



THE DANISH DIASPORA

– AN UNTAPPED RESOURCE?

A survey of Danes living abroad:

What is Denmark doing for them, and
what can they do for Denmark?

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THE ORGANIZATIONS BEHIND THE SURVEY

Copenhagen Goodwill Ambassadors

Copenhagen Capacity and Wonderful Copenhagen established the GWA network to further the efforts undertaken since 1996 to promote Copenhagen in the rest of the world and foster economic growth in Denmark's capital. Members of the network are volunteers.

www.cphgoodwill.com

Danes Worldwide

Danes Worldwide is a non profit association founded in 1919 to support the relationship between Denmark and its expats. The association provides guidance and advice for Danes living abroad and advocates for their civil rights in Denmark. Danes Worldwide offers individual and corporate memberships to the 200,000 Danes living outside Denmark.

www.danes.dk

PREFACE

Foreign nationals and refugees living in Denmark are the subject of intense public attention. On the other hand, Danes living outside Denmark are largely ignored.

Copenhagen Goodwill Ambassadors and Danes Worldwide carried out a survey among Danes living outside Denmark in order to ascertain their views (1) with respect to the efforts made by the government of Denmark in helping them retain their attachment to Denmark and (2) with respect to the contributions they make or could make on behalf of Denmark in their respective countries of residence. In addition, survey respondents were asked to indicate their impression of current legislation affecting expats.

The survey results indicate that a strategic initiative involving Danish expats would likely be extremely worthwhile.

Career opportunities and personal relationships are the key reasons Danes settle outside Denmark. Almost a quarter of them are working, and many hold senior positions or are self employed. It is worth noting that 31% continue to pay taxes in Denmark.

Expat Danes value their nationality and their language and desire to contribute to Denmark's continued success by applying their international experience and networks. However, as one Dane living in the US commented: *"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."*

Generally, Danes abroad are dissatisfied with the efforts made by Denmark to help them retain their connections to Denmark. Additionally, there are specific barriers such as the loss of voting rights (as early as two years after leaving Denmark), stringent requirements for family unification, and the lack of political influence.

Each year, approximately 20,000 Danes return to Denmark from stints abroad. They represent one of the largest groups of "immigrants" – and they have prior familiarity with Denmark's culture and language.

Our recommendation is 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.

SURVEY DETAILS

The survey was sent via email directly to the members of Copenhagen Goodwill Ambassadors and was posted on social media sites aimed at Danish expatriates. The survey took place between June 10 and June 30, 2016.

960 responses were received via the Danes Worldwide network, and 64 Copenhagen Goodwill Ambassadors (79%) responded, for a total of 1024 responses from Danes living in 61 countries all over the world.

Statistics show that Denmark estimates that 200,000 Danes (including children of Danes) live abroad; thus the response rate was 0.5% of the total population of Danes living abroad. Similar surveys in Denmark typically achieve a response rate of 0.02%.

Such a response rate is impressive. However, no organization or institution in Denmark possesses statistical or demographic data related to Danes living abroad.

Where it is relevant, we make comparisons to results from previous surveys undertaken by Danes Worldwide.

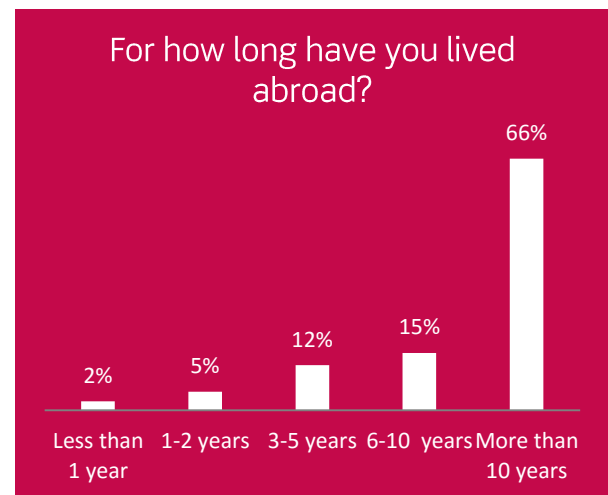
Two thirds of respondents have lived abroad for more than 10 years while only 2% have lived abroad for less than one year.

The level of experience in terms of living abroad is significant.

Slightly more women than men responded (57%), a result comparable to those of previous Danes Worldwide surveys.

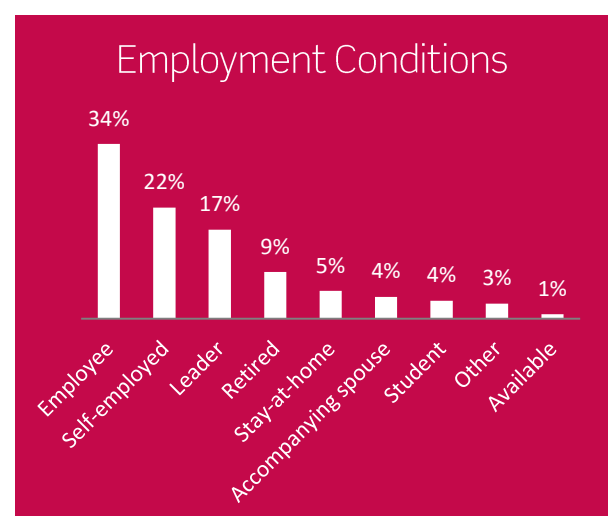
716 respondents took the opportunity to add personal comments to some of their responses.

Most respondents are working. 75% are aged 30-59. The youngest respondents are students (7%); the oldest are retirees aged 80+ (6%). Thus, working individuals are overrepresented as compared to the Danish population at large.



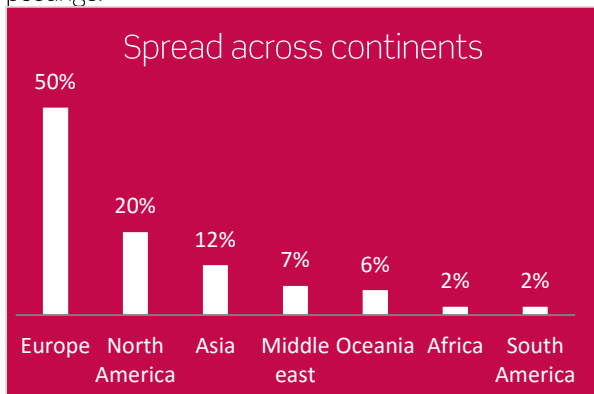
73% of Danes living abroad are working (as employees, in managerial positions, or as self employed business owners). Managers and self employed individuals are overrepresented as compared to the Danish population at large.

Thus, Danes living abroad constitute, through their international careers, an exceptionally attractive group for Denmark.



9% are not employed or are accompanying spouses. Many Danes abroad experience difficulties finding jobs for their partners (reasons may include work visa

regulations or cultural factors) during temporary postings.



50% of respondents live in Europe, 20% live in North America, and 12% live in Asia.



Work or personal relationships are key factors in making the choice to relocate outside Denmark.

44% of respondents expect to return to Denmark; 28% do not have such plans; and 29% indicate "not sure / not applicable". In other words, it may be assumed that approximately half of expat Danes (57%) are so firmly settled abroad that they will not return.

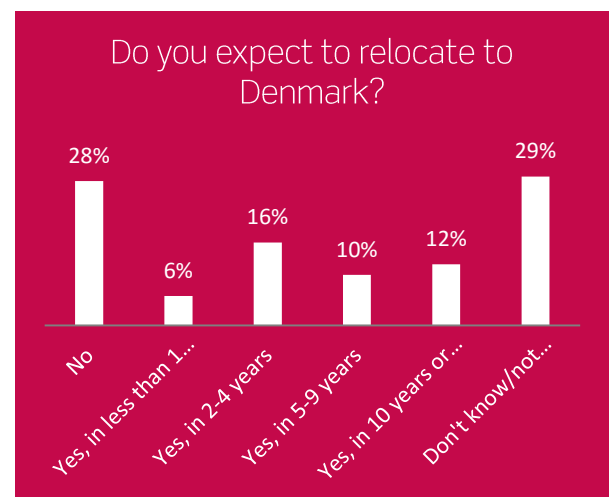
A significant number of comments were made to point out that Denmark's regulations for family unification are the primary reason there are no plans to resettle in Denmark with one's international family.

1005 of the 1024 respondents hold Danish citizenship (98%). Among them, 12% have availed of the opportunity to hold dual citizenship.

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."

Danes Worldwide expects an increasing proportion of expats to apply for dual citizenship. The current situation probably reflects the processing time for applications received subsequent to the change in citizenship legislation in 2015.



Although many expat Danes have no plans to return for good, very few (2%) never visit Denmark.

4 out of 5 expat Danes visit Denmark at least once per year. Over half of Danes outside Denmark visit 2-4 times per year.

As a weighted average, the frequency of visits is 2.5 times per year. That makes it reasonable to believe that the "out of sight, out of mind" phenomenon does not apply.

Regardless how long Danes have lived abroad and what plans they have for returning, almost all are proud of their Danish roots (96% agree or somewhat agree) and consider themselves Danish (95% agree or somewhat agree).

Everyone speaks Danish (100% agree or somewhat agree).

Thus, we may state with confidence that "Danishness" is persistent in spite of having lived abroad for many years. As is the case with expats from many other countries, the sense of national belonging is strong among expat Danes. They feel strongly about the Danish language, Danish "values", and national holidays. Danes Worldwide sees a pronounced interest in celebrating Constitution Day, the Queen's birthday, and Midsummer's Eve.

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."
91% of the expat Danes stay up to date on events in Denmark. Technology and digital media will continue to

support their ability to stay abreast of what goes on in Denmark.

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."

The survey shows that the length of time abroad has no bearing on the sense of belonging. Even after ten years, most expat Danes maintain a strong emotional bond and work actively to secure a "Danish foundation" for the family.



WHAT IS DENMARK DOING FOR DANES ABROAD?

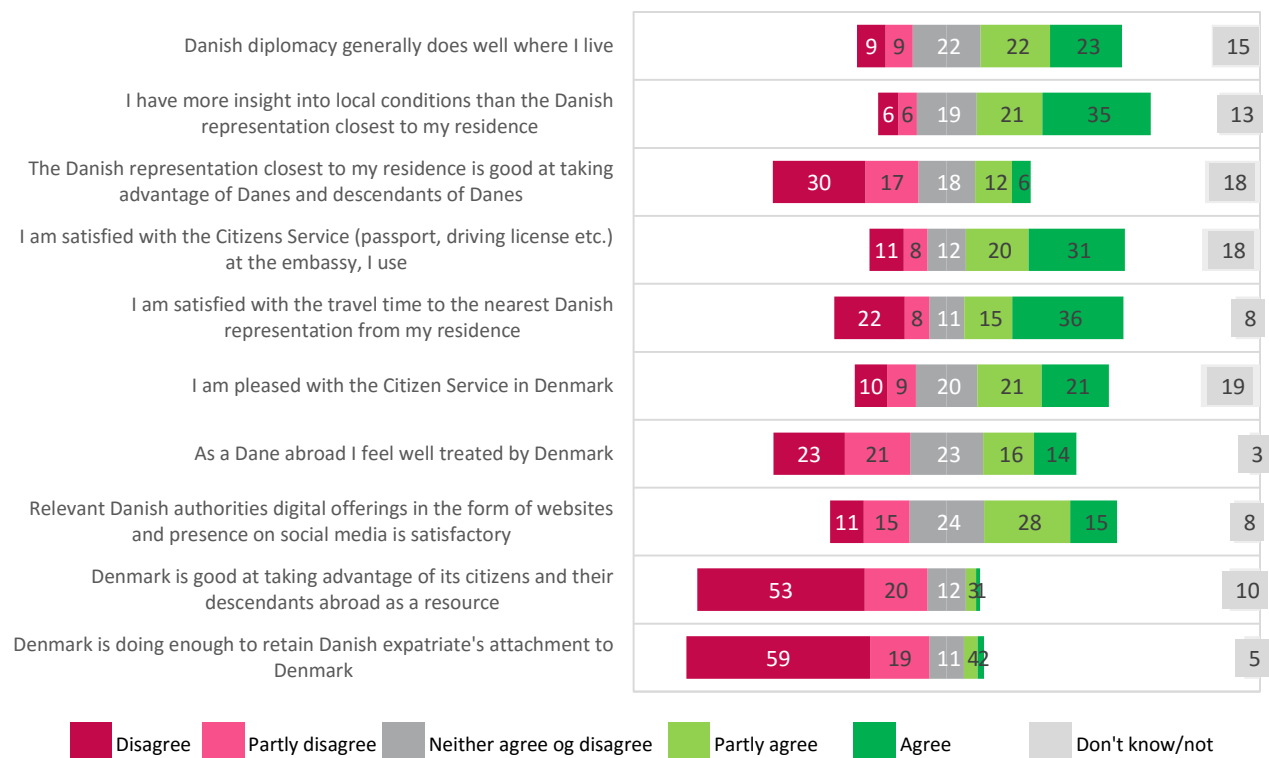
Certain survey questions focused on Denmark's efforts on behalf of expats, especially with respect to consular services, and on government institutions in Denmark.

45% are satisfied in general with the Danish diplomatic service while 18% are dissatisfied.

51% are satisfied with the services provided at the consulates; however 39% are specifically dissatisfied with

the distance to the nearest point of service. One reason may be the recent closure of a number of embassies and/or unrealistic expectations regarding the resources available.

The Danish effort



42% are satisfied with government services available in Denmark. A larger percentage, 51%, is satisfied with the services offered by consulates. Comments indicate a sense that consular personnel have a more detailed understanding of the expats' situation.

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."

Because they live outside Denmark, it is especially important for expats to be able to communicate with Danish government offices (e.g. through websites). There are mixed reviews – 43% give a favorable rating to the opportunities for communication while a significant 23% express dissatisfaction. There is room for improvement.

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."

As to whether the expats feel they are treated fairly and well by Denmark, 30% say yes while 44% say no. In general, many expats feel Denmark is doing too little to help them maintain their connection to Denmark.

A whopping 78% feel that Denmark is not doing enough to help the expats maintain their roots. Very few (4-6%) are satisfied.

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."

In the personal comments added to the questionnaire responses, there is considerable criticism of the fact

that Danes abroad cannot vote and encounter significant difficulties settling an international family in Denmark.

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."

As noted above, most of the expat Danes have international work experience. Their view is that Denmark overlooks the valuable resource they represent.

18% agree that the consular officers know how to take advantage of their knowledge while 47% disagree.

It gets worse when Denmark's efforts are considered. 73% do not agree that Denmark is skilled at using what expat Danes bring to the table. 87% likewise do not agree that Denmark is skilled at helping expats maintain their roots.

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."

Expat Danes are serious about maintaining their Danish nationality, and they would greatly appreciate a stepped-up effort on the part of Denmark in this regard. Denmark would benefit by having easier access to the knowledge and resources of expats. A huge opportunity is on the table.

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."

WHAT ARE DANES ABROAD DOING FOR DENMARK?

How do the expats view their own efforts on behalf of Denmark?

Promoting Denmark as a tourist destination or as a good place to study or take in cultural events is very different from promoting the country as a good place to invest money.

9 out of 10 expat Danes (94%) indicate that they promote Denmark as a good tourist destination. 3 out of 4 regard themselves as good 'cultural ambassadors' for Denmark.

The likely recipients of such promotion are members of the social network and colleagues at work. No matter how long you have lived outside Denmark, you maintain awareness of the qualities of the country and remain cognizant of the Danish workplace culture, the high quality of the work done at academic institutions, and the prolific

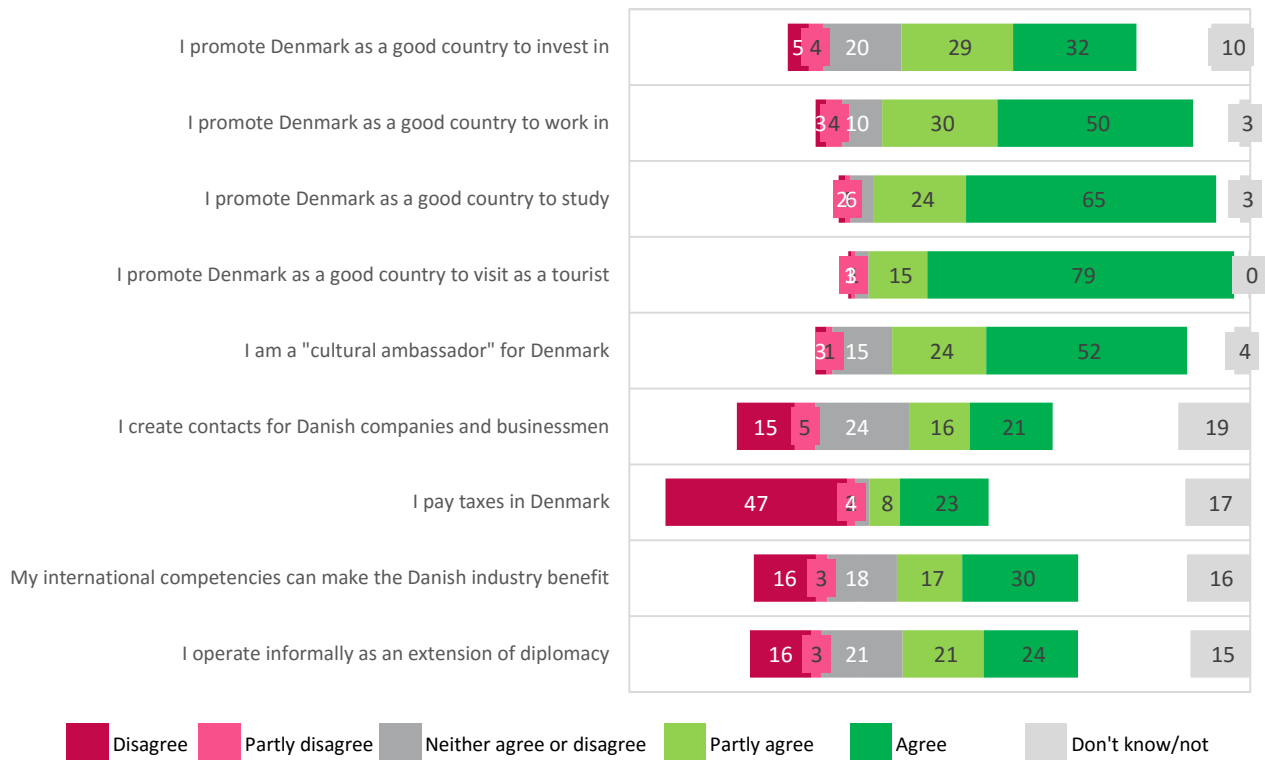
cultural life.

61% indicate that they promote Denmark as a good place to invest money. One reason for the lower number may be that in order to do so, one would need detailed insight into the investment climate, regulations for establishing a business, employment law, etc. In addition, promotion of Denmark as an investment opportunity would benefit from a business partner with a strong network.

In other words, it's one thing to promote Denmark via a vis one's social network as a good place to visit versus promoting the country as a business opportunity.

It is worth noting that very few indicate NOT making an effort to promote Denmark in one way or another – an observation that further supports the impression that expat Danes harbor fond feelings for their country of origin.

I contribute to Danish society because:



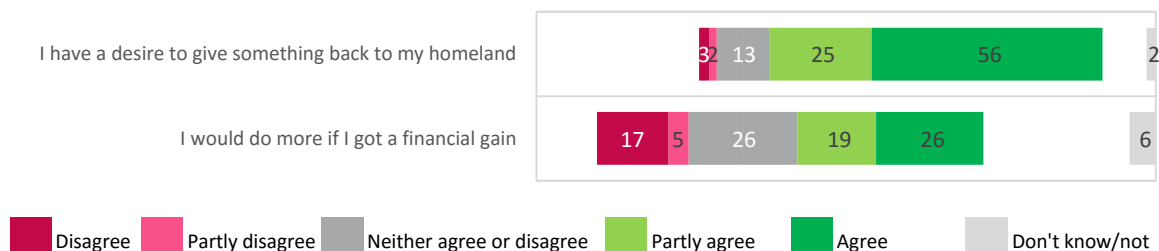
As for promoting Denmark, 47% indicate that their international expertise benefits the business community in Denmark, that they are informal extensions of the diplomatic service (45%), or that they provide contacts for Danish enterprises (37%).

Manager in the US with a non-Danish spouse:
"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."

This comment seems to reflect the fact that many (73%) do not perceive Denmark to be exploiting the resources of expat Danes, just as there's no place you could direct business leads.

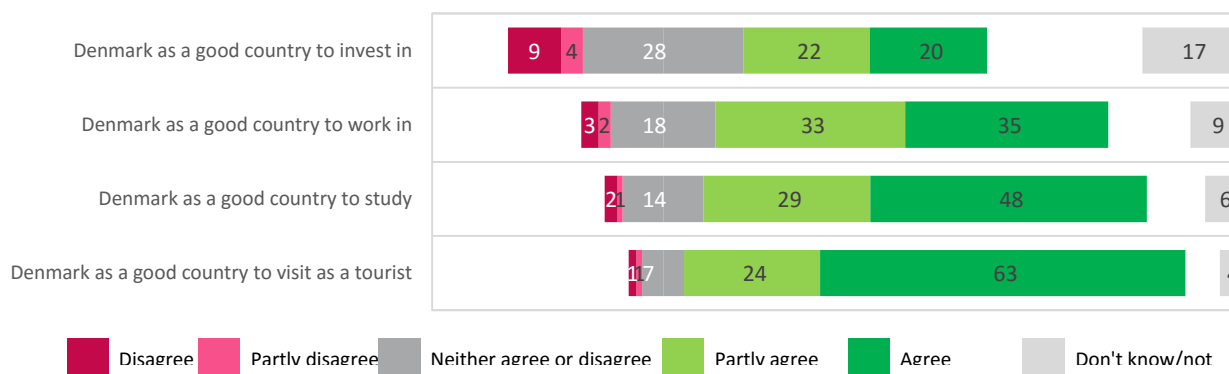
In spite of that gap, 20% indicate that they create contacts and create benefits for the diplomatic service and for businesses in Denmark.

About own efforts - to what extent do you agree that:



8 out of 10* expats want to 'give back' to Denmark. It is unclear whether remuneration would make a difference. 45% say they would do more, 22% say they would not do more, and 32% are unsure.

Where would you possibly be able to make a bigger difference? I could make a bigger difference for*:



*Respondents being in agreement or partial agreement that they want to do more for their home country or indicating they would do more if they got paid (88%). These 88% received the following question with four possible responses.

THE IRISH MODEL

Ireland has set an example in working with its diaspora.

This diaspora includes emigrants from Ireland, their offspring all over the world, and others with a connection to Ireland. The group is not static; the degree of consciousness regarding one's Irish roots will vary. Some people may be of Irish extraction but lack knowledge or interest. Interest may be piqued by external events, changes in circumstances, and happenstance.

The Irish government has been looking after the interests of this group for many years and has ensured a close connection to Ireland and the Irish roots. As an example, St. Patrick's Day is celebrated globally.

During the recent financial crisis, Ireland sorely needed to improve the economy. The Irish government invited the diaspora to attend a huge national celebration known as "The Gathering" and established the Global Irish Network (350 of Ireland's most successful international cultural and business figures from over 40 countries) and staged the Global Irish Economic Forum. Ireland reached out for help, and as a result of a strong sense of Irish identity and deliberate activity on the part of the Irish government for many years, the Irish abroad stepped up. The initiative led to the formulation in 2014/15 of a national strategic policy for the Irish diaspora.

The Irish diaspora policy known as "Global Irish" defines the role of government in driving and furthering the engagement of Irish people outside Ireland on the basis of 5 principles:

- **Support** those who left Ireland and need or want help.
- Inclusively **connect** all Irish people all over the world (regardless of age, heritage, and specific connection to Ireland) who desire to maintain their attachment to Ireland and to each other.
- **Facilitate** a broad spectrum of activities locally, nationally, and internationally in order to

establish and develop mutual engagement in and with the diaspora.

- **Recognize** the wide range of people who make up the diaspora and the important contributions they made individually and collectively in shaping our development and our identity.
- **Further develop** the collaboration as time goes on and requirements change.

In order to anchor these principles, a Ministry was set up to handle relations with the Irish diaspora. Led by its own Minister, the 10-person unit is a part of the Ministry of Foreign Affairs. A one-point-of-entry was created for Irish diaspora activities globally; it serves as a common communications channel from the Irish government to the Irish wherever they may be in the world.

As a further initiative in organizing the Irish diaspora and make strategic use of the Global Irish Network in turning around the economy, Connect Ireland was established. Connect Ireland is an entity whose objective is to strengthen investment. It works independently of the official Investment and Development Agency in Ireland.

Connect Ireland pays *connectors* to create jobs in Ireland. Anyone can be a connector and earn €1,500 (max 100 payments) per job created. Connect Ireland numbers almost 75,000 connectors as of August 2016 and has created almost 3,000 jobs or potential jobs.

That's how Ireland is one of the leading countries in the world when it comes to managing a diaspora and keeping it engaged. Per the Irish Ministry of Foreign Affairs, the diaspora numbers 70 million Irish, among whom only 4.5 million live in Ireland.

"The Irish nation cherishes its special affinity with people of Irish ancestry living abroad who share its cultural identity and heritage."
Bunreacht na hÉireann (Constitution of Ireland)

THE POTENTIAL IN STRATEGIC ORGANIZATION

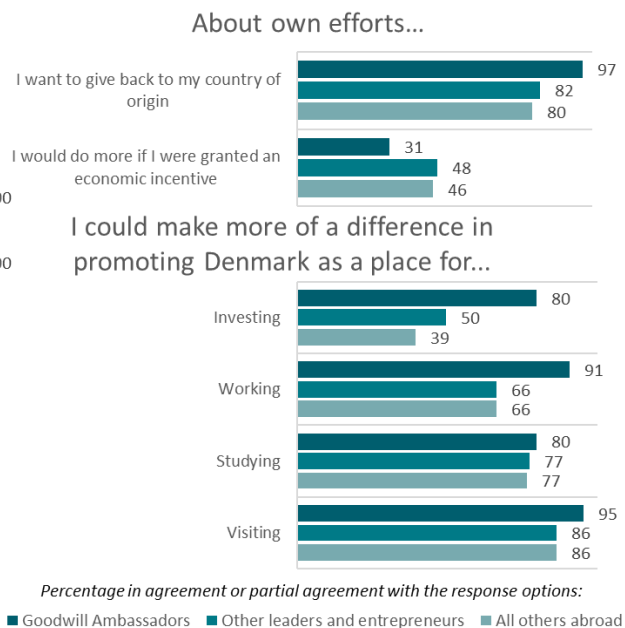
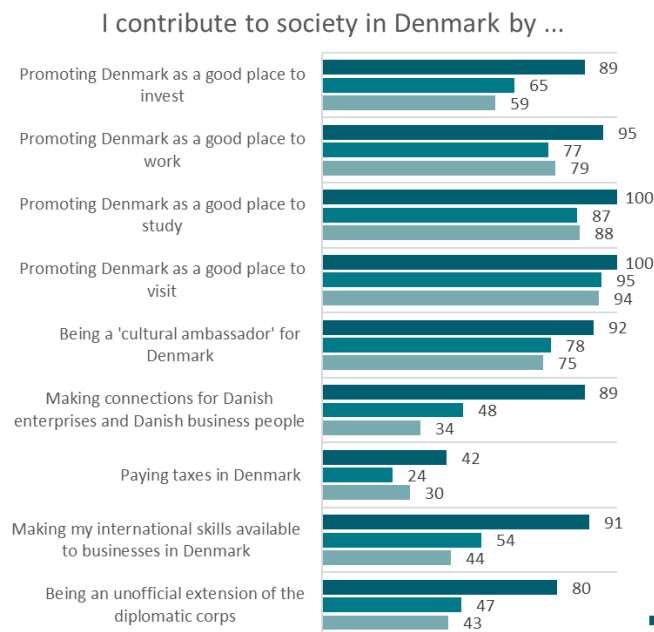
This section focuses on the strategic potential inherent in a wider strategic management program to tap the resources of expat Danes and their children as they grow up.

Two groups of individuals responded to the survey: One, Copenhagen Goodwill Ambassadors, a network set up by Copenhagen Capacity and Wonderful Copenhagen. Its members are not paid for their work to promote Copenhagen and Denmark abroad. Two, a number of Danes living abroad.

Just about all the GWAs work actively to mobilize resources, especially in the area of attracting foreign

investments - 89% of GWAs agree or partially agree that they are making a contribution. Among the second group, 'only' 65% of managers and the self-employed and 59% of the rest agree or partially agree that they are making a contribution.

The two groups provide similar responses in terms of their views of Denmark's treatment and utilization of Danes abroad. However, the GWAs are much more active in attracting resources to Denmark. The GWAs are primarily business leaders and independent business owners; the general group of expats is more diverse.



It's clear that being a member of a formal group impacts one's ability to make a difference.

In addition, the activities of the two groups vary (however, those differences were not a part of the survey).

It is striking how many respond that they want to give back to the home country (97% of the GWAs, 82% of managers, and 80% of the rest).

Financial rewards might motivate additional efforts to make a difference for about a third of the GWAs and for about half of the second group of respondents.

It is noteworthy that so many indicate they would be in a position to do more to promote Denmark (both

groups). Even with respect to promoting investment – the most difficult task – half of the non-GWA managers and the independent business owners indicate that they could do more. With a bit of assistance, even more expat Danes would be in a position to make a greater contribution – just like the GWAs.

There are indications, then, that a strategic initiative to organize groups of expats might strengthen Denmark's economic growth. A gold mine is waiting to be found.

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?"

COPENHAGEN GOODWILL AMBASSADORS – AN ORGANIZED DIASPORA

Since 1996, Copenhagen Goodwill Ambassadors has contributed to the international promotion of Copenhagen and has thus helped to bring international companies, talent, tourists and conventions to the city. The network is organized through a secretariat, anchored respectively in Copenhagen's official investment promotion agency, Copenhagen Capacity, and official tourism promotion agency, Wonderful Copenhagen. This is done in close cooperation with the City of Copenhagen and the Capital Region of Copenhagen. The Goodwill Ambassadors are regularly informed about Copenhagen and Denmark's most important key selling points, as well as efforts aimed at attracting investments and tourism. Thus, the "ambassadors" are dressed to actively promote our region internationally and contribute to the growth of the city. Specifically, this means that the members share good news, actively seeks growth opportunities, activates their network to international companies and individuals to opens doors for Copenhagen as well as putting their international knowledge into play.

Once a year, the Goodwill Ambassadors in Copenhagen gathers in Copenhagen, where they meet the city's main decision makers, are introduced to growth initiatives and gets dressed for the international promotion of the city. In addition, a number of the city's most important stakeholders use the Goodwill Ambassador's knowledge to evaluate the future development and growth potentials.

Common for all members is, that they want to give something back to their homeland and keep links with their roots in spite of all "ambassadors" having spent more than 10 years abroad.

REGULATIONS AFFECTING DANES ABROAD AND THEIR RIGHTS

How do expat Danes view the regulations affecting them and their rights?

Significantly, 64% disagree that the rules for voting in elections are satisfactory. Those rules are a frequent topic of conversation among Danes Worldwide members.

Expat Danes (with the exception of certain diplomats and a few other groups) lose the right to vote after two years abroad. Irish expats (17% of all Irish) lose the right after 18 months. Swiss and Swedish expats retain the right to vote throughout their lives.

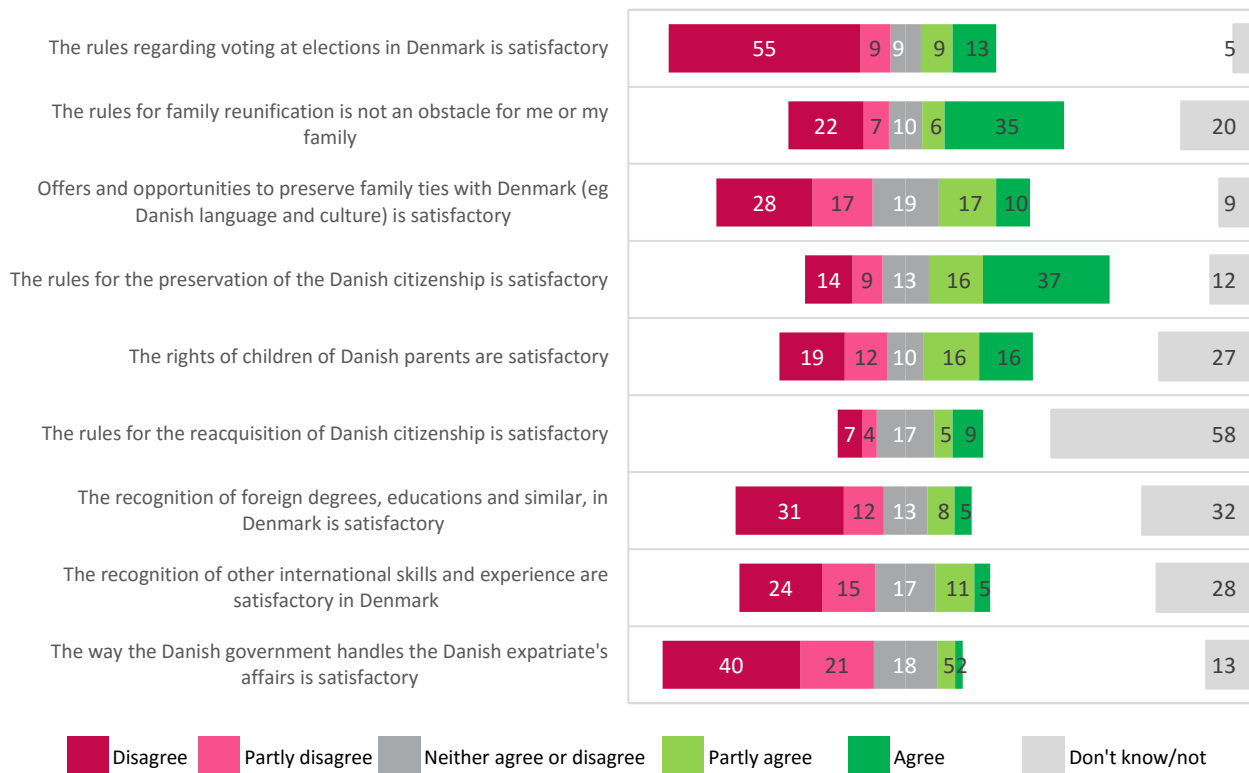
The survey probed views regarding the Danish government's management of the opportunities and circumstances of expats. Many (61%) find the government's management unsatisfactory; only 7% find it satisfactory.

Expat Danes have called on the Danish government for years to take an interest in their circumstances. As an example, French expats are represented in France's parliament.

Family unification and retention of the Danish citizenship are matters dealt with by the Ministry of Immigration, Integration, and Housing. Other regulations affecting expat Danes are managed by a number of other ministries.

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."

To what extent do you agree with the following statements concerning Denmark's rules and rights for Danes and their descendants



About half (53%) agree that the rules respecting retention of a Danish citizenship are satisfactory. However, when it comes to family unification, things are less clear. 41% agree that the rules do not pose a hindrance for them personally; many are unsure; and 29% find the rules to be a hindrance. These numbers must be seen in the context that family unification is a relevant concern only for Danes with non-Danish partners.

Danish manager in Singapore with a non-Danish spouse:
"It is totally insane that a senior global business leader like me cannot settle in Denmark due to the fact that I am married to someone who is not a citizen in the EU."

The rules for reacquisition of the Danish citizenship are not relevant for a large group of expat Danes, and they indicate having no position on the matter.

45%, however, feel Denmark's efforts to help expat Danes maintain their roots are inadequate; 27% find them adequate. Danes Worldwide's impression is that many parents are particularly concerned about securing the sense of connection with Denmark for their children and therefore desire instructional programs teaching the Danish language.

43% disagree and only 13% agree that Denmark's treatment of foreign academic qualifications is

satisfactory. Danes Worldwide is aware that a large group of parents find it seriously problematic that their children's grades from international programs are not converted fairly.

As a typical consequence, expat children are unable to gain admission to academic programs in Denmark – but they are welcomed at the most prestigious foreign universities. Their grades are fine; the sticking point is the unfair conversion of those grades to the Danish scheme (which, it should be noted, differs significantly from the schemes of other countries).

Danish manager in China with a Danish spouse:

"It is terribly frustrating for a parent of an ambitious International Baccalaureate student to run up against what feels like Denmark's deliberate harassment. Our daughter will be graduating with grades getting her into several Ivy League universities – but in Denmark, she'd be required to study one more year in order to get in. That's not visionary; it's demotivating, and the upshot will be that she applies to a British university. She will never live in Denmark and establish her Danish identity as we had hoped she would."

Many of the respondents have no opinion in the matter as they do not have children and therefore are not affected by challenges affecting children and teens.

39% feel that Denmark fails to recognize international expertise and experience. That is consistent with the finding that expat Danes do not perceive Denmark as being aware of them as a resource.

All in all, the survey results are thought provoking. Significant problems exist with respect to assisting expat Danes – proactively in terms of their opportunities and passively in terms of their rights.

DANES WORLDWIDE – AN ASSOCIATION FOCUSING ON THE RIGHTS OF DANES ABROAD

Danes Worldwide, a non-profit association, has worked since 1919 to support the interests of Danes living abroad. The membership is made up of individuals and of organizations wanting their employees posted outside Denmark to have access to the expertise and network of Danes Worldwide.

Key objectives include improvements in the rights of expats, the support of a social network, and the provision of Danish language instruction programs for expat children. All these matters have an impact on the well-being of expats. In the matter of rights, Danes Worldwide composes briefings for politicians and orients the media and opinion leaders. Specific guidance and advice are provided for members in the areas of regulations and rules.

The legislation permitting dual citizenship was one of Danes Worldwide's goals. Its passage in 2015 was widely celebrated. However, much other work remains to be done:

- Almost half of expat Danes have a non-Danish partner. Recent changes in legislation have made it even more difficult for such families to settle in Denmark.
- Children abroad must apply to retain their Danish citizenship prior to turning 22. The documentation requirements are unreasonably demanding and difficult to meet in practice.
- The prevailing laws respecting elections are outdated in a global world. Most expat Danes lose their voting rights after two years – even though they still pay taxes in Denmark.
- Talented young Danes applying to academic institutions in Denmark with international qualifications are discriminated against because their grades are converted in a manner that differs from how it's done in neighboring countries. Denmark loses international talent as these young people are welcomed at leading universities in other countries.

Danes Worldwide's expert panel is receiving a growing number of questions related to the rules for family unification. The legislation in this area, stringent to begin with, was modified 76 times between 2001 and 2011.

RECOMMENDATIONS

The survey findings show that expat Danes represent an untapped resource.

Using relatively simple means, Denmark could attract a large group of loyal expat Danes with stellar international experience and global networks.

Thus, we recommend that the government of Denmark initiate a specific policy program to establish a formal network similar to Copenhagen Goodwill Ambassadors and to update the relevant legislation so as to make it easier to be an expat Dane – and return.

We recommend that the government of Denmark:

Set up a Ministry of the Diaspora according to the Irish model. This Ministry would have responsibility for the government's contact with Danish emigrants and their children and with the many Danish trade representations all over the world.

Grant voting rights to expat Danes holding Danish citizenship. Use Australia as an example and make election days global occasions for celebration at embassies and consulates around the world.

Make it easier for expat Danes and their families to (re-) settle in Denmark. That would involve recognition of foreign academic credentials and legislation to ease the path for expat Danes who wish to settle in Denmark with a foreign spouse and children.

Provide better opportunities for expat Danes and their families to learn and maintain the Danish language and the knowledge of the culture of Denmark. Danes Worldwide's annual Summer School is an example of one avenue.

Recognize emigrants and the generations of Danes growing up abroad as a valuable part of Denmark's cultural heritage.

Recognize foreigners who have worked or studied in Denmark as a part of the Danish diaspora and assist them in maintaining the connection to Denmark. Copenhagen's Youth Goodwill Ambassadors could serve as a model here. Talented young people from all over the world act as cultural ambassadors for Copenhagen once they finish their education in Denmark.

Copenhagen Capacity and Danes Worldwide have extensive expertise in these areas and recommend that a diaspora policy program be founded on the talents and resources of Danes outside Denmark.