ICT for Fair Elections & Active Citizenship

OneWorld’s programmes in Mali, Senegal, Sierra Leone and Guinea Bissau, 2012-2014
I. Real-Time Election Monitoring
“Perhaps the most sophisticated monitoring program ever deployed in Africa or anywhere else.”

Hillary Clinton,
U.S. Secretary of State

(speaking in Dakar, Senegal on 1 August 2012)
OneWorld’s approach enables civil society to collect and act on information in real-time, to make a difference in the outcome of events before it’s too late.
Local election observers

- In Senegal... 519 observers sent 74,028 observations in 14,377 text messages from 1,547 polling stations
- In Sierra Leone... 2,048 observers sent 43,406 observations in 20,382 text messages from 4,328 polling stations
- In Mali... 1,730 observers sent 147,811 observations in 21,892 text messages
- In Guinea Bissau... 357 observers sent 10,787 observations over two weeks - before, on, and after Election Day
Data enabled election officials to send equipment where it was needed & fix malfunctions.

- Reports of vote-buying led to arrests in Senegal.
- Data showing over-voting prompted investigations in Sierra Leone.
- Reports of intimidation by MNLA rebels were communicated to UN forces in northern Mali.
In Senegal, a Parallel Vote Tabulation allowed civil society to know the true outcome, within +/- 3%, just a few hours after the polls closed. When civil society knows the truth, and has the data to prove it, candidates are hard pressed to manipulate the outcome.
positive intimidation

The mere presence of a local observer, armed with a checklist and mobile phone, is a powerful dissuasive force.
defining the narrative

Real-time information enables civil society to make strong statements about the conduct of elections instantly, calming public fears and – when necessary – holding leaders to account.
how does it work?

Election monitors send an SMS to the OneWorld platform. The OneWorld platform automatically checks this report and sends a real-time report to the Data verification team. The Data verification team verifies the information and sends an alert to the Senior staff. The Senior staff confirms the information and sends real-time reports to Press releases, Political interventions, and Local interventions. The confirmed information is published online.
Civil society partners can see an overview of what’s happening everywhere in the country at all times.
And maps, charts and spreadsheets give partners all the details about what’s happening at the national and regional levels, and at individual locations or polling stations.
II. Active Citizenship
on-demand Q&A

text & voice

✓ 15,000+ SMS messages about elections answered in 4 weeks during the election period in Mali
✓ call-in and call-out voice services launching in Mali in 2014
connecting citizens & their government

✓ “Ask the Candidates” and “Ask Your MP” provide a direct channel between citizens and their elected representatives – using SMS, email and Facebook.

✓ Citizen monitoring of service delivery, budgets, campaign pledges and political promises coming soon
Nearly 300,000 youth and women educated about the electoral process via street theatre, educational games (Democrapoli), and market Q&As.
III. Media Training and Monitoring
32 Malian journalists trained on **fundamentals of election reporting**: equal treatment of candidates, coverage of issues important to voters, fair tone in reporting, etc.

12 Malian journalists trained on **investigative reporting**

Dozens of **community debates and candidate interviews** produced on community radio
Media monitoring

- 14 media monitors in Mali analysed 7 television programmes, 9 radio programmes, and 6 newspapers to analyse the tone, themes and access granted to candidates in election coverage.
- Recommendations report shared with Media regulatory bodies and the Ministry of Communications, which is considering launching a working group to implement the suggestions.
want to know more?

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