

THE GAMBIA National Remittance Stakeholder Network



Community of Practice

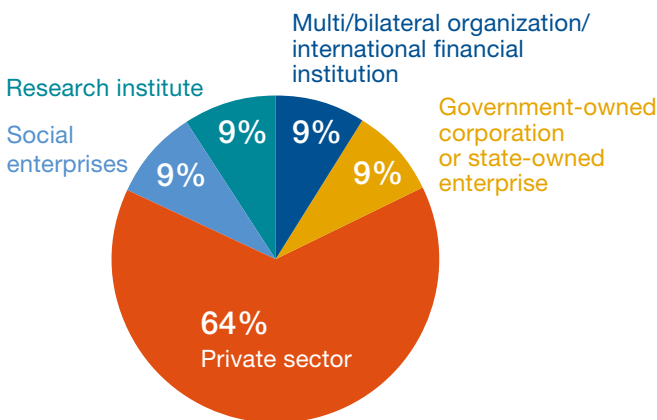
The National Remittance Stakeholder Network (NRSN) The Gambia was established as part of the PRIME Africa initiative, implemented by IFAD through the Financing Facility for Remittances (FFR). To build a dedicated NRSN Community of Practice (CoP) aimed at promoting discussions and further interactions, and to better identify needs and preferences, key Gambian stakeholders contributed to the present survey, the results of which are presented hereafter.

HIGHLIGHTS

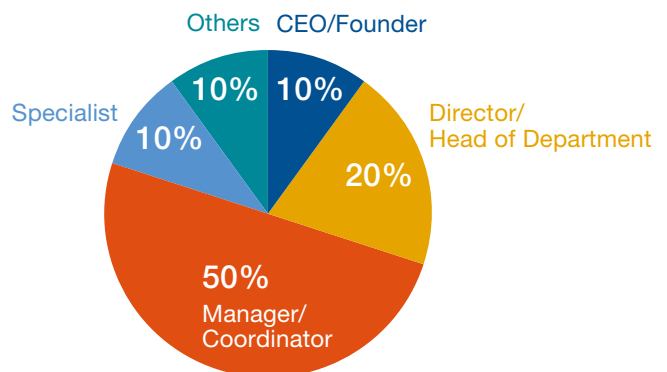
- **Remittance-linked financial services** is the most sought-after topic for conducting business
- Respondents suggested that the CoP should **facilitate interaction/communication with other stakeholders** to support the community in engaging more effectively
- The added value in joining the CoP is to gain access to **short trainings from practitioners/ experts on topics of common interest to industry players**
- **Up-to-date and useful information and knowledge resources** are the most relevant features the CoP should have
- Among the social media, **Facebook** is the preferred platform to deepen the knowledge on the Gambian remittance market followed by **Twitter and LinkedIn**
- Among social media, **LinkedIn** is the preferred platform to deepen the knowledge on the Gambian remittance market
- The majority of respondents would like to be engaged **once every three months**
- The **hybrid modality** of rolling out the CoP is the preferred option
- The majority of respondents would be willing to contribute to the CoP by **sharing data**

RESPONDENTS' PROFILE

Type of organization/institution



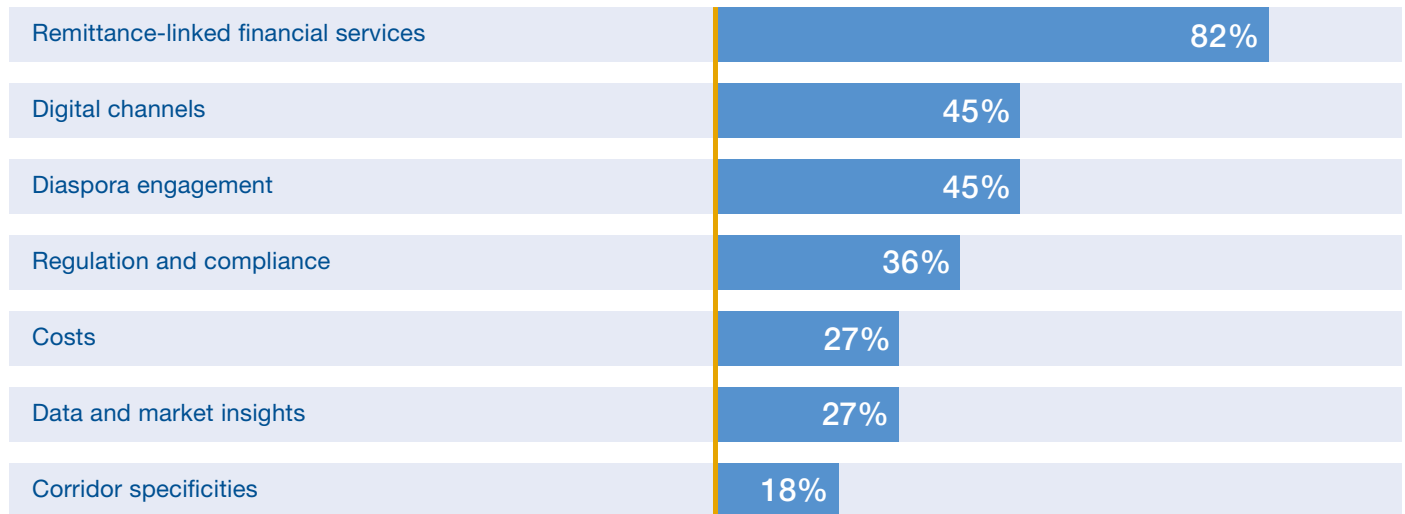
Role



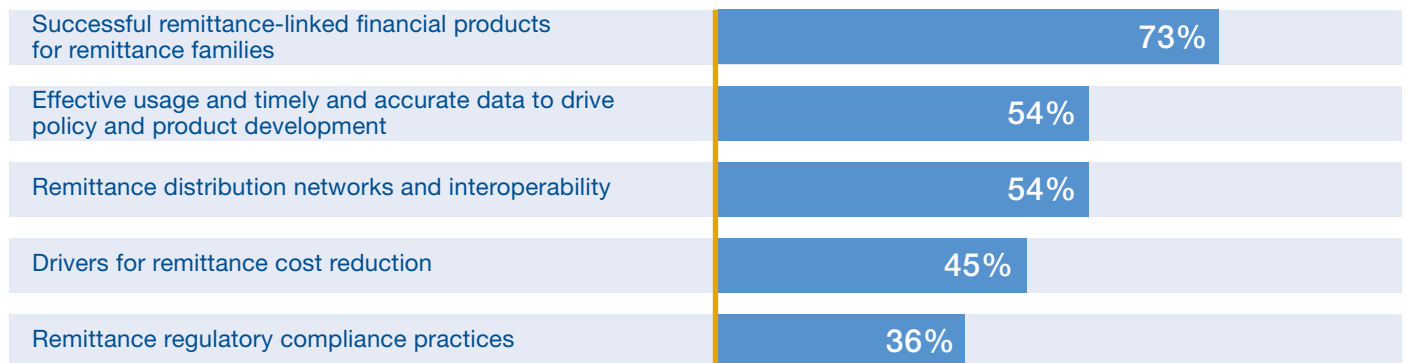
TOPICS/AREAS OF INTEREST

Based on survey results,¹ below are the findings related to remittance topics.

Remittance-related topics that most interest the business activity (≥ 10%)



Additional remittance-related topics/areas of interest (≥ 10%)

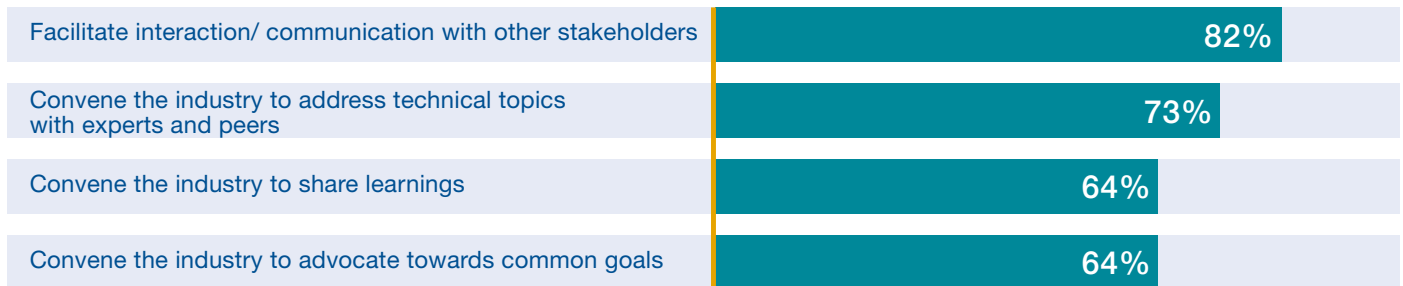


^{1/} The analysis of the survey is based on multiple choice answers.

COP ENGAGEMENT

Based on survey results, below are preferred ways for CoP engagement.

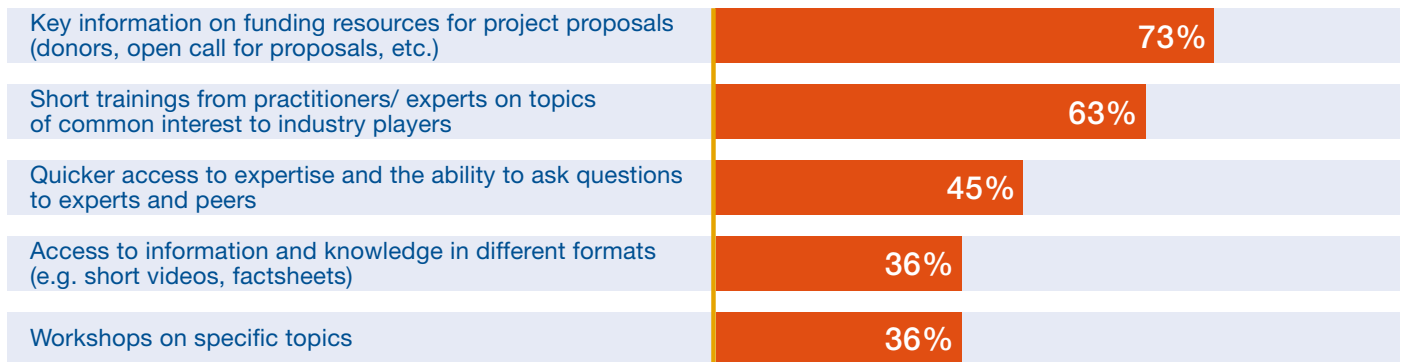
Ways in which the CoP facilitates in engaging more effectively ($\geq 20\%$)



VALUE ADDED AND FEATURES OF THE COP TO GENERATE INTEREST

Based on survey results, below are preferred ways for CoP engagement.

Value added of joining the CoP ($\geq 10\%$)



Features of the CoP to generate interest ($\geq 20\%$)

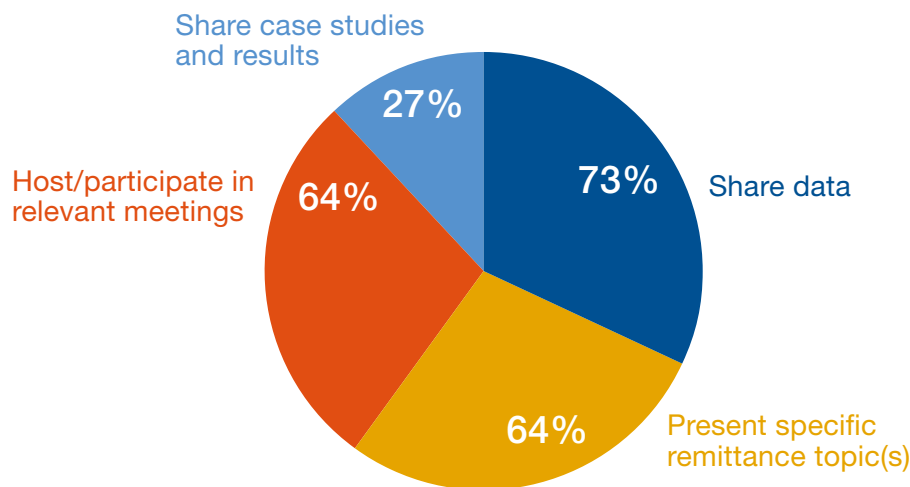


PREFERRED PLATFORM, FREQUENCY AND MODALITY TO IMPLEMENT THE COP

- Among social media, 45% of respondents prefer using **LinkedIn**, followed by **Twitter**, to deepen their knowledge of the Gambian remittance market
- 54% of respondents would like to engage **every three months**, while 45% prefer on a **monthly basis**
- 73% of respondents prefer **hybrid modality** of rolling out the CoP, followed by in presence (18%) and virtual (9%)

WILLINGNESS TO CONTRIBUTE TO THE NRSN GAMBIA COP

Ways to contribute your expertise or knowledge to the CoP



Do you want to connect with your peers and make remittances count more? Join the CoP!



International Fund for Agricultural Development
Financing Facility for Remittances
Via Paolo di Dono, 44 - 00142 Rome, Italy
Tel: +39 06 54592012 - Fax: +39 06 5043463
Email: ifad@ifad.org
www.ifad.org

- facebook.com/ifad
- instagram.com/ifadnews
- linkedin.com/company/ifad
- twitter.com/ifad
- youtube.com/user/ifadTV

The **International Fund for Agricultural Development (IFAD)** is a specialized agency of the United Nations and an international financial institution, with the mandate to invest in rural people to eradicate poverty in low- and middle-income countries.

IFAD's US\$65 million multi-donor **Financing Facility for Remittances (FFR)** aims at maximizing the impact of remittances on development and promoting diaspora engagement in migrants' countries of origin.

The **Platform for Remittances, Investments and Migrants' Entrepreneurship in Africa (PRIME)** is a €15 million initiative funded by the European Union and implemented by IFAD's FFR, aimed at improving the management of remittances and their use for development impact in selected African countries.

For more information please contact remittances.gambia@ifad.org

FFR DONORS

