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ადმინისტრაცია

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Stakeholder Engagement and Effective Communication

Georgian Experience

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Stakeholder Engagement: The CEC Priority

Stakeholder engagement in the electoral processes is one of the main priorities of election administration of Georgia

This contributes to a more inclusive and transparent election environment.

- voters
- Political parties/election subjects
- Local non-governmental organizations
- International organizations
- Government agencies
- Media
- Election administrations of different countries
- Vulnerable groups

- Meetings
- Trainings
- Materials
- Memorandums of Understanding
- Information campaign

Meetings with stakeholders

- During the election period the CEC conducts regular meetings with the representatives of civic groups, international organizations, political parties and media.
- These meetings are supported by various local and international organizations including IFES, UNDP, IRI and the EU
- These meetings serve as a forum for various stakeholders to hear about the work of the election administration as well as other sides involved and to coordinate efforts.

Trainings

CEC conducts trainings for the following election stakeholders:

- Political parties/election subjects
- Media organizations
- Local observer groups
- Lawyers from various state agencies

CEC has recently launched a new track targeting women in elections.

Election Materials

CEC ensures that election stakeholders are provided with various election materials and manuals (including in ethnic minority languages).

Memorandums of Understanding

The Central Election Commission has signed Memorandums of Understanding with number of stakeholders, including: international organizations and foreign election administrations;

Examples:

- CEC has a signed MoU with local observing groups on the Use of Administrative resources;
- CEC has a signed MoU with the Public Defender's Office on engagement of ethnic minority voters in the election process.

Information Campaigns

CEC conducts regular information campaigns targeting voters:

- Informational advertisements (TV, radio, print media) aimed at increasing voters awareness about elections;
- Social events;
- PR events.

CEC carries out number of programs aimed at vulnerable groups and increasing their participation in elections.

Assessments

The OSCE/ODIHR final report on Georgia's October 27, 2013 Presidential elections reads:

“The CEC managed the electoral preparations in a professional, transparent, and timely manner and enjoyed a high level of stakeholder confidence. CEC sessions and meetings were open to observers, non-governmental organizations, and the media. The CEC engaged in inclusive discussions with stakeholders on various election-related matters before making decisions”.

Future Activities

CEC plans to:

- Continue cooperation with all the interested election stakeholders in the lead up to the 2014 municipal elections and utilize all possible formats for this;
- Conduct informational/educational campaigns targeting all relevant stakeholders;
- Intensify efforts to ensure active engagement of vulnerable groups in the elections;
- Promote active involvement of women in the elections.



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Thank you!