



Empowered lives.
Resilient nations.

UNDP Lebanese **ELECTIONS** Assistance Project

Date: 23 March 2016

Subject: Minutes of Meeting for the Pre-bid meeting on the Voter Education Campaign

Introduction

The meeting started with a briefing on the purpose and background of the requested campaign: the Ministry of Interior and Municipalities (MoIM) is preparing for the upcoming municipal elections and as per international standards and previous domestic practices, and in order to allow full public information and understanding of voters' rights and electoral processes, the MOIM seeks to conduct a comprehensive public media awareness campaign to inform voters of the following: elections dates, elections' procedures, voters' rights and accepting results. Through this campaign, the ministry wishes to promote positive attitudes towards municipal elections.

UNDP LEAP is supporting the MoIM in developing a comprehensive voter education campaign divided into two phases: 1) Pre-elections / E-Day aiming to motivate citizens to participate in the electoral processes and to encourage women and people with disabilities to participate, 2) Post-elections aiming to ask the voters / citizens to accept the results. All the key messages and objectives are detailed in the TOR sent.

The campaign should be neutral, humor can be used but not sarcasm, always bearing in mind that the end used for this campaign is the Ministry of Interior and Municipalities.

Questions & Answers

Q) Do you have statistics of how many citizens will be voting this year?

A) Not really, but this info is not needed for the campaign

Q) Does the ministry would want to encourage citizens to use blank papers during E-Day? *

A) This is not the purpose of the campaign. The ministry aims to maximize the participation of citizens in this democratic process.

Q) There are different key messages for one campaign; can we use simply "Vote"? or should we just focus on the women's participation?

A) You have different messages but one concept where you can use all the key messages. Women's participation is not the main message, but you should acknowledge in your concept the presence and participation of women.

* A discussion took place on the importance of the blank paper and how it should be used to show participation and the will of the people who don't agree with any the candidates.

Q) In the key messages, there is one specifically targeting women “Your vote is secret”. Why?

A) Because some women tend to follow their husbands / fathers / brothers’ opinion, we just want to clarify that no one can know who you are voting for, and it is your right to express your opinion.

Q) What about the E-Day messages, should we include the info on how to vote in the TVC?

A) People are familiar with the voting system, so it doesn’t have to be mentioned in the TVC, but maybe in the printing materials.

Q) Where are you going to be distributing the flyers and posters?

A) Mainly in municipalities, ministries and public institutions.

Q) Did or Will the ministry develop another campaign for the Voters on municipal elections?

A) No

Q) Will we be able to have the SMS for free? Or should we add it to the budget?

A) The SMS service will be for free and we will get support from the Ministry of Telecommunication.

Q) We need additional time to provide you with a concept idea for this campaign, this is very short notice. Can we give us at least 2 additional days?

A) Unfortunately, we are pretty squeezed in time as well and we already pushed the launching date to its limit. However, please take into consideration that you don’t have to provide us with the whole campaign at a first stage; we just need a concept for the TVC, main message, billboard message and idea, etc.