



# VOTER EDUCATION FOR INFORMED AND ETHICAL VOTING

**The case of Uganda General  
Elections 2016**

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# Introduction

- The Electoral Commission of Uganda is established under Article 60 of the Constitution of the Republic of Uganda 1995 (as amended)
- Functions of the Commission are stipulated under Article 61 of the Constitution.



# Powers to Accredite

- ▶ The Electoral Commission has also got powers to Accredite Non-partisan Individuals, Groups and Institutions to carry out voter education on its behalf according to the Commission guidelines.

# Legal Basis For Voter Education

- The Constitution of the Republic of Uganda (1995) gives power to the people to decide on **Who** shall govern them and **How** they shall be governed.
- The Commission is also mandated by the Constitution to formulate and implement voter educational programmes.

# Definition of Key Concepts

- **Voter Education:** Building awareness for effective participation of all stakeholders in an electoral process.
- **Informed Voting:** Deliberate effort by EMB's to inform voters of electoral activities to enable them to make an informed choice on voting day.
- **Ethical Voting:** Free and Fair elections that deliver acceptable results/outcomes.




# Definition of Key Concepts Cont.

- **Quality Electoral Participation;** Participating in all election activities according to the law and guidelines.
- **Stakeholders in an Election;** All Individuals, Institutions, Groups and Organizations that have a role to play in an electoral process.

# Understanding Ethical Voting

- Informed Voters + Ethical Voting = Acceptable Results/Outcomes **(A)**
- Informed Voters + Ethical Voting = Quality Participation **(B)**
- Quality Participation + Acceptable Outcomes = Free and Fair Elections **(C)**



# Theoretical Views on Ethical Voting

## ***The Folk Theory on Voting Ethics:*** *(Jason Brennan)*

- 1) Each citizen has a civic duty to vote
- 2) Any good faith vote is morally acceptable
- 3) It is wrong to buy or sell one's vote



# Ethical Voting: Case of Uganda

- Electoral system for Uganda; **F**irst **P**ast **T**he **P**ost , FPTP; ( 50+1% ), Simple Majority (MPs)
- Equal weight for every vote
- Leveling the playing field for all Parties
- Commercialization of Elections
- Voting being voluntary.

# Criteria For Voter Education

- Target Group
- Background Information
- Medium/ Channel of communication
- Methods of delivery
- Content
- Language
- Timing of information
- Source of Information

# Excerpts of Voter Education

- Election Slogan; Your Vote, Your Power, Your Country
- Voting procedure and Modalities
- Voter Education Through Road Shows
- SMS Messages on Location of Polling Stations
- Poster on Voting should not divide us
- Poster on Not selling Votes

# Launch of Voter Education



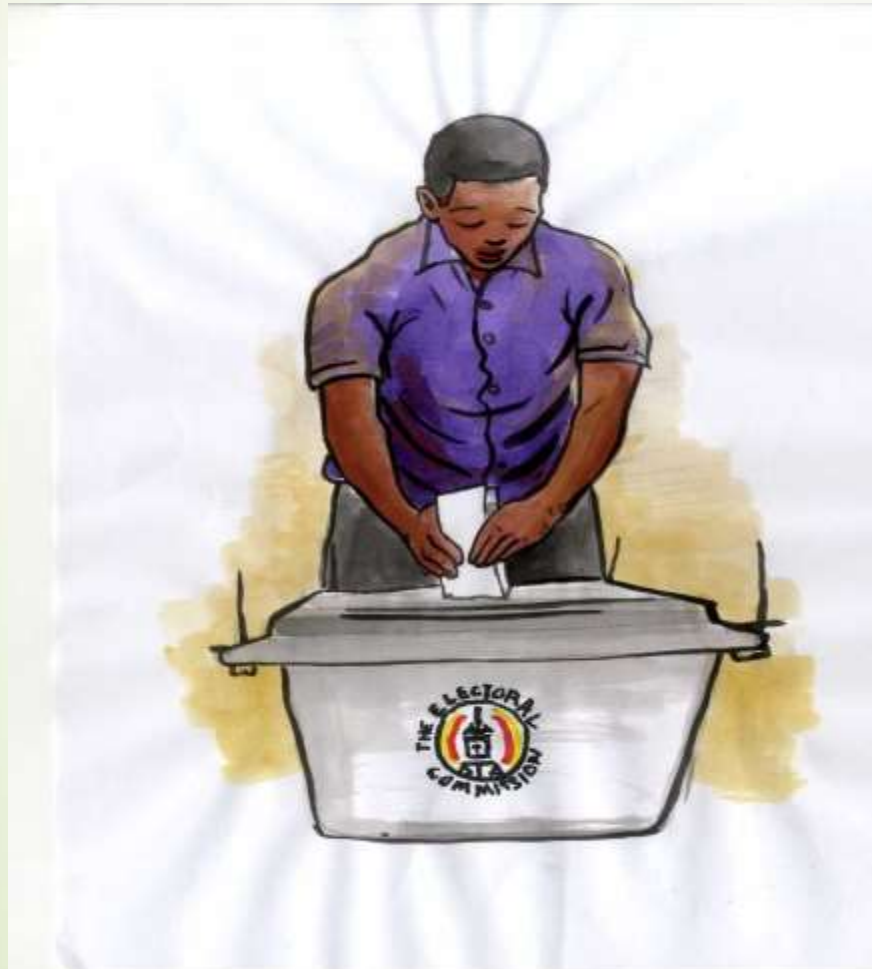
# Conducting a voter education radio talk show



# Conduct of voter education by road shows



# Your Vote, Your Power, Your Country Go and Exercise It



# Use your phone to locate your polling station



 THE ELECTORAL COMMISSION  
GENERAL ELECTIONS 2016

***“Locate your polling station”***

SMS\* ONE of the following Numbers to **8228**

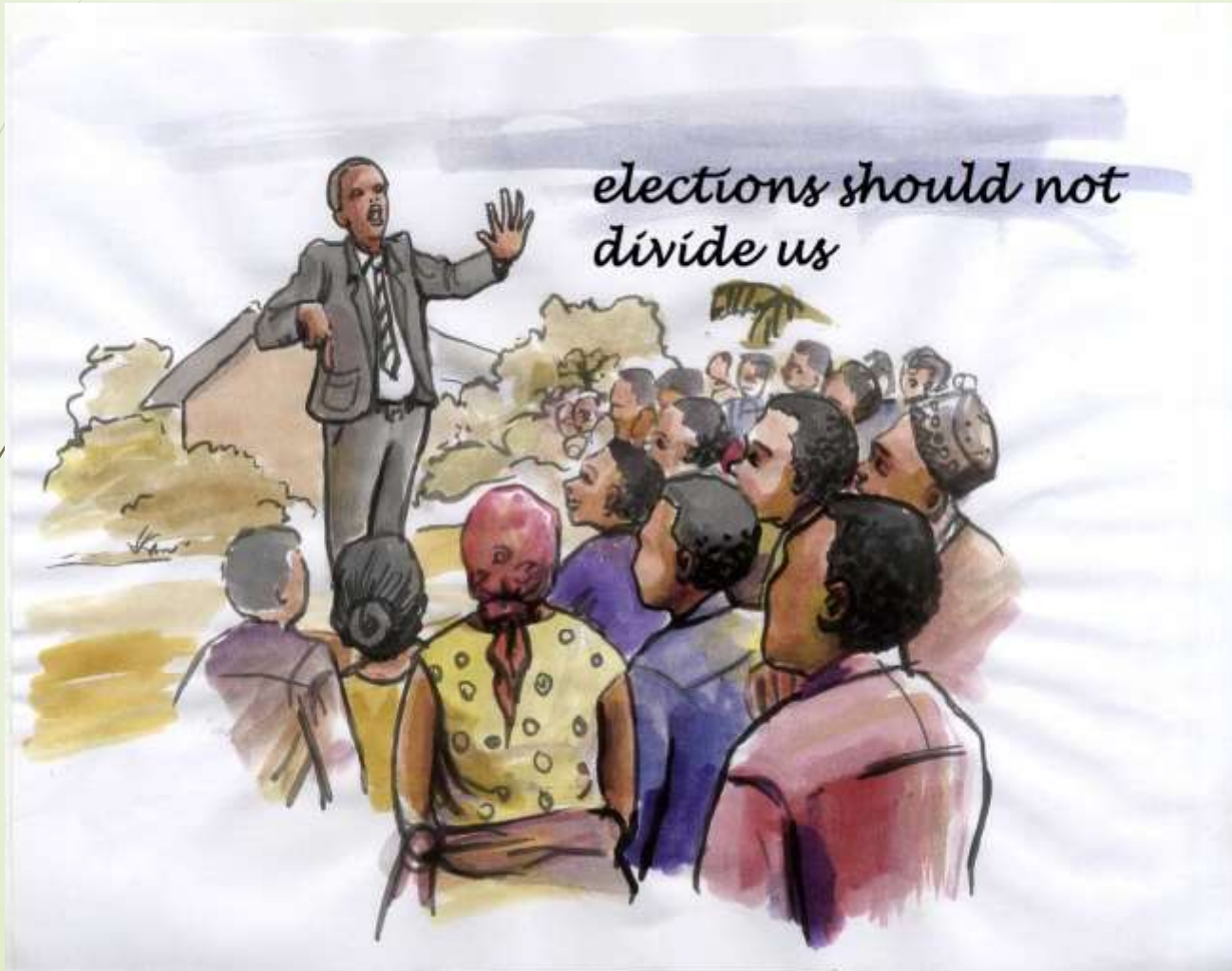
and receive a reply with the exact location of YOUR polling station

\*FIRST 2 MILLION SMS ARE FOR FREE!

**“MY VOTE – MY VOICE – MY COUNTRY”**



# Attend campaign rallies





# Your Vote is Your Power, “Do NOT Sell It”



# Determining Election Results /Outcomes




# Challenges Encountered

- Voter apathy and fatigue
- Low levels of literacy among the voters
- Multi tribal society
- Poverty among voters
- Commercialization of Politics
- EMBs limited mandate to conduct only voter education
- Inadequate funding
- Continuous changes in the laws.



# Conclusion

- There has never been enough voter education
  - Focus on giving quality education to all the voters at the right time, to have an informed electorate, in order to achieve free and fair (Ethical) electoral participation.
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Thank You For  
Listening To Me  
God Bless  
YOU.