge: Government and private sector

Steen Rosenfalck	UK	People: Specialist networks Financial: Diaspora direct investment
Steen Toftegaard Poulsen	Germany	People: Return of talent People: Tourism
Steffen Egelund	Singapore	People: Specialist networks Knowledge: Government and private sector Financial: Diaspora direct investment
Steffen Schiøttz-Christensen	China	People: Specialist networks Knowledge: Government and private sector People: Return of talent
Søren Mose	Switzerland	Financial: Diaspora direct investment People: Return of talent Knowledge: Nation branding. People: Sport
Thomas Bay	United Arab Emirates	People: Sport People: Return of talent People: Tourism
Thomas Nyborg	Thailand	People: Return of talent People: Tourism
Waldemar Schmidt	Switzerland	Knowledge: Government and private sector Knowledge: Nation branding Financial: Diaspora direct investment People: Education
Yvon Ros	USA	People: Culture Knowledge: Nation branding People: Specialist networks

Potential capital flows based on network architecture

From the sheet above it is evident that various flows are coming from the ambassadors of GWA. As mentioned these flows have different meanings behind them. However, what is truly evident is that some countries have greater possibilities of providing flows, and some countries even have a larger number of the same flow. On the other hand, some countries are not represented at all, as well as some countries have very limited access to generating valuable flows. What needs to be taken into consideration here is that the information is only provided by country, and not by industry or geographical area. Specifically, this means that some of the same flows may be from different industries such as engineering, finance, tourism, tech, or green energy.

A country like USA is also a large country, and as we do not account for which cities or states are represented it is difficult to assess how broad the network is geographically within a country, as some ambassadors might be based in different states. This also means that there is a difference between each flow that the individual ambassador provides, even though they are put into the same flow type. As the ambassadors have been carefully chosen by GWA, it could point to the direction that they want to access the right resources where they can have an impact or have a status that allows them to create certain flows. As the nodes have been chosen by country, it does not mean they necessarily know each other, or help each other with the creation of flows. Thus, there might be a difference in flows provided both from an industry perspective and from a geographic region.

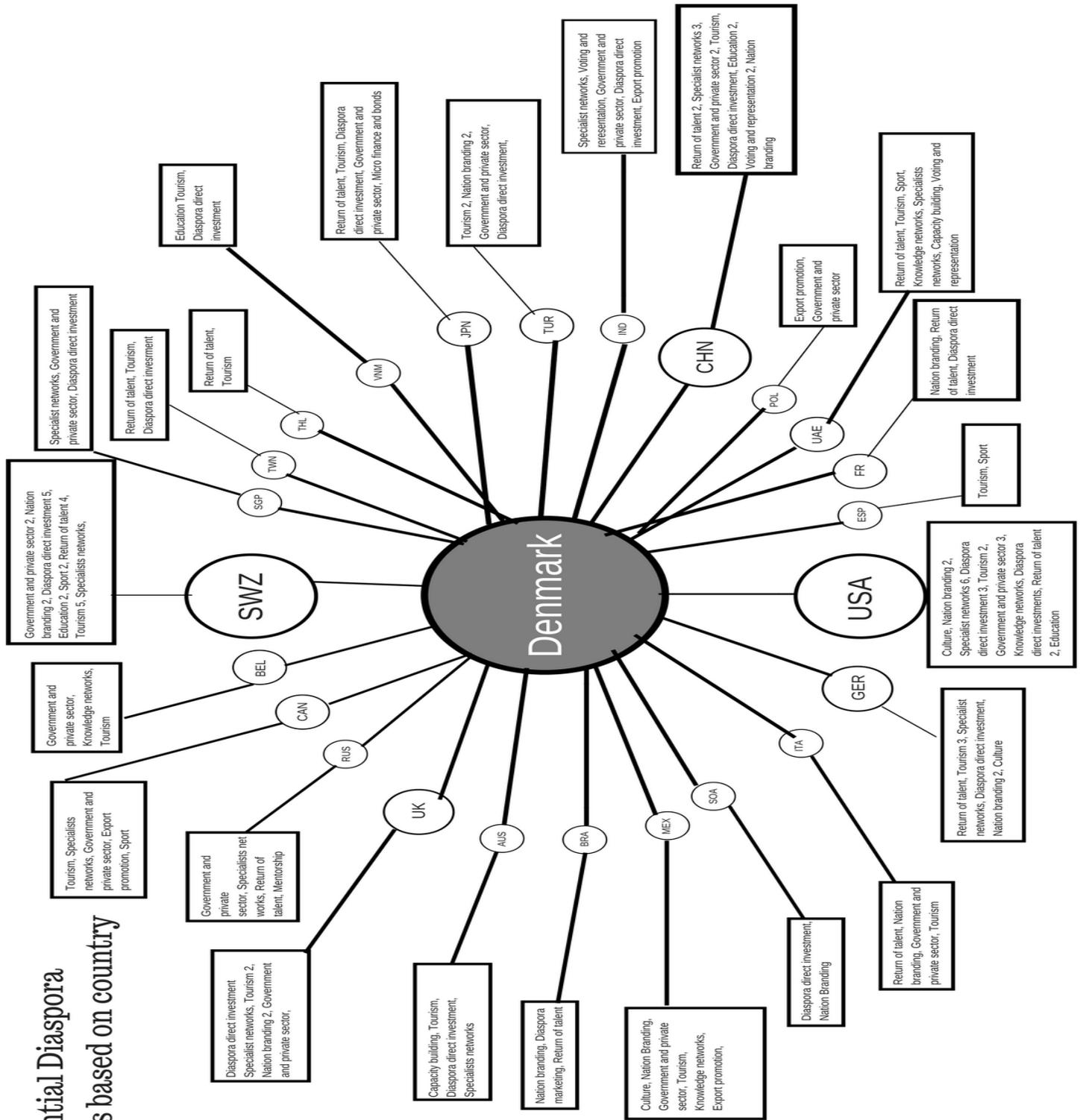
However, this is not necessarily a bad thing, as we see from the strength of weak ties theory that weaker ties may have a greater effect on the relationships and reduces groupthink. Having the ambassadors spread in different countries, area of countries and industries within the countries, allows for access to specific hubs or clusters where they have greater knowledge about certain areas, which gives a huge potential for decision making within these specific industries or areas in the given country. By nature, it makes sense that there are more ambassadors in higher developed countries with access to decision makers and knowledge in these geographical or industry areas. Some examples of this topic are for example that in Switzerland, USA, and China there are a lot of different flows coming through, but also access to a lot of people who have their core strength within the same topic. Of course, USA and China are big countries with several industries which might be interesting to Denmark.

As for Swiss GWAs, they for example have a lot of knowledge in Diaspora Direct Investment, which is a key area for extracting the knowledge and best practices from the other countries, as well as it is geographically closer to Copenhagen than USA and China, and why it makes sense to have ambassadors there. On the other hand, a country like Thailand is not that well represented, neither in

numbers or in different sources of flows. Of course, there is potential in Thailand as it is in Southeast Asia and a lot of Danes go there on vacations as tourists and thus naturally Denmark needs to have some sort of attachment. What is truly remarkable though, is how many potential flows Denmark do have access to based on this small, but highly skilled network in various countries.

All these flows vary from country to country, and in figure 5 a full overview on which flows Denmark has access to in which countries from the GWA network, as well as how many people in the country have the possibility to create each individual flow. Do have in mind though that it is not based on industry nor on which geographical region of the country they are based.

Potential Diaspora Flows based on country



Besides the fact that some countries have greater access to certain flows, we also see that in terms of the number of potential flows GWA are only represented in 16 of the 30 categories of the Diaspora wheel. This come back to the fact that this network is selected on certain criteria and based on the strategic purpose of the network. In fact, GWA are far greater within six specific categories, namely Tourism (25), Diaspora Direct Investment (20), Specialist Networks (19), Government and Private Sector (18), Nation Branding (17), and Return of Talent (16). What is also evident is the dominance of people flows, as they account for 53,4% of the potential flows.

Potential Flows of GWA in percentages

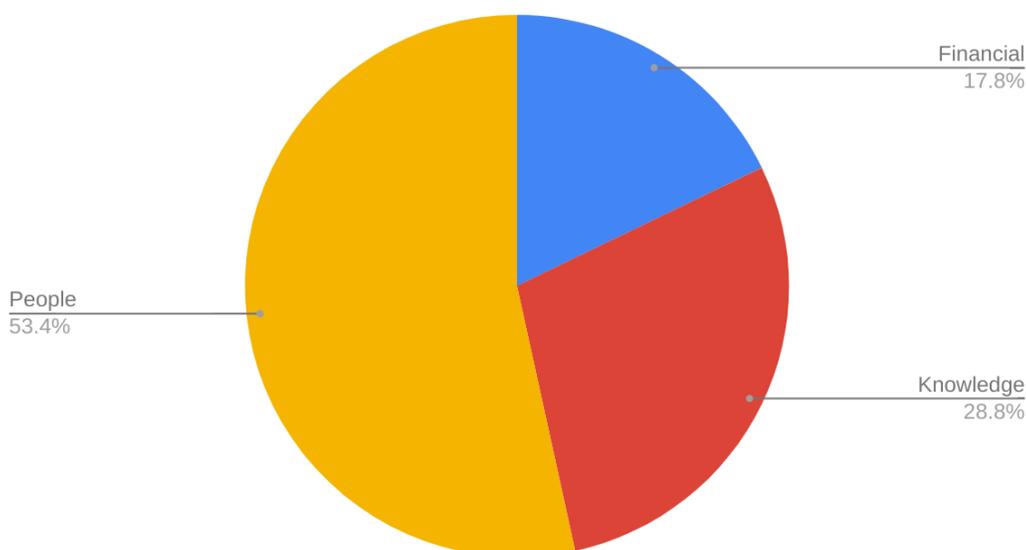


Figure 6, Potential flows of GWA in percentages

Network Dynamics of GWA

Having analyzed the potential flows, this section will be a discussion on the micro dynamics of GWA, to establish how these flows might change due to dynamic factors.

It has already been established that there is a benefit provided by networks to their members and how their role is a source of value, and that this role and value is affected by contingency factors. This is also what can be argued for the GWA network as members change jobs, move to another country, or something from their other networks affect their role in this network. Furthermore, we see a structure

where around 60 members are the perfect amount for this closed network. This could be seen as the perfect strategic margin due to the fact that if the number of members grow, the number of ties between the members need to grow exponentially. Restricting the GWA network to grow ensures high quality and focus on the work, and also makes understanding of the evolution of the network easier, and more controlled.

It is important to understand that the flows identified earlier, are subject to change dependent on the addition or subtraction of new members of the network, or if the characteristics of the members change. An example being if a central figure in the network is replaced, the ties from this member to other members are suddenly dissolved, as well as the flows, and the new member needs to establish his/her own ties and flows which differs from the replaced member.

In the theory section it was also established that there are several dimensions of change in network structure. Factors that has not been accounted for in this analysis, but which are important to have in mind when understanding the evolution of the GWA network such as how ties are created between the members in the network, or whether there are interconnected cliques. Furthermore, one must also account for what flows through the connected ties outside of the purpose of diaspora, as this analysis have not taken this into account. Ties are also created in between the members of the network, which suggests that flows are going back and forth. Flows which are not necessarily diaspora related are created and affects the network structure. Lastly it is also important to notice that individuals react differently to being in a network and being social, as some people have the tendency of homophily or heterophily which in exchange affects how ties are created inside the network.

Highlighting flows from USA

In the previous section it was illustrated how different countries contribute differently to flows dependent on the number of members as well as which areas they have expertise in. It was also shown how the GWA secretariat acts as a broker in the network. To further highlight how flows are generated towards Denmark, the different flows from each person in USA will be highlighted based on the strategic organizing of a diaspora network

USA as an Example

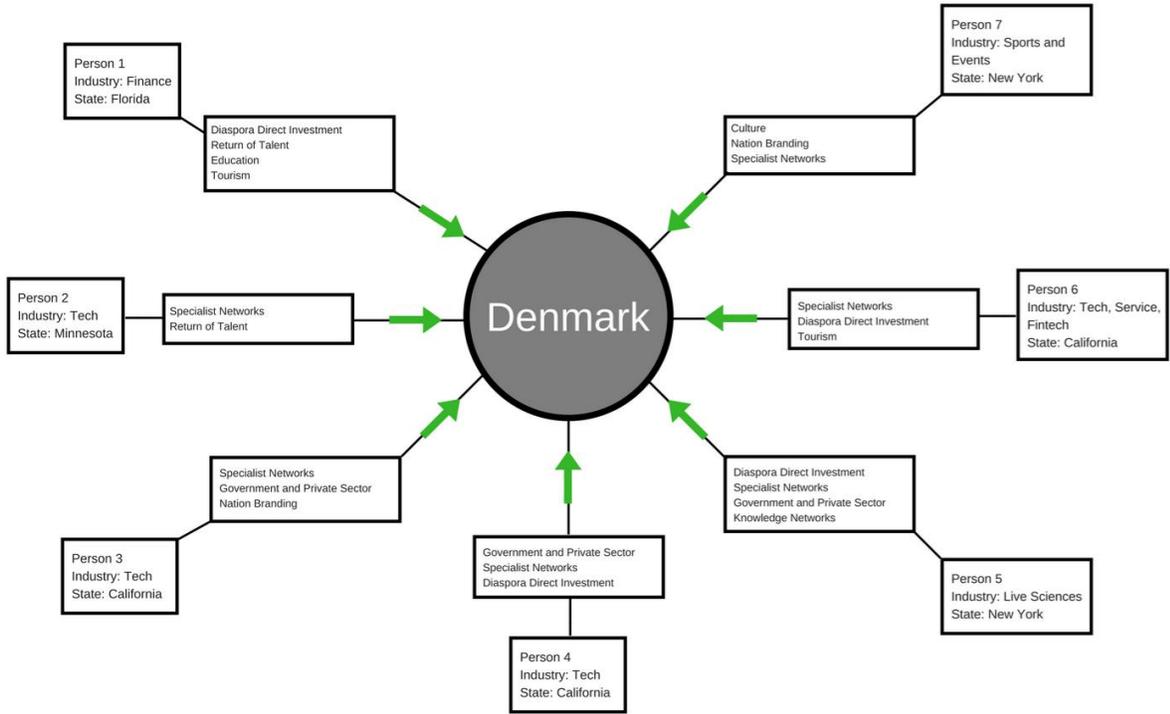


Figure 7, USA as an example by state and industry.

By looking at figure 7, it shows the potential a diaspora network has when it is strategically organized, and how flows can contribute to Denmark when there is a strategic approach. Furthermore, going this detailed also shows where the diaspora is located and which industries the flows are coming from. For example, we see that there are several people in the tech industry and based in California which is an indicator of a cluster. Having these potentials in the tech industry is a huge opportunity for Danish tech companies to gain knowledge.

Based on this analysis of the GWA network and the exploration of which flows there are access to when a network is strategically organized, the next step of the analysis will explore if this can be applied to other Danish networks around the world. The GWA network is a small network where the participants are selected and have shown an interest in creating possibilities for Denmark, and this might not be 100% applicable to other networks.

The potential in The Danish Diaspora

Upscaling diaspora flows

This part of the analysis will investigate the answers of the GWA & Danes Worldwide report (2016) from the data set. The first part will translate the answers from the third part of the questionnaire into diaspora flows. The second part will upscale the answers from the respondents and estimate how many people in The Danish Diaspora potentially are able to contribute with flows. The second part will be presented in a worldwide view, and then be zoomed in to North America. Lastly, a visual scheme of potential flows and the amount of people will be presented.

When looking at the answers from the questionnaire it is evident that 75% are between the age of 30-59 and thus in the working age. This is very well supported by the fact that 73% are either employees, self-employed or managers. Furthermore, 49% have indicated that they moved to another country due to their career. Finally, we see that most people, 50%, relocate inside the European borders, and that North America is the second largest destination for relocation (20%). Looking at these numbers, tells the same story as we saw in the first part of the data set, on how emigration from Denmark has evolved in the last decades where the highly educated are seeking job opportunities outside of Denmark. However, what is interesting is that 73% of the respondents said that they do not feel like Denmark is good at utilizing the resources of its citizens abroad. This could indicate that these people do feel that they have resources that could contribute to Denmark in different ways. If we look deeper into what the diaspora can contribute with, we also see that there are possibilities for creating flows. In the third part of the questionnaire, the respondents were asked about how they contribute to Denmark. We will now try to translate these contributions into diaspora capital flows from the Diaspora Wheel.

61% indicated that they promote Denmark as a good country to invest in, which is directly translated into a financial flow.

80% indicated that they promote Denmark as a good country to work in which can be seen as a people flow, but also as a knowledge flow as if the person would start a job in Denmark, the person would contribute with knowledge from his/her previous career in a different country.

89% indicated that they promote Denmark as a good country to study in which again can be seen as a people flow, but also as a knowledge flow, as the flow includes education as well as the student possibly creates a network with likeminded people and share knowledge.

94% indicated that they promote Denmark as a good country to visit as a tourist, and thus being a people flow.

76% consider themselves as being a cultural ambassador for Denmark which both can be a knowledge flow in terms of nation branding, as well as a pure cultural flow and thus being a people flow.

37% indicated that they create contacts for Danish companies and businessmen. This statement can fall into all three categories as it can create financial flows such as export opportunities, as well as create knowledge networks, or even attract people.

31% said they still to some degree pay taxes in Denmark, which is a direct financial flow.

45% views themselves as an informal extension of diplomacy, which is regarded as a knowledge flow.

Lastly, 47% believes that their international competencies can make the Danish industry benefit. As there is no indication of what or how they can make the Danish industry benefit, we can only imagine the different ways, and thus we regard it as a split between the different diaspora capital flows.

As this brief translation of the answers from the report shows, The Danish Diaspora do feel they have ways to contribute in terms of people, knowledge and financial flows to the Danish society, from overseas. Furthermore, the questionnaire also showed that the respondents think they can do even more in terms of promoting Denmark on the different parameters from the previous section, especially if they got a financial gain from contributing.

What is quite interesting when looking into the answers given in the report, is the way the answers are distributed between the different respondent groups in terms of whether they are from GWA, other leaders/entrepreneurs, or part of the other groups. Naturally, the ambassadors are interested in giving back to Denmark, otherwise they probably would not be in the ambassador corps. Thus, the percentages of how they can contribute are higher. However, the answers from the other leaders/entrepreneurs are quite interesting. 65% of them agrees or partly agrees that they promote Denmark as a good country to invest in. If we hypothesize that the other leaders/entrepreneurs have the capabilities to contribute with valuable flows from their industries or geographical location, there might be a huge untapped resource just waiting to be utilized. This is quite interesting as the GWA roughly consists of 60 people, whereas the other leaders/entrepreneurs out there are way more, an amount of people consisting of 39% according to the GWA & Danes Worldwide report (2016) amounting to 78.000 people. A complete rundown of the difference in answers is found in the fifth part of the GWA & Danes Worldwide report (2016) in the data set.

To get an idea of the potential resources that lies out there, ready to be utilized, the second part of this section will be an upscale on the percentages based on the answers from the report, and the numbers of Danes living abroad to see how the flows look in the bigger picture.

In the GWA & Danes Worldwide report (2016) it is estimated that there are 200.000 Danish emigrants living outside of Denmark, whereas the numbers from migration policy institute suggests that number to be even higher at 250.000. In the numbers from the report it is stated that 20% of the respondents live in North America. If we scale that, and see that number as being representative, it suggests that 40.000 Danish emigrants are living in USA and Canada. This is quite even to the numbers from MPI presented earlier in this thesis, as they state that 47.000 Danes live in USA and Canada based out of 250.000, which is 18,8%. Thus, we state that the answers from the report matches the MPI numbers in terms of percentages. However, for the sake of going forward with the analysis, we will use the 200.000 from the report as the scale as well as the 40.000 Danes living in North America.

If we look at the percentages from the previous section, 73% or 146.000 Danes abroad do not feel that Denmark is good at utilizing the resources of its citizens abroad. By further looking into what sorts of flows that could be contributed with, we saw earlier that 61% indicated that they promote Denmark as a good country to invest in, or 122.000 people who contribute with a possible financial flow. 80% indicated that they promote Denmark as a good country to work in, or 160.000 people who contribute with a people/knowledge flow. 89% indicated that they promote Denmark as a good country to study in, 178.000 people who contributes to a possible people/knowledge flow. 94% indicated that they promote Denmark as a good country to visit as a tourist, or a staggering 188.000 people promoting a possible people flow and what financial gains which comes along with tourism. 76% consider themselves as being a cultural ambassador for Denmark, which could be translated into both a knowledge flow as well as a people flow from 152.000 Danes. 37% indicated that they create contacts for Danish companies and businessmen, which means that 74.000 potential flows are eligible in terms of knowledge, financial, and people. 31% said they still to some degree pay taxes in Denmark, which means 62.000 tax payers outside of Denmark, and thus a direct financial flow. 45% views themselves as an informal extension of diplomacy, and thus 90.000 people who contribute with knowledge. 47% believes that their international competencies can make the Danish industry benefit, which creates 94.000 potential flows in all three categories.

Looking at these numbers is not a 1 to 1 scale option as mentioned, it is just to get an idea of how massive the potential flows are. Too further investigate the numbers on a regional level, the next paragraph will zoom in on North America, to see how the numbers would distribute in that region. As

before, we will look at the numbers from the report, and use the estimate of 40.000 Danes living in North America. 73% or 29.200 Danes in North America do not feel that Denmark is good at utilizing the resources of its citizens abroad. 61% indicated that they promote Denmark as a good country to invest in, which amounts to 24.400 people. 80% indicated that they promote Denmark as a good country to work in, or 32.000 people who contribute with a people/knowledge flow. 89% indicated that they promote Denmark as a good country to study in, 35.600 people who contributes to a possible people/knowledge flow. 94% indicated that they promote Denmark as a good country to visit as a tourist, 37.600 people promoting a possible people flow, and as mentioned, the financial gains which comes along with tourism. 76% consider themselves as being a cultural ambassador for Denmark, which as mentioned can be translated into both a knowledge flow as well as a people flow from 30.400 Danes in North America. 37% indicated that they create contacts for Danish companies and businessmen, which means that 14.800 potential flows are eligible in terms of knowledge, financial, and people. 31% said they still to some degree pay taxes in Denmark, which means 12.400 tax payers in North America as a direct financial flow. 45% views themselves as an informal extension of diplomacy, and thus 18.000 people who contribute with knowledge. 47% believes that their international competencies can make the Danish industry benefit, which creates 18.800 potential flows in all three categories from North America.

Below is a sheet which gathers the information from above, put into: question - percentage - amount of people - and the three different flows.

Worldwide	Question	%	Persons	Knowledge	People	Financial
	Invest in DK	61	122000			X
	Work in DK	80	160000	X	X	
	Study in DK	89	178000	X	X	
	Tourism in DK	94	188000		X	X
	Cultural Ambassador	76	152000	X	X	
	Create Contacts	37	72000	X	X	X
	Taxes	31	62000			X
	Diplomacy	45	90000	X		
	Industry Benefit	47	94000	X	X	X
North America	Question	%	Persons	Knowledge	People	Financial
	Invest in DK	61	24400			X

	Work in DK	80	32000	X	X	
	Study in DK	89	35600	X	X	
	Tourism in DK	94	37600		X	X
	Cultural Ambassador	76	30400	X	X	
	Create Contacts	37	14800	X	X	X
	Taxes	31	12400			X
	Diplomacy	45	18000	X		
	Industry Benefit	47	18800	X	X	X

Potential diaspora capital flows from North America

As a part of analyzing what potential in utilizing The Danish Diaspora there is, an attempt to assess which diaspora capital flows is already available will be carried out. From the data findings it is possible to take each actor from the demographic mapping and evaluate which flows that are most likely to exist; however, it is important to stress that these evaluations are based on assumptions, estimates and qualified guesses. For the results to be somewhat comparable with the ones from the potential flows from GWA, each actor will have up to three of the most likely flows assessed.

Danish churches and congregations (DSUK)

With 10.000 members, corresponding to 5% of the 200.000 foreign Danes, DSUK should have the potential to contribute with some diaspora capital flows. First flow in mind is the people flow of culture, as a subject as religion most likely belongs hereunder. Furthermore, it is also possible to imagine that some of the churches will arrange events, or similar, with somewhat of a Danish theme in them. Other potential flows could be financial in the form of philanthropy, as a stereotypical idea of religious people could be that it is a part of their belief to raise money and give them to charitable purposes.

DABGO

As DABGO is a network for Danes abroad with the purpose of binding Danes together abroad and 75% of its members are leaders, executives or business owners. This could indicate that diaspora-wise, this would be a strong network to tap into, and there could be a potential of numerous diaspora capital flows

available through DABGO; unfortunately, this also makes it difficult to estimate which flows are most likely, as the network is not concerned with only one industry, geography or other limitations. Since the network consists of so many c-level Danes a careful estimate of the most likely diaspora flows would then be ones with a business-oriented aim: 1) diaspora direct investment, because of the potential there is for these people to use their influence and have investments directed to Denmark, 2) export promotion, because of the local networks that these Danes most likely have and the potential in creating business opportunities for Danish companies, and finally, 3) specialist networks, which relates to export promotion; the possibility of connecting the right people from Denmark and locally, and hence the potential of creating new business opportunities.

Danes Worldwide

As a membership organization who has taken on the task of speaking the voice of Danes abroad, assisting them with different tasks and send out information to them, Danes Worldwide' s three most likely potential diaspora capital flows are estimated as; 1) the people flow of voting and representation, since they act and speak on behalf of Danes abroad and advocates for their rights to the Danish government, 2) the people flow of next generation initiatives, since they have language courses, summer camps in Denmark and annual meetings, and 3) the knowledge flow of knowledge networks because of their magazine DANES which is sent out six times a year. It is interesting to see how all flows described here are outward flows, whereas most other flows with the other actors are inwards. It could be argued that the membership fee that is being paid to Danes Worldwide could be listed as a flow as well, but it is not considered to be one of the three most important ones.

Chamber of Commerce's

There is potential for quite similar diaspora capital flows from the chamber of commerce's, as was the case with DABGO. The profiles of the members appear to be somewhat similar, and just like with DABGO, the chamber's members are not obliged to be members of any specific companies or industries. The perceived potential diaspora capital flows are estimated to be: 1) diaspora direct investment, because of the potential there is for these people to use their influence and have investments directed to Denmark, 2) export promotion, because of the local networks that these Danes most likely have and the potential in creating business opportunities for Danish companies, and finally,

3) specialist networks, which relates to export promotion; the possibility of connecting the right people from Denmark and locally, and hence the potential of creating new business opportunities.

Danish minorities

The city of Solvang can be argued to create a potential for diaspora capital flows. The most relevant flow is the nation branding for Denmark that Solvang creates, thus a knowledge flow. Most likely the Danish presence in the habitants of the city, and the culture that exists, will create the people flow of culture. Another flow could potentially be the creation of tourism, making it a people flow.

Danish Students Abroad (DSA)

DSA could be argued to have the potential of the people flow of culture, since it is an organization which assists Danish students with their foreign studies. It could also be argued to have the people flows of voting and representation and return of talent.

Danish-American Business Forum (DABF)

DABF helps Danish businesses set up in the US, and it therefore seems natural for the most likely diaspora capital flow to be one of people by opening their specialist networks. There could also potentially be one of knowledge, by providing their knowledge networks to the Danish businesses. The final, most likely, diaspora capital flow would be a financial one, of export promotion, since this is what the organization does.

Copenhagen Goodwill Ambassadors (GWA)

As a previous part of the analysis focused on the Goodwill Ambassadors, this section will not replicate it.

DenmarkBridge

DenmarkBridge is essentially a knowledge-sharing and cooperation platform for businesses in Denmark and Silicon Valley to connect and collaborate. It is most likely that the diaspora capital flows created from this network will be ones of knowledge and most likely knowledge networks and government and

private sector flows. A final flow potential could be that all the knowledge sharing could create a financial flow in the form of diaspora direct investment.

Find Job Abroad

As Find Job Abroad is essentially a job portal the flow must be considered as a people flow; there is no direct translation in the diaspora wheel, so it is estimated that specialist networks come closest. It could also be argued that when people move out of Denmark for a job, they bring some knowledge and thus a knowledge flow of knowledge networks.

Danish American Society

The Danish American Society can mainly be said to be creating two flows as their mission is to enhance cultural and educational bonds with Denmark; 1) Educational, 2) Culture. However, as there also are given out awards to certain people who have contributed in promoting Danish culture in USA there is also 3) rewards and recognition.

Danish American Heritage Society (DAHS)

The Danish American Heritage Society was founded to explore and record Danish history and heritage in North America. There are several different potential flows from this initiative as it both concerns 1) cultural aspects as well as 2) educational purposes from its scholarships, to 3) mapping and research from its three sister organizations.

The Danish Brotherhood & The Danish Sisterhood of America

Primarily serving as a cultural institution, The Danish Brotherhood has abandoned its early purposes of financial stability and insurance. The sisterhood on the other hand are still developing their purpose besides being a cultural institution. They are also doing scholarships and grants, as well as trips to Denmark, and are helping with information on how to track Danish ancestors. Their three primary diaspora flows are; 1) Culture, 2) Education, 3) Genealogy / Tourism.

Media

The three different newspapers *Bien*, *The Danish Pioneer* and *Churchandlife*, are all serving a 1) cultural flow. However, as some of them also do news from Denmark, there is a part which is 2) nation branding. These media serve a very tiny portion of The Danish Diaspora; however, one could argue this portion is a highly relevant one in terms of cultural inheritance. *Bien* also served as a 3) diaspora fora where the readers could tell stories from their own life's and share it with other readers.

Danish expats in general

The Danish expats are as described a varied group of people. As this group of people consists of students, employees, managers etc. we can only imagine what sorts of potential flows might arise from this group. This can range from financial flows in terms of export promotion and diaspora marketing, to knowledge flows such as capacity building and nation branding, to people flows such as culture and education. As this group is arguably the most varied in terms of demographics, and in terms of potential flows as this group to some degree contain a bit of every flow, it is difficult to assign the top three potential flows.

SoMe groups

There are many different social media groups with different intentions. What is common for all of them though, is they all serve as a 1) diaspora fora for the Danes abroad, which clearly is the strongest potential flow from these SoMe groups. One could argue that there are other potential flows from these groups, however, it would require an enormous amount of work to go into each group and determine which potential flows each group could contribute with.

Retirees

Retirees who have settled abroad have the potential to create several flows. One could argue that those retirees who settle abroad have a certain economic wealth. Furthermore, it is evident that a lot of these retirees settle in the same areas, such as southern Spain. However, we do not know how many retirees have settled in North America. Settling in the same area as other Danes creates strong cultural bonds as well as serve as a Diaspora forum for the Danes. Therefore, we argue that the three most important potential flows from the retirees are 1) Culture, 2) philanthropy, and 3) diaspora fora.

Other Danish networks

Since we only know that there are existing groups of Danes out in the world, but not specifically which ones, any estimates on potential flows will not be done here.

Youth Goodwill Ambassadors (YGA)

It could be argued that the retention of American talents who are already studying in Denmark could be seen as a people flow of return of talent; it doesn't fit completely, but if we substitute the return to retention it does. Another flow created by YGA could be a knowledge flow of nation branding, since the YGA's also serves to promote Denmark as a good country to work or study in, back in North America.

Friends of Denmark

Friends of Denmark are potentially the most diverse group of people as it basically can be everyone who has a connection to Denmark, whether it a distant relative, former student or a refugee who has returned home. Grasping what sorts of flows the group potentially could contribute with requires identification of qualifications as well as who, when and where they are. One could argue that this group of people potentially could contribute with various flows due to its diversity, however, that would require a structured database of these people and their skills. Nonetheless, there are highly skilled people with certain knowledge and potential which might be interesting to investigate, especially those who have returned to North America.

Network architecture of DK diaspora in North America

After having identified the potential diaspora capital flows which are estimated to be available for Denmark in North America, we will now attempt to illustrate how the network architecture of the Danish networks in North America currently looks.

Each network represents a node, which is not tied to any other nodes. There has not been put resources into investigating whether any of the nodes are tied together. The aim is to illustrate how the potential diaspora capital flows between the US and Denmark is not currently organized for strategic use. Figure

8 below shows that all the Danish networks in North America are disconnected networks and therefore consists of 19 different components.



Figure 8

In the theory, the concept of including a broker into orchestrating a network was introduced. The argument here, is that by including a central actor with ties to each different node this actor will achieve information and different flows from these actors. The viewpoint is backed up by one of the six recommendations from the GWA & Danes Worldwide report (2016); to set up a Ministry of The Danish Diaspora. This Ministry, or whatever form it would be set up as, would then serve as the broker, making the network look like the below figure 9.

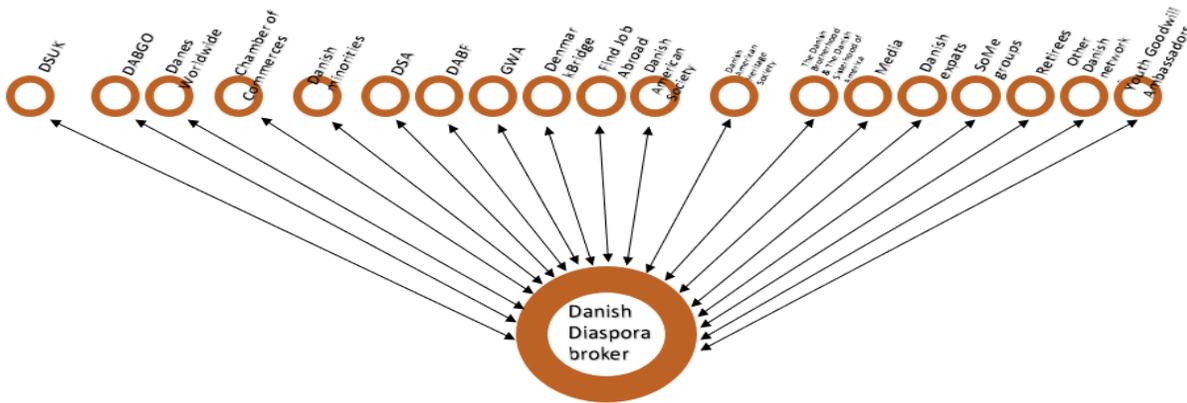


Figure 9

In figure 9 above we get the illustration of how a strategically organized approach to utilizing The Danish Diaspora, in this case in North America, would look like. Each node is tied with the broker, who will then achieve strength of having many weak ties, and thus a good amount of flows will be enabled between each node and the broker. This is also referred to in the theory as bridging ties, which are argued to be a potential source for new ideas and new knowledge. Granovetter (1973) also argued that ‘persons’ with the weakest ties are the most successful, which backs up the theory of the strength of brokerage. To have access to different pools of information is, according to Burt (1992), the same as having access to non-redundant information and new ideas and is most likely a reason for success. This is also referred to as having access to the social capital of brokerage. There are a couple of interesting quotes in the

GWA & Danes Worldwide report (2016), which sums these viewpoints up, and can be used to exemplify a general attitude amongst the foreign Danes. On page 7 in the GWA & Danes Worldwide report (2016), a self-employed Dane in Thailand with a Danish spouse says: *“I hope the Prime Minister will introduce an initiative for making it easier for Danes out here to contribute even more to the economy and society of Denmark – and that he will recognize how almost all Danes abroad feel very strongly about their nationality.”* Another good quote to show how the Danes feel is from page 9, where an accompanying Danish spouse in India states: *“Some Danish government office ought to develop a handbook for expats to use in promoting Denmark’s interests in the context of business, tourism, culture, brand, etc.”* The final relevant quote, which we will use to end this chapter is taken from page 15, where a Danish manager in the UK with a non-Danish spouse hits the head of the nail: *“Why don’t we get some materials developed especially for the purpose of equipping expat Danes to perform recruiting of talent and ‘lobbying’ for Denmark?”*

Discussion

After having concluded the analysis, covering the Social Network Analysis of the GWA corps, looking at potential flows available, and looking into what potential there is in strategically organizing The Danish Diaspora, it is now time to reflect and put some of the results a bit into perspective.

One of our main findings was that there appears to be a need for a broker, to orchestrate and strategically organize The Danish Diaspora. The network theory applied, assisted in making this conclusion and was further backed by quotes and recommendations from the GWA & Danes Worldwide report (2016). The natural question to ask would then appear to be how such a broker should take shape. This discussion chapter will mainly focus on shining a few lights on a potential broker for The Danish Diaspora, as this would naturally be quite a task to carry out, and not one that will just be born by a heartbeat. We will now take a step back from an academic perspective and use a more operational and 'real-world' perspective.

As our analysis has been using the Copenhagen Goodwill Ambassadors as an example, to show that a very focused, strategic use of a specific part of The Danish Diaspora, can give us an incredible opportunity to create some very valuable flows, it could appear as the 'natural' solution to simply copy this setup, and upscale it to have a ministry or a secretariat to strategically orchestrate all 200.000 Danes abroad - but since we know that the GWA is operated by a secretariat consisting of one full-time employee and one student worker, this simply wouldn't add up. It is also important to take into consideration that the GWA's consists of what can be perceived as some of the 'rockstars' of Danish business people, leaders and influencers, which means the remaining Danes abroad might have other types of flows to contribute with instead. Another important fact to remember in an assignment such as this, is the fact that some of the flows from the rest of The Danish Diaspora, which we describe as potential, are most likely continuously being carried out every day by all the good Danes abroad. Thus, our argument becomes, that by taking a central, strategic consideration by a central decision maker in Denmark, it is possible to influence which flows are being created or accounted for, in a larger scale. The question which comes at hand is then, what types of flows it is that Denmark should focus on strategically organizing? This question is not for this thesis to answer but is probably one of the most important outputs from this thesis. We believe that we have accounted for that The Danish Diaspora is very much so a resource, which is unaccounted for in a Danish perspective, and a resource that if being put to use, could contribute with numerous, and different, types of flows creating value for Denmark.

The results from our analysis cannot be used as exact evidence for the potential flows within The Danish Diaspora, as it will be described in the research limitation chapter below, but the idea is that they can serve as a platform for how further studies should be carried out. What we extract from our analysis is the fact that there is a potential value in strategically organizing The Danish Diaspora, and our recommendation will therefore be that an actor from the official Denmark initiates some sort of project, to start further investigations and a process of investigating exactly which parts of The Danish Diaspora that should be focused on, and which parts should be included in the project of strategically organizing The Danish Diaspora. Our recommendation is also to look deeper into the country cases, which we accounted for in the empirical settings chapter, as this proves that there are many different options on how to engage with one's diaspora. There is no one-size-fits-all solution, so a tailor-made one must be opted for, but nonetheless it is possible to study the different countries and how they do it. As we perceive Ireland as probably being the country who have gone furthest in their research and their work with engaging with different segments of their diaspora, this is a country which Denmark could learn a lot from. Ireland has managed to embrace all the already existing Irish networks and have them included in a sort of umbrella diaspora network; their Diaspora Ministry who seems to orchestrate all the different parts of the diaspora, embracing all three types of diaspora capital flows. Another way to engage with The Danish Diaspora could be to focus merely at a business perspective, as the Global Lithuanian Leaders have done; in fact, they have a core of their 'main' ambassadors in the network, and who are then surrounded by several hundreds of other types of leaders who are connected to GLL more loosely.

In brief, what we extract from our analysis is the fact that there is a potential in viewing The Danish Diaspora as a resource, and that further studies are encouraged to be carried out, to create a process plan of which parts of the diaspora to engage with, based on which flows that are estimated to be relevant for Denmark. It would seem a good idea to create a vision for what The Danish Diaspora should be used for, and to create a strategy, with a long-term focus as this project naturally would be a long-termed project, and not one that would instantly create value. But if carried out in the right way, and by engaging the right parts, there is no doubt that it would be a profitable business for Denmark.

An inspirational quote, seems as a good way to round up this discussion; *"If cherishing the Diaspora is to be more than a sentimental regard for those who leave our shores, we should not only listen to their voice and their viewpoint. We have a responsibility to respond warmly to their expressed desire for more*

dialogue and interaction with us by examining in an open and generous way the possible linkages. We should accept that such a challenge is an education in diversity which can only benefit our society.”
Mary Robinson, former President of Ireland, taken from the DiasporaMatters report (2017, page 9).

Limitations in results

This section of the paper will focus on the limitations of the project and discuss areas which have not been researched and highlight matters that have not been considered.

One of the important issues that this thesis does not address, is the fact that cities are increasing in numbers, and that more and more people have a strong relation to one or more cities. In fact, there has over the last decades been an explosion in megacities with more than 10 million citizens, as well as a rapid growth in medium sized cities - 163 with more than 3 million people and 538 with more than 1 million residents (DiasporaMatters, 2017). The reality for these cities are that they are becoming more and more globalized and its citizens have networks worldwide. This globalization of cities creates alliances and partnerships across boundaries and nations for the people who lives there and can act as a source of soft power which can be converted into diaspora capital.

Another limitation of this project is the fact that only known networks have been included. There might be 1000 other networks out there which are not publicly known and thus difficult to assess what people are in it, and which flows these people are able to create. Likewise, there might be persons who are part of more than one network and are accounted for twice. To find all the unknown networks, and who and where people are accounted for twice, more resources would have been needed. Mapping these people could be an interesting topic for further research.

Furthermore, our calculations from the GWA & Danes Worldwide report (2016) are purely theoretical. We cannot say with 100% accuracy that the numbers provided by the report are representative for The Danish Diaspora. This means we assume these numbers and percentages are applicable to the other part of the diaspora, without having 100% evidence. One could assume that those people who have answered the survey have a natural interest in the topic, and thus are more likely to answer in a positive way about what they do for Denmark. One could simultaneously assume that those who have answered have the resources to think and care about this topic, whereas those who have not, might not be as resourceful. This also opens the discussion of the value of the flows coming from The Danish Diaspora. In this project and in general, all flows are weighted equally. There is a natural difference in the value of the flows created based on the skills and network of the person. Thus, even though flows are accounted

for equally, the flows coming from industry leaders and experts might be more valuable than other flows. At the same time, it is thus important to notice that it is not necessarily the amount of flows which should be the main factor, but the quality of them. Another limitation which was also discussed in the introduction, is the fact that we do not consider which entities in Denmark the flows are coming to, as we have chosen to simply bundle all flows, and state that they are created for Denmark as a whole. This relates to the discussion, where we state that for The Danish Diaspora to be utilized, it is necessary to formulate which flows Denmark wants to have created, and thus which networks to engage with.

One of the limitations in the analysis is how the nodes were chosen. As the nodes were set as components of multiple people, individual flows are not accounted for, nor is collaboration between the people in each component. An example would be if two people in the same industry and in the same area collaborates in that area to create a certain flow, two flows are counted where only one flow is created, however, one must assume that this flow increases in strength. An important notion of the flows that are created, is that GWA works for Copenhagen Capacity and Wonderful Copenhagen and are focused on creating flows on their behalf. Therefore, one could argue that the outcome of the flows does not necessarily affect Denmark as a country, but mainly Copenhagen and the purposes of Copenhagen Capacity and Wonderful Copenhagen. The notion here, is that these organizations work for the government and the municipality of Copenhagen.

Another limitation of the project is that the Diaspora Wheel has not been adopted to this specific use, and therefore there are a lot of potential flows which are not in use. On the other hand, this shows what GWA currently are focusing on and what has not been given much attention. It also shows the different topics within diaspora and what possible flows are available and is thus a great illustration of the diaspora topic, and how many possibilities there are within. With that being said, we have translated the contribution from the GWAs into these different flows. These translations are not build on a theoretical framework for each individual flow and thus the translation is rather subjective and is not necessarily correct. This does influence the outcome of the different flows; however, an explanation of the translations has been provided and was done with the purpose of discovering potential flows in mind.

Conclusion

The aim of this project was to describe how The Danish Diaspora characterizes from a network theory perspective. To do so, it was chosen to answer three research questions:

- 1) What does The Danish Diaspora look like?
- 2) Why is there a potential in strategically organizing The Danish Diaspora?
- 3) How can the potential in The Danish Diaspora be utilized?

From the data gathered, it was concluded that Danish migration patterns could be divided into three periods in time; 1) Pre-1860, where records are primarily unavailable, 2) 1860-1914, where approximately 287.000 Danes, divided into two streams; young men and religious groups of Mormons, emigrated primarily to USA, followed by Argentina, Canada, Australia and New Zealand, and 3) 1914-today, where either immigrants in Denmark emigrated back to their home country, or highly educated Danish citizens emigrated due to their studies or due to an expected economic increase (assumed to be jobs). The data gathered also provided an overview of the current whereabouts of The Danish Diaspora, as the different Danish-related groups and activities where located and described.

From the analysis, it was concluded that there is a potential in strategically organizing The Danish Diaspora, and that this should be done by implementing what network theory refers to as a broker. This was proven by investigating the already strategically organized network, the Copenhagen Goodwill Ambassadors, and analyzing the potential diaspora capital flows, which were found as raw data on their website and hereafter translated into flows that fit The Diaspora Wheel. From the GWA analysis, it was possible to show how brokerage (strategic organizing) can be a strong contributor in creating diaspora capital flows, and by using the data gathered from the GWA & Danes Worldwide report (2016) theoretical calculations on potential diaspora capital flows was made. Ultimately, it became possible to make the argument that The Danish Diaspora should be strategically organized, as there appears to be an unused potential in it.

Based on this conclusion, it is now possible to derive one very concrete recommendation, which is implementing a broker for The Danish Diaspora. It is not exactly within the scope of this thesis to suggest the process of the implementation, or the entities which should engage in this, but this is recommended as a topic for further research.

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Appendices

Appendix 1 - SoMe groups

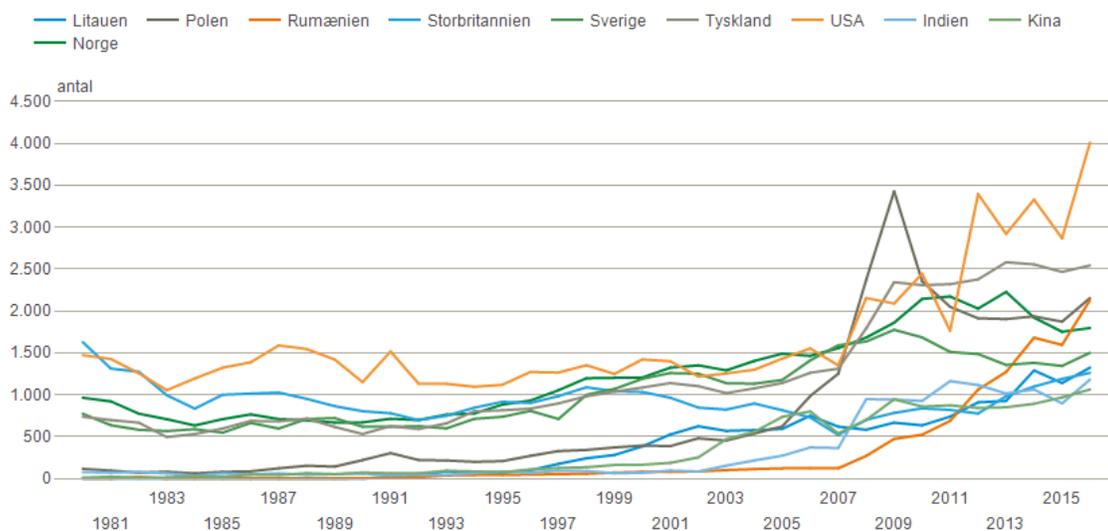
Dansk i London - 7900
Det Danske Netvaerk i New York - 7800
Alanya Tyrkiet for danskere - 6600
Danskere på solkysten, Spain - 5900
Danskere i London - 5100
Danskere i Dubai - 4900
Danskere i Fuengirola - 4300
Danskere i New York - Bolig udlejning - 4300
Danskere i Berlin - 3900
Danskere i hele Spanien - 3600
Danskere i USA - 3000
Danskere i Oslo - 3000
Danish People Living In England - 3000
Flensbook - For danskere i Flensborg - 2500
Danskere i Udlandet - 2400
Danskere på kysten (Costa del Sol - Spanien) - 2300
Danskere på Costa del Sol - 2200
Danskere i Barcelona - 2100
Danskere på Gran Canaria - 2100
Ung dansker i Berlin - 2000
Danskere i Stockholm - 1800
Danskere der vil bo/bor i Sverige - 1800
Danskere i Belgien - 1700
Dansk i Singapore - 1200
Danskere i Barcelona - Jobs - 1200
Danskere på Spaniens Østkyst - 1200
Dansk i Thailand - 1200
Danskere i Grækenland - 1100
Danskere i Amsterdam - 1100
Dansker i New York - 1100
Danskere i Stavanger og omegn - 1100
Danskere i Hamburg - 1000
Danskere i Italien - 996
Danskere fastboende i Australien & New Zealand - 971
Danskere i Zürich - 962
Danskere i München - 891
Danskere i Brasilien - 887
Danskere BOSAT i Dubai - 870
Danskere i Holland - 847
Danskere på Mallorca - 816
Danskere i Vietnam - 815
Danskere i Irland - 793
Danskere i Sverige - 765
Danskere i Barcelona - Networking - 744

- Danskere i Portugal - 703
- Danskere i Madrid - 658
- Danskere i Hong Kong - 657
- Danskere i Miami - 647
- Danskere i Torremolinos - 642
- Danskere i Malaga - 622
- Danskere i Buenos Aires - 618
- Danskere i Sydfrankrig - 610
- Danskere i Abu Dhabi - 535
- Danskere i Mexico - 502
- Danskere i Spanien - 501
- Danskere i Göteborg - 498
- Danskere i Torrevieja - 494
- Danskere i Boston - 491
- Danskere i Sydney - 488
- Åbent forum for danskere i Qatar - 478
- Danskere i Los Angeles - 447
- Danskere i Perth - 427
- Danskere på Tenerife - 422

Appendix 2 - DK's 10 largest emigration countries

Udvandring

Statsborgerskab: **Udenlandsk** | Udvandringsland:



Kilde: Danmarks Statistik