



Case Study

Corporate Social Responsibility: Helping Overseas Workers Invest Wisely

BUSINESS CHALLENGE

An American business association, dedicated to improving the investment climate for US firms in Asia, is approached by the President of an Asian country to consider how best to improve the investment decisions of its overseas workers – remittances from overseas are a major driver of GNP yet in too many cases, the money is being used unproductively. DFI is contracted to design and administer a survey of overseas workers and to recommend how the American business association and other interested partners could help boost the financial literacy of the country's overseas workers.

APPROACH

DFI analysts undertake a literature review of related surveys and research on the topic and develop a draft survey instrument on this basis. Consultations are held with key stakeholders to refine survey questions.

DFI Asia partners with local consultants and non-governmental organizations, to implement a nation-wide survey of overseas workers.

The results are tabulated and findings are presented to select stakeholders, including the President of the country for policy reform. Recommendations address such issues as who are target groups; how are they best reached; what are key messages; and who are key partners to ensure greatest impact.

DFI TOOLS UTILIZED

DFInsight™ DFInfluence™

DFI EXPERTISE INVOLVED

- Understanding of country culture, economic drivers
- Marketing research / survey analysis
- Policy analysis
- Stakeholder consultations / consensus building
- Understanding of aid programs
- Local networks

PARTNERS

- US business association and select members
- Philippine NGOs / Foundations
- Philippine Government – national and local

RESULTS

- High visibility for Client with key stakeholders
- Advancement of member company interests
- Improved access to training products for overseas workers and their families