

POST-ELECTION PROGRAMMING OPTIONS

WAEON Academy: Monrovia, Liberia

April 23 – 27, 2012

Presenter: Michael McNulty, NDI



Overview

- Turning post-election objectives into action
- Short-term and long-term activities
- In-depth on three options:
 1. Promoting election reform
 2. Political process monitoring
 3. Voter and civic education

Post-election Goals to Activities

- Promote more credible and democratic elections
 - Election reform advocacy
- Mobilize citizens to advocate for their cause
 - Issue advocacy
- Mitigate potential for political/electoral violence
 - Violence monitoring, dialogue, codes of conduct
- Educate citizens about election issues
 - Voter and civic education; voter information
- Hold elected officials accountable
 - Political process monitoring
- Enhance group's internal capacity
 - Strategic planning
 - Keep volunteers mobilized and engaged

Short Term Post-election Options

- Complaints monitoring
- Transition of power/allocation of seats
- Monitoring post-election environment, including violence
- Media monitoring

Long Term Post-election Options

- Election reform advocacy
- Track recommendations from election observation reports
- Political process and legislative monitoring
- Political/electoral violence monitoring; political dialogue
- Civic and voter education
- Issue advocacy (anti-corruption, human rights, etc.)
- Voter registration monitoring and audit
- By-election monitoring, observe other types of elections
- Planning and building capacity for next election

International Principles of Election Reform

Top priority of electoral reform

- Build the confidence of voters and electoral contestants in election processes

Key principles*

- Inclusiveness
- Transparency
- Accountability

* For more information, refer to “Promoting Legal Frameworks for Democratic Elections: An NDI Guide for Developing Election Laws and Law Commentaries” (<http://www.ndi.org/node/14905>)

Election Reform Options

NDI Election Reform Experience

- More than 30 countries, more than 100 legal commentaries

Options

- Advocate for key electoral reforms (legislative)
- Monitor and advocate for better reform process
- Advocate for better implementation of electoral legal framework

International Examples: Legislative Reform

- Parallel civil society process to provide input
 - Provide draft legislation or key concepts
 - Civil Society Coordinating Committee on Electoral Reform - Nigeria
 - Georgia, Croatia
- Advocacy to promote better process
 - Ukraine – campaign and opinion research
- Mediated dialogue and code of conduct on election reform between political parties
 - Kyrgyzstan - Parliament of Political Parties

International Examples: Improving Implementation

- Conduct public campaign for clean elections
- Engage with election commission
- Advocate for reforms that increase cost of fraud and for bringing violators to justice
- Monitor delineation of districts

Political Considerations: Adjust Strategy!

Political Environment	Civil Society Options
No political will for genuine election reform	Advocacy to have an inclusive reform process; parallel civic process; vigilant and vocal watchdogging; engagement of international community; public opinion research
Political will for election reform	Fully participate in debate; proactively submit recommendations; mobilize citizens in support of your priorities; public opinion research
Post-conflict	Promote dialogue; Code of Conduct

Political Process Monitoring

Types

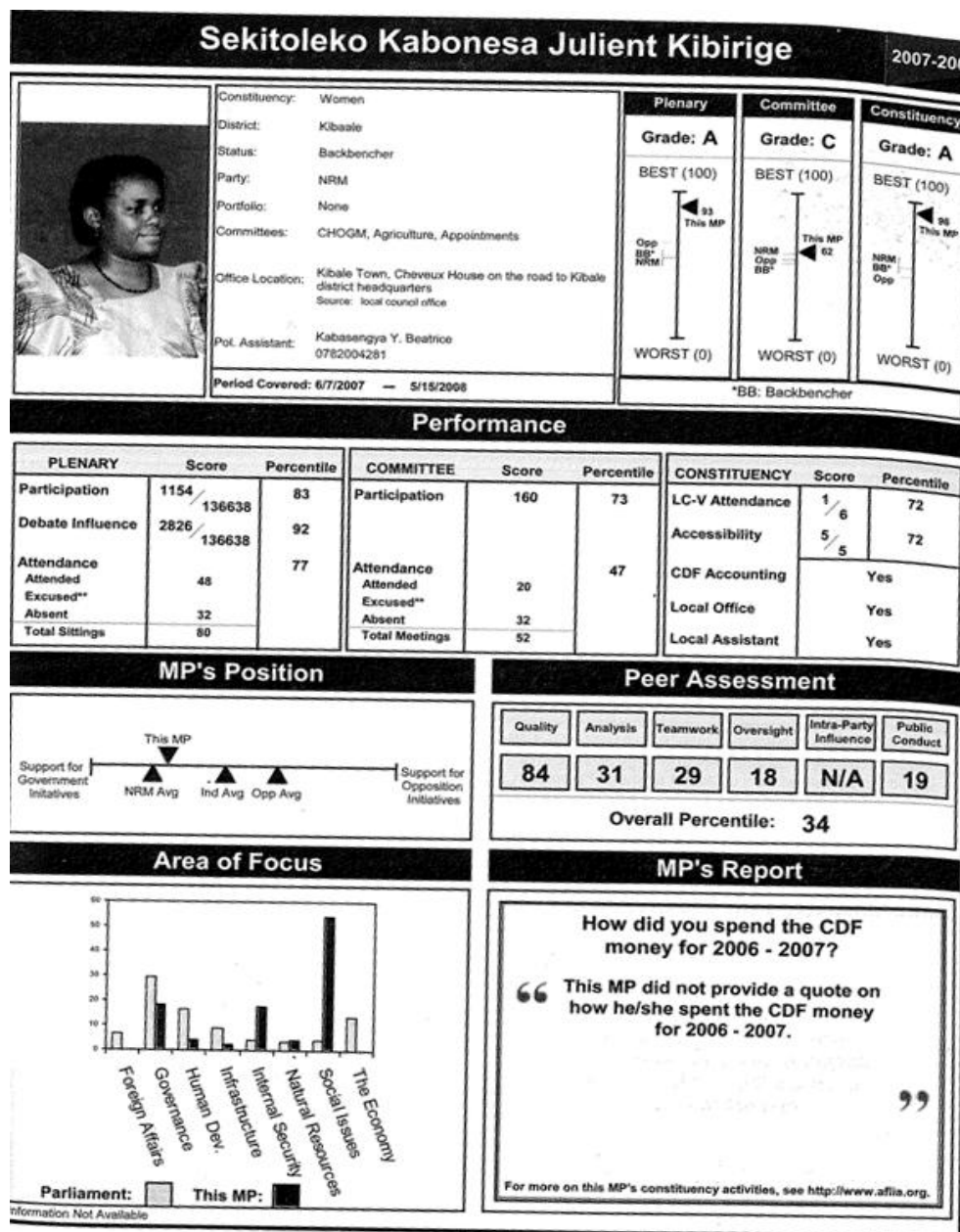
- Legislative Monitoring: Parliament and local councils (www.agora-parl.org)
- Policy Implementation Monitoring
- Participatory Budgeting
- Expenditure Tracking
- Shadow Reporting and Governance Assessment

Legislative Monitoring

- Monitoring attendance, voting records, proposed legislation, participation in sessions, and meetings with public
- Disseminating information and findings to citizens for awareness-raising purposes
- Advocacy based on findings
- Establishing relationships with legislators to improve legislators' performance based on findings

NDI's Parliamentary Monitoring Organization (PMO) Leaders
Conference: 30 April – May 2

Assembly Performance Scorecards



Results of Scoring for Pristina Municipal Assembly Members for July-December 2005 Period

			Participation in discussions during sessions	Initiation of issues	Initiation of regulations	Amandament of legislation	Request in interpellance	General Score
No	Members of Municipal Assembly	Political entity						%
1	Ismet Beqiri*	LDK	83.3	0.0	0.0	2.6	0.0	21.5
2	Shefki Gashi	LDK	83.3	1.7	0.0	1.3	0.0	21.6
3	Hetem Kupina	LDK	50.0	6.6	0.0	0.0	0.0	14.2
4	Lirije Hana	LDK	0.0	0.0	0.0	0.0	0.0	0.0
5	Hajrush Baraliu**	LDK	100.0	0.0	0.0	45.3	0.0	36.3
6	Hysnije Jasiqi	LDK	16.6	1.7	0.0	0.0	0.0	4.6
7	Enver Rakovica	LDK	0.0	0.0	0.0	0.0	0.0	0.0
8	Vjollca Rizani	LDK	33.3	0.8	0.0	0.0	0.0	8.5
9	Florim Grajcevc	LDK	33.3	0.0	0.0	1.3	0.0	8.7
10	Agim Gashi	LDK	33.3	1.7	0.0	0.0	0.0	8.8
11	Nebih Zariqi	LDK	50.0	0.0	0.0	2.6	0.0	13.2
12	Salih Gashi	LDK	66.6	0.8	0.0	2.6	0.0	17.5
13	Mimoza Gjaka	LDK	0.0	0.0	0.0	0.0	0.0	0.0
14	Shasivar Sadiku	LDK	33.3	0.0	0.0	0.0	0.0	8.3
15	Avdi Feri	LDK	16.6	0.0	0.0	1.3	0.0	4.5
16	Izet Sadiku	LDK	100.0	3.3	0.0	0.0	0.0	25.8
17	Refiqe Aliu	LDK	0.0	0.0	0.0	0.0	0.0	0.0
18	Shqip Xhelili	LDK	0.0	0.0	0.0	0.0	0.0	0.0
19	Osman Vitia	LDK	33.3	1.7	0.0	0.0	0.0	8.8
20	Alishaba Ahmeti	LDK	50.0	1.7	0.0	0.0	0.0	13.2

101-	Was the session held on scheduled date / time?	107-	List the parliamentary questions raised in this session and the names of MPs who raised them.
	-Yes -No <i>Move to 103</i> - Declined to answer <i>Move to 103</i> -I don't know <i>Move to 103</i>		
102-	If the answer is no, mention the reasons. ☐ Quorum was not met ☐ Other reasons	108-	Were there any interpolations raised by MPs in this session? If yes, whom were they addressed to and on what topics?
103-	Write down the session agenda.	109-	Were there any motions raised by MPs in this session? Mention them and the MPs who raised them.
104-	Were MPs informed of the session agenda before it was held? -Yes -No -Declined to Answer -I don't know	110-	Were there any petitions or memoranda or complaints submitted during this session? Mention them and list the number and names of MPs who submitted them, along with a copy of the petition/memorandum/complaint if possible.
105-	How long time is there between distributing the session agenda and holding the session?		
	Duration:		
106-	List the names of MPs who requested to participate in the general discussion about the topics listed in the session agenda, and what were the main ideas they raised. (You can use a separate sheet if you need more space).	111-	Did any of the MPs or blocs request to withdraw confidence in the cabinet or one / some of its ministers? Mention the MP/bloc/blocs and elaborate.
			

Participatory Budgeting

Citizens are directly involved in the local government budgeting processes

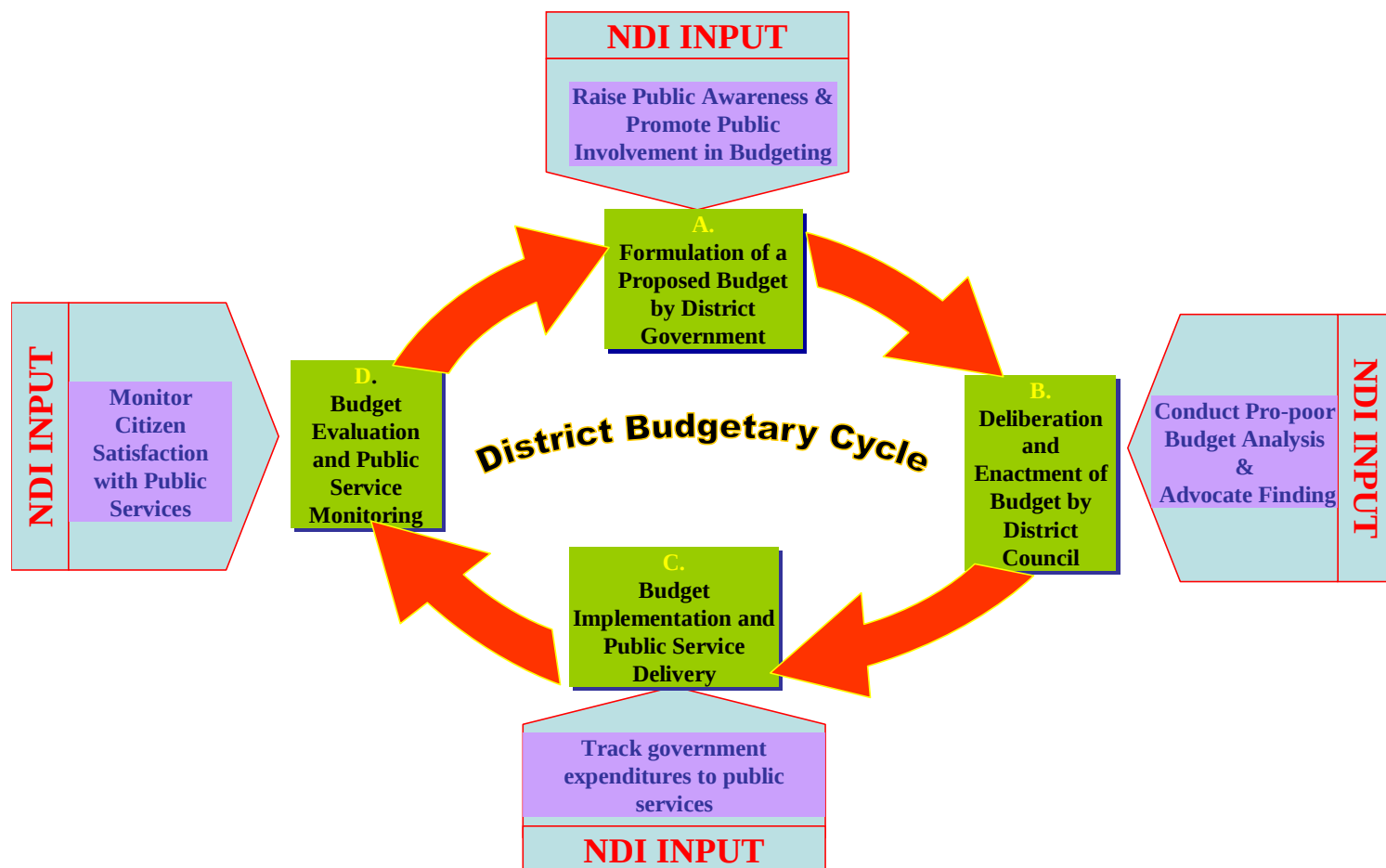
- Research on citizen priorities
- Legislative budget discussions between bureaucrats, politicians and CSOs/citizens
- Public hearings and dialogues on budgetary issues
- Advocacy to define budget priorities
- Monitoring budget implementation
- Engaging in public action if citizens are not satisfied with budget implementation

Expenditure Tracking

- Monitoring and analyzing budgets
- Analyzing information and findings
- Raising citizen awareness
- Collecting information on service delivery through community score cards, site visits, interviews, surveys and meetings with project beneficiaries
- Organizing and advocacy campaigns

Expenditure Tracking

Promoting Social Accountability in the Participatory Budgeting and Expenditure Tracking (PBET) Program



Policy Implementation Monitoring

Local Issues

- Monitoring Campaign Promises
- Comparing Citizens' Priorities to Government/Council Performance

National Issues

- Quotas for Women Legislators
- Electoral Reform
- Domestic Violence Laws

Candidate Surveys and Questionnaires

Tools for capturing the key policy positions of candidates or parties vying for elected office

The Obameter: Tracking Obama's Campaign Promises

PolitiFact has compiled more than 500 promises that Barack Obama made during the campaign and is tracking their progress on our Obameter.

We rate their status as **Not Yet Rated**, **In the Works** or **Stalled**. Once we find action is completed, we rate them **Promise Kept**, **Compromise** or **Promise Broken**.

The report card at right provides an up-to-the-minute tally of all the promises.

Other ways to browse the Obameter

- [All promises](#)
- [PolitiFact's Top 25 Promises](#)
- [By Subject](#)
 - [Economy](#)
 - [Energy](#)
 - [Military](#)
 - [Taxes](#)

 [Obameter update RSS feed](#)

Obameter



The Obameter Scorecard

Promise Kept		175 (34%)
Compromise		55 (11%)
Promise Broken		63 (12%)
Stalled		67 (13%)
In the Works		146 (29%)
Not yet rated		2 (0%)

Promises we've rated recently

Update copyright and patent law

The Promise: Will "update and reform our copyright and patent systems to promote civic discourse, innovation and investment while ensuring that intellectual property owners

Obameter



COMPROMISE

Create a tax credit of \$500 for workers

Enact a Making Work Pay tax credit that would equal 6.2 percent of up to \$8,100 of earnings (yielding a maximum credit of approximately \$500). Indexed for inflation. [>> More](#)

Obameter

COMPROMISE



Repeal the Bush tax cuts for higher incomes

Repeal the Bush tax cuts for those making more than \$250,000 (couples) or \$200,000 (single) [>> More](#)

Obameter

PROMISE BROKEN



Begin removing combat brigades from Iraq

"Barack Obama will work with military commanders on the ground in Iraq and in consultation with the Iraqi government to end the war safely and responsibly within 16 months." [>> More](#)

Obameter

PROMISE KEPT



Train and equip the Afghan army

"Barack Obama will strengthen the training and equipping of the Afghan army and police and increase Afghan participation in U.S. and NATO missions, so that there is more of an Afghan face on security." [>> More](#)

Obameter

IN THE WORKS



End the use of torture

"From both a moral standpoint and a practical standpoint, torture is wrong. Barack Obama will end the use torture without exception. He also will eliminate the practice of extreme rendition, where we outsource our torture to other countries." [>> More](#)

Obameter

PROMISE KEPT



Close the Guantanamo Bay Detention Center

"As president, Barack Obama will close the detention facility at Guantanamo." [>> More](#)

Obameter

PROMISE BROKEN



Citizen Report Cards and Community Scorecards

Degree of Satisfaction with the top five most used public services in Indonesia Findings from the Citizen Report Cards

Region	Satisfied		
	Types of Services	n	Percentage
Kab. Ngawi	Puskesmas/Pustu (Health)	207	90.4%
	Provision of market/business space (Economy)	119	80.6%
	Provision of clean water (Sanitation)	80	98.8%
	City transport terminal (Infrastructure)	97	75.7%
	Road construction and maintenance (Infrastructure)	95	66.4%
Kab. Takalar	Puskesmas/Pustu (Health)	167	88.2%
	ID Card and Family Card making (Demographics)	127	96.1%
	Infrastructure (Primary school)	104	100.0%
	School costs (Primary)	88	96.6%
	Provision of market/business space (Economy)	118	64.0%
Kab. Gowa	Provision of market/business space (Economy)	188	70.0%
	Puskesmas/Pustu (Health)	133	88.9%
	City transport terminal (Infrastructure)	69	84.5%
	Infrastructure (Primary school)	57	98.2%
	ID Card and Family Card making (Demographics)	56	79.3%

Shadow Reports

- Monitoring government compliance with international treaties and declarations that the government has signed on to
- Monitoring peace accords and power sharing agreements
 - Zimbabwe: ZESN monitoring the Global Political Agreement (GPA)
- Publishing reports on findings
- Raising public awareness or advocating for compliance
 - Burkina Faso: Monitoring CEDAW

ZESN: Monitoring GPA

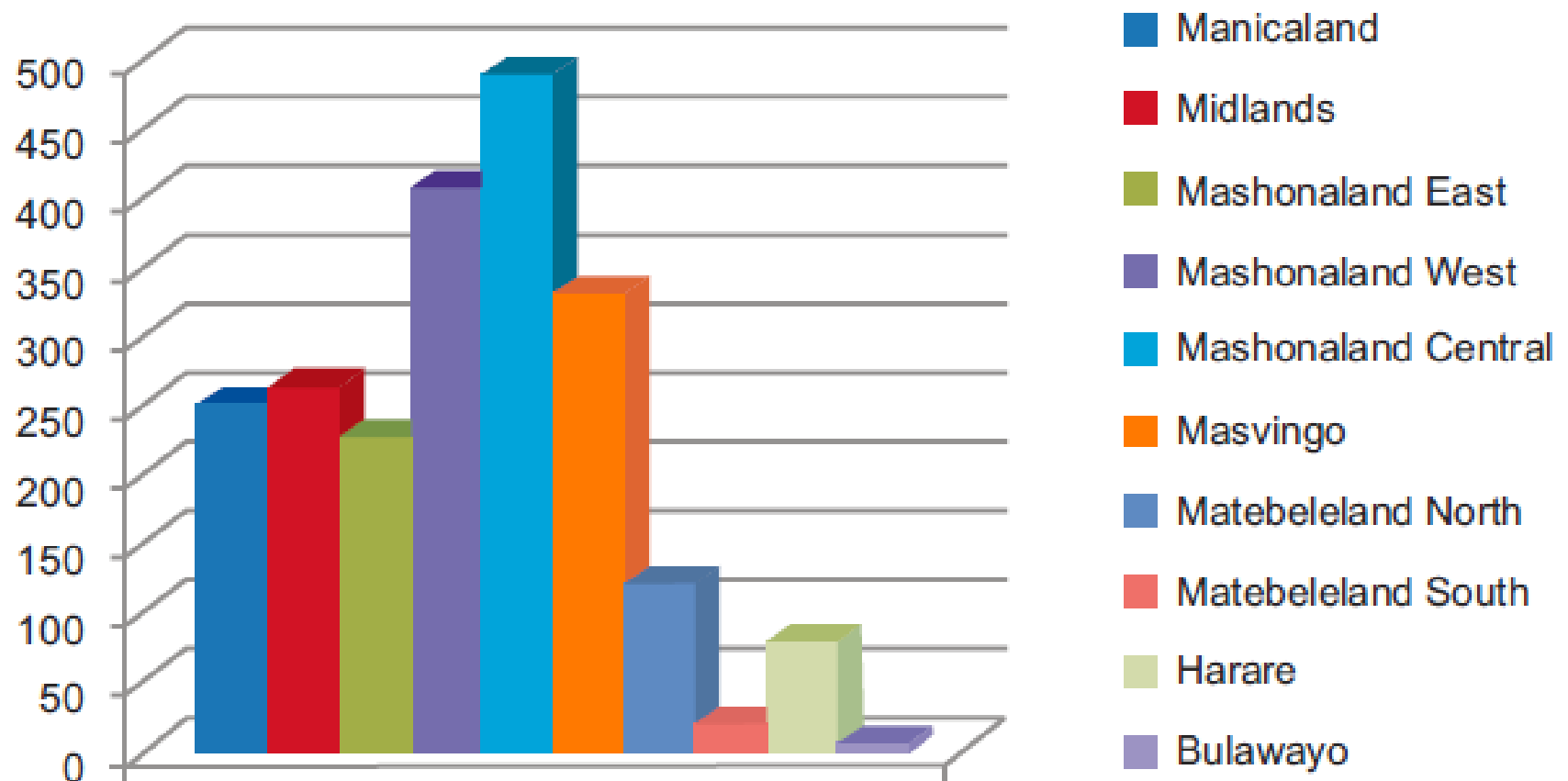
Compliance Assessment:

SADC Principles and Guidelines for free and fair elections	Global Political Agreement	Current Political Situation (both positive and negative)
1. Full participation of the citizens in the political process 2. Freedom of association	ARTICLE XII FREEDOM OF ASSEMBLY AND ASSOCIATION 12. Freedoms of Assembly and Association 12.1 Recognising the importance of the freedoms of assembly and association in a multi-party democracy and noting that public meetings have to be conducted in a free, peaceful and democratic manner in accordance with the law, the Parties have agreed:- (a) to work together in a manner which guarantees the full implementation and realisation of the right to freedom of association and assembly; and	The clearance by the police, allowing MDC supporters to celebrate the swearing in of MDC President as the Prime Minister of Zimbabwe on the 11th of February 2009. Arrests of WOZA demonstrators in Bulawayo and Harare after the signing of the GPA. The assault of WOZA demonstrators at Parliament building on the 25th of February by the police while demonstrating peacefully.

ZESN: Monitoring GPA

www.zesn.org.zw/publications/publication_306.pdf

Spread of political interferences by provinces



Voter Education

Nonpartisan voter education topics

- Importance and purpose of the election
- Citizens' voting rights and obligations
- Voting procedures and logistics

Voter education activities

- Platform or issue-based education campaigns
- Media broadcasts and dramatizations
- Candidate debates
- Radio drama
- Street theater
- Town hall style discussions
- Voter guides
- Non-partisan materials, including flyers, posters, buttons
- Voting simulations

Voter Education: Messages and Targets

- Messages Are Just as Important
 - Research shows that *how* something is said is as important as *what* is said
 - Test messages
 - Creative and innovative is more memorable
 - Must address standard reasons not to vote
- Targets are not “everyone”
 - Set specific targets of the types of voters who would be more receptive together (young, pensioners, men, women)

Voter Education – Proven Practices

- The “Comprehensive Campaign” is best
 - Use combination of passive and interactive approaches
- Person-to-person contact is the most persuasive inducement to vote
- Use peer-to-peer methods like tabling and canvassing
- A grassroots approach alone is not as effective as one combined with media messages and forums/debates

Less Effective, Passive Methods

- No personal interaction: less mobilizing
- Literature drops: placing flyers, posters, and handouts in high traffic areas
- Media and other methods: TV, radio, print

Traditional but Proven Interactive Methods

- Tabling
 - Town hall forum and debates
 - Canvassing
 - Door-to-door
-
- Need to adapt to your context

Tabling Best Practices

- Know your target!
- Establish regular locations with regular hours where people can expect to find voting information, Set up in high traffic area where your target groups will have time/space to stop (public transport, shops, concerts, sporting events, etc.)
- Table in pairs – one volunteer stays with table and distributes materials, another directs people to table
- Attract people with stickers, candy, posters, and free giveaways

Tabling Activities

- Be interactive!
- Ask to sign 'pledge to vote' sheet or petition on importance of voting access, voters' rights or other electoral reforms you want to advocate for
- Sign up volunteers and get contact info
- Answer questions, hand out voter information
- Interact with potential voters and gather contact information

Public Forums

Proven Best Practices to Educate Voters

- Take into account your audience's learning style, motivations, demographics and level of knowledge
- Use interactive approach, not lecture-style format
- Involve concrete examples, real life experiences, and practical exercises – not abstract concepts
- Make sure everyone is involved, spread questions around, don't allow one person or group to dominate
- Motivate people to get involved (become observer, study party platforms, etc.)

Town Hall Debates

- **Format for Questions:** More or less control of audience?
 - Moderator selects questions submitted in advance
 - Audience lines up or raises hands
 - Audience submits questions via SMS, and questions are chosen during the event
 - Use public opinion research to see what format is preferred
- **Topics:** Pre-selected topics; one theme or issue; use public opinion research
- **Audience:** How large? How is it selected?
- **Other Considerations:** Media involvement? Length? Opening and closing statements?



Canvassing

- One-on-one canvassing is the most effective mobilizing technique and is most rewarding to volunteers
- Time canvassing with strategic political moments
- Train volunteers with roll play
- Keep records of “contacted” “not home” “go away” “moved” etc.

Social Marketing Techniques

- Include voting or other messages in popular mediums as cartoons and on clothing/stickers
- Associate the voting message with popular products
- Promote voting with (nonpartisan) 'respected messengers' and peer networks
- Live theater

Putting it all together: Post-election strategy

Top Priority Challenges	Goals	Objectives	Activities

Merci!

Thank you!