

**A paper presented at International Conference on Voter Education
for Inclusive, Informed and Ethical Participation,
19th to 21st October, 2016, New Delhi, India**

Theme:

**Voter Education for Informed and Ethical Voting: Building awareness for
quality electoral participation among voters and other stakeholders like
political parties, candidates, CSOs**



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IEBC Mandate

IEBC is responsible for conducting or supervising referenda and elections to any elective body or office established by the Constitution of Kenya 2010, and any other elections as prescribed by an Act of Parliament.

IEBC MANDATE IN VOTER EDUCATION

Article 88 4(g) of the Constitution of Kenya 2010, mandates the Independent Electoral and Boundaries Commission (IEBC) to conduct voter education in the Country. The Directorate of Voter Education and Partnerships is mandated by the IEBC to carryout voter education in partnership with other agencies.

Objectives of Voter Education

Voter education is non-formal public education meant to inform and to empower the voters to clearly understand their rights and responsibilities in the electoral process. It strives to improve the process of democracy, mobilize voters to exercise their rights in politics and to enhance voters understanding of participatory democracy. In delivery of voter education the Commission strives to engage partners/stakeholders as a way of creating synergy, enhancing participation and legitimacy.

Objectives of Voter Education

1. Empower the people to use their inherent power as citizens to transform their society by electing leaders of their choice based on merit that will protect and promote their interests.
2. Impart knowledge and develop citizens competence in the process and practice of elections.
3. Promote ethical behavior in the electoral process.
4. Promote citizens conviction that have the power and the means through the vote to elect a democratic, transparent accountable and competent government that is supportive of their social, economic and political interests.

Areas of Focus in Voter Education

1. Pre-Election Phase

- Legal Framework
- Boundaries Delimitation
- Voter Registration
- Voter Register Inspection

2. Election Phase

- The Elective Positions: qualifications and responsibilities
- Special interest groups (Women, Youth and PWDs)
- Nomination process
- Peaceful campaigns
- Voting Process
- Marking the Ballot
- Vote counting and tabulation of results
- Diaspora voting
- Presidential run-off
- Acceptance of results

3. Post election Phase

Voter Education & Partnerships Strategies

- Direct Voter Education outreach through IEBC field staff.
- Partnership with International, National and community voter education providers, FBOs, Youth organizations, Women Organizations, Village elders and the general public.
- Empowering IEBC accredited Community Based Organizations, Private Sector and Civil Society.
- Media engagement (TV, Radio, print, Social Media).
- Roadshows at County and Constituency levels.
- Participate in educational, social and cultural events.

Voter Education & Partnerships Strategies

- Active involvement of school children and their parents.
- Simulation of the voting Process at the ward level.
- Engagement of Voter Educators and mobilizers at ward level.
- Stakeholder engagement forums at all National, County, Constituency and Ward levels.
- Active involvement of Faith Based Organizations.
- Engagement of respected influential personalities and celebrities.
- Conducting Annual Voter Education Week (AVEW).
- Partnership with State and Non-state Actors.

Voter Education & Partnerships Strategies



Voter Education Expected Outcome

- Increased participation of registered voters in the polls;
- Reduced cases of electoral violence and fraud;
- Reduced cases of spoilt/rejected votes;
- Increased participation of the youth, women and marginalized in the electoral process;
- Enhanced secrecy of the ballot and freedom of choice;
- Informed voters and informed choices.

Platforms of Voter Education

Activity	Description
SMS	All the four existing mobile operators namely Safaricom, Airtel, Orange and Yu.
IEBC Website	Platform operational.
Radio Announcement	Standard radio spot for all the national and community radio stations.
Newspaper Advert	Advertisement in the top 3 newspapers.
Television	TV spots at prime times
Posters/fliers/stickers/brochures/	Poster, fliers, brochures and stickers printed and distributed countrywide.

IEC Materials on Voter Education

Activity	Description
Handbook / Booklets	i) Yes, I Can Vote: A User Friendly Guide to Voting in Kenya – This booklet uses direct and personal approach that is easy to read and follow.
	Handbook on Elective Positions (being reviewed for compliance)
Posters	Kugombea si Kugombana
	Voting Procedure
	Youth(Mavijana)
	Sample Ballot Paper
	Come out and Vote
	Say no to Bribery
Brochures	On Election Day (Run-off included)
	Elective Positions
Stickers	Your Vote Your Future, Kenya-My Choice-My Vote, Cast Your Vote on 4 th March & be on the Right Side of History, Am proud I voted on 4 th March 2013, Peaceful Campaign Starts with Me, Unleash your vote on 4 th March 2013, Be a Guardian of our Country - vote on 4 th March 2013, Our future is in Our votes – vote on 4 th March 2013, Don't turn your back on our future-vote on 4 th March 2013,

Your VOTE Counts!



Register Now to Vote in 2017



INDEPENDENT ELECTORAL AND BOUNDARIES COMMISSION

For more information contact Independent Electoral and Boundaries Commission, 6th Floor, Anniversaries Towers, P.O. Box 45371 - 00100 G.P.O, Nairobi, Kenya



INDEPENDENT ELECTORAL AND BOUNDARIES COMMISSION



How to Mark a ballot Paper

Correctly Marked Ballot Papers

PRESIDENTIAL BALLOT (WHITE)

INDEPENDENT ELECTORAL AND BOUNDARIES COMMISSION
BALLOT PAPER PRESIDENTIAL ELECTION 4th MARCH 2017

HOW TO MARK YOUR BALLOT

1. Mark your ballot with a checkmark (✓) in the box next to the name of the candidate you wish to elect.

2. Do not mark more than one box.

3. Do not mark any other part of the ballot paper.

4. Do not mark the ballot paper in any way that may make it difficult to read.

5. Do not mark the ballot paper in any way that may make it difficult to count.

6. Do not mark the ballot paper in any way that may make it difficult to identify the candidate.

7. Do not mark the ballot paper in any way that may make it difficult to identify the ballot paper.

Candidate Name	Candidate's Photo and Name	Mark Your Ballot Here
Uthmaniyah Njeri		<input type="checkbox"/>
William Ruto		<input checked="" type="checkbox"/>
Wycliffe Oparua		<input type="checkbox"/>
James Odinga		<input type="checkbox"/>
James Mwangi		<input type="checkbox"/>
James Ombati		<input type="checkbox"/>
James Ombati		<input type="checkbox"/>

GOVERNOR'S BALLOT (BLUE)

INDEPENDENT ELECTORAL AND BOUNDARIES COMMISSION
BALLOT PAPER GOVERNOR ELECTION 4th MARCH 2017

HOW TO MARK YOUR BALLOT

1. Mark your ballot with a checkmark (✓) in the box next to the name of the candidate you wish to elect.

2. Do not mark more than one box.

3. Do not mark any other part of the ballot paper.

4. Do not mark the ballot paper in any way that may make it difficult to read.

5. Do not mark the ballot paper in any way that may make it difficult to count.

6. Do not mark the ballot paper in any way that may make it difficult to identify the candidate.

7. Do not mark the ballot paper in any way that may make it difficult to identify the ballot paper.

Candidate Name	Candidate's Photo and Name	Mark Your Ballot Here
Uthmaniyah Njeri		<input type="checkbox"/>
William Ruto		<input type="checkbox"/>
Wycliffe Oparua		<input type="checkbox"/>
James Odinga		<input type="checkbox"/>
James Mwangi		<input type="checkbox"/>
James Ombati		<input type="checkbox"/>
James Ombati		<input type="checkbox"/>

SENATOR'S BALLOT (YELLOW)

INDEPENDENT ELECTORAL AND BOUNDARIES COMMISSION
BALLOT PAPER SENATE ELECTION 4th MARCH 2017

HOW TO MARK YOUR BALLOT

1. Mark your ballot with an 'X' in the box next to the name of the candidate you wish to elect.

2. Do not mark more than one box.

3. Do not mark any other part of the ballot paper.

4. Do not mark the ballot paper in any way that may make it difficult to read.

5. Do not mark the ballot paper in any way that may make it difficult to count.

6. Do not mark the ballot paper in any way that may make it difficult to identify the candidate.

7. Do not mark the ballot paper in any way that may make it difficult to identify the ballot paper.

Candidate Name	Candidate's Photo and Name	Mark Your Ballot Here
Uthmaniyah Njeri		<input type="checkbox"/>
William Ruto		<input type="checkbox"/>
Wycliffe Oparua		<input type="checkbox"/>
James Odinga		<input type="checkbox"/>
James Mwangi		<input type="checkbox"/>
James Ombati		<input type="checkbox"/>
James Ombati		<input checked="" type="checkbox"/>

Wrongly Marked Ballot Papers

COUNTY ASSEMBLY WARD BALLOT (BEIGE)

INDEPENDENT ELECTORAL AND BOUNDARIES COMMISSION
BALLOT PAPER COUNTY ASSEMBLY ELECTION 4th MARCH 2017

HOW TO MARK YOUR BALLOT

1. Mark your ballot with a checkmark (✓) in the box next to the name of the candidate you wish to elect.

2. Do not mark more than one box.

3. Do not mark any other part of the ballot paper.

4. Do not mark the ballot paper in any way that may make it difficult to read.

5. Do not mark the ballot paper in any way that may make it difficult to count.

6. Do not mark the ballot paper in any way that may make it difficult to identify the candidate.

7. Do not mark the ballot paper in any way that may make it difficult to identify the ballot paper.

Candidate Name	Candidate's Photo and Name	Mark Your Ballot Here
Uthmaniyah Njeri		<input type="checkbox"/>
William Ruto		<input checked="" type="checkbox"/>
Wycliffe Oparua		<input type="checkbox"/>
James Odinga		<input type="checkbox"/>
James Mwangi		<input type="checkbox"/>
James Ombati		<input type="checkbox"/>
James Ombati		<input type="checkbox"/>

PARLIAMENTARY BALLOT (GREEN)

INDEPENDENT ELECTORAL AND BOUNDARIES COMMISSION
BALLOT PAPER PARLIAMENTARY ELECTION 4th MARCH 2017

HOW TO MARK YOUR BALLOT

1. Mark your ballot with a checkmark (✓) in the box next to the name of the candidate you wish to elect.

2. Do not mark more than one box.

3. Do not mark any other part of the ballot paper.

4. Do not mark the ballot paper in any way that may make it difficult to read.

5. Do not mark the ballot paper in any way that may make it difficult to count.

6. Do not mark the ballot paper in any way that may make it difficult to identify the candidate.

7. Do not mark the ballot paper in any way that may make it difficult to identify the ballot paper.

Candidate Name	Candidate's Photo and Name	Mark Your Ballot Here
Uthmaniyah Njeri		<input type="checkbox"/>
William Ruto		<input type="checkbox"/>
Wycliffe Oparua		<input type="checkbox"/>
James Odinga		<input type="checkbox"/>
James Mwangi		<input type="checkbox"/>
James Ombati		<input type="checkbox"/>
James Ombati		<input type="checkbox"/>

COUNTY WOMEN REPRESENTATIVE'S BALLOT (PURPLE)

INDEPENDENT ELECTORAL AND BOUNDARIES COMMISSION
BALLOT PAPER COUNTY WOMEN REPRESENTATIVE ELECTION 4th MARCH 2017

HOW TO MARK YOUR BALLOT

1. Mark your ballot with a checkmark (✓) in the box next to the name of the candidate you wish to elect.

2. Do not mark more than one box.

3. Do not mark any other part of the ballot paper.

4. Do not mark the ballot paper in any way that may make it difficult to read.

5. Do not mark the ballot paper in any way that may make it difficult to count.

6. Do not mark the ballot paper in any way that may make it difficult to identify the candidate.

7. Do not mark the ballot paper in any way that may make it difficult to identify the ballot paper.

Candidate Name	Candidate's Photo and Name	Mark Your Ballot Here
Uthmaniyah Njeri		<input type="checkbox"/>
William Ruto		<input type="checkbox"/>
Wycliffe Oparua		<input type="checkbox"/>
James Odinga		<input type="checkbox"/>
James Mwangi		<input type="checkbox"/>
James Ombati		<input type="checkbox"/>
James Ombati		<input checked="" type="checkbox"/>

For more information contact Independent Electoral and Boundaries Commission, 6th Floor, Anniversaries Towers, P.O. Box 45371 - 00100 G.P.O, Nairobi, Kenya

VOTER REGISTRATION PROCESS

1



Present your ID/Passport to clerk.

2



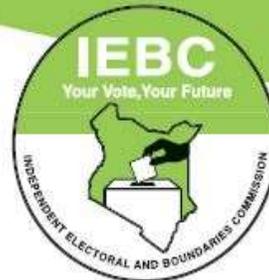
The clerk captures your identity details.

3



Confirm your identity details are correct.

ARE YOU A REGISTERED VOTER ?



**REGISTER NOW AT YOUR
NEAREST REGISTRATION
CENTRE**

Date: 15th February - 15th March, 2016

6



Sign IEBEC reference book and take registration slip. Leave registration centre.

5



Have your passport size photo taken and confirm it is clear.

4



A Place the four fingers of your left hand on the fingerprint reader.



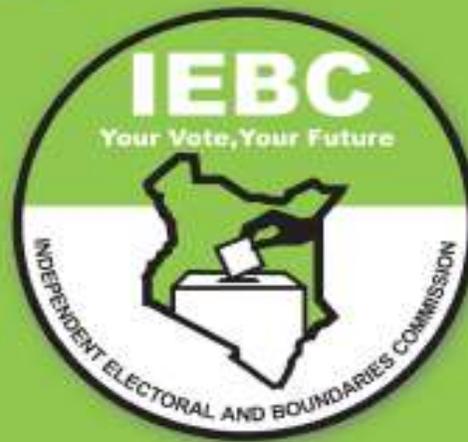
B Place the four fingers of your right hand on the fingerprint reader.



C Place your two thumbs on the fingerprint reader.

For more information contact any Independent Electoral and Boundaries Commission (IEBC) Constituency Office, OR IEBC Head Office 6th Floor, Anniversary Towers, University Way, P.O. Box 45371 - 00100 G.P.O, Nairobi, Kenya. TEL: +254 202877000 Email: info@iebc.or.ke Website: www.iebc.or.ke

Voting Procedure



1
Identification
of Voter



7
Voter leaves
Polling Centre



2
Voter's information is
verified in the Computer



6
Left small finger
marked with
Indelible ink



3
Voter is issued with
6 stamped ballot papers



4
Voter marks
the ballot papers



5
Voter casts his/her
Votes

Voter Education/Partnerships for Diaspora

Voter Education Strategies for Diaspora

Country	Outreach Channel
All Countries	Nation Online, IEBC website, Standard Online, East African newspaper
Uganda	Monitor Newspaper
Tanzania (Dar es Salaam)	Mwananchi and
Tanzania (Arusha)	Citizen Newspapers
Rwanda	Rwanda Today
Burundi	Local dairies

Voter Education in Schools

School Children Leaflet

- A special brochure was prepared for students in primary schools to carry home to their voting age parents/guardians. This strategy targeted 9.5M school children in both public and private schools. In conjunction with the Directorate of Children Services organized a successful Kenya Children Assembly Elections.

Voter Education Curriculum for Schools

- A Voter Education Curriculum for schools has been prepared in collaboration with Ministry of Education.

Voter Education & Partnership with Universities

During the 2013 General Election, the IEBC partnered with Kenyatta University on the entertainment platform

Universities have been inviting IEBC to:-

- Educate on Democracy Election Management and Election Operations.
- Conducting elections for student bodies.
- Participating and educating public during cultural events.
- Sharing voter education materials.

Voter Education/Partnerships on Gender

The Commission through the Directorate has partnered with many stakeholders e.g UN Women which conducts the voter education and empowerment to women and youth who are aspiring to be leaders. The project normally targets the marginalized groups.

Role of University Students and Staff

1. To be examples to all other youths that Kenya is a democratic country.
2. By exercising your right in election.
 - e.g by registering as a voter,
 - reaching out for peace,
 - participating in civil/voter education as volunteers,
 - participating in politics,
 - shunning tribalism.

Thank You

Independent Electoral and Boundaries Commission (IEBC)

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