



## **CONTINENTAL WORKSHOP OF AFRICAN EMBs**

**Strategic and Crisis Communication for Electoral Management Bodies (EMBs)  
in Africa**

**DRAFT PROGRAMME**

**23-26 October 2023**

**Nairobi, Kenya**



DAY ONE: Monday 23 October 2023	
8:30 - 9:00 am	Registration
9:00 - 10:00 am	<b>SESSION 1: Official opening</b>
<p><b>Welcome Remarks:</b> Mr. Marjan Hussein Marjan, Commission Secretary/Chief Executive Officer, Independent Electoral and Boundaries Commission, Kenya (confirmed)</p> <p><b>Remarks by</b> H.E. Henriette Geiger, the EU Ambassador in Kenya (TBC)</p> <p><b>Statement:</b> H.E. Sebastian Groth, German Ambassador to Kenya (TBC)</p> <p><b>Statement and Official Opening:</b> Mr. Anthony Ngororano, UNDP Resident Representative, Kenya</p>	<p><b>Facilitator:</b> Ms. Nirina Kiplagat, Officer-in-Charge, Governance and Peacebuilding Coordinator, UNDP Regional Service Centre for Africa.</p>
<b>10:00-10:20 BREAK and official workshop group photo</b>	
10:20 - 12:00	<b>SESSION 2: Making a case for Strategic and Crisis Communications for public-facing institutions to bolster information integrity, accountability, and public trust.</b>
<p><b>Fireside conversation:</b> This session sets out to reflect the centrality of strategic and crisis communications in an era where information is cyclic and faces extraordinary challenges of pollution (misinformation, disinformation) and overload of “expert opinions.” This fireside session will help to unpack how institutions can deliberately enhance public trust, accountability, and transparency with the aim of fostering social contract between the citizenry and introduces the question of how institutions, from the perspective of information integrity, can stay ahead of crises that could potentially lead to reputational risk and mistrust. The session will also consider opportunities to address structural challenges that hinder institutions from delivering effective communications.</p>	<p><b>Facilitator:</b> Ngele Ali, UNDP Regional Communications Advisor, Africa</p> <p><b>10:20 – 11:20</b> (fireside)  <b>11:20 – 12:00</b> (Interactive plenary Q&amp;A)</p> <p><b>Fireside speakers:</b>  <b>Sandra Macharia:</b> Director, United Nations Information Service – Kenya, Seychelles &amp; Uganda (TBC)  <b>Muthoni Wachira:</b> Delmonte, Corporate Communications Manager  <b>Francis Karugah:</b> Strategic and crisis communications and risk management expert  <b>Martin Wachira:</b> Digital communications expert and owner of Nairobi Leo – Digital News Platform (TBC)</p>
12 -13:00	<b>SESSION 3 - The role of communication in election management and implications for electoral integrity</b>
<p>This session begins by establishing an initial (shared) understanding of what it means to communicate as an electoral management body (EMB) throughout the electoral cycle. The session will explore the role that timely, coherent, and inclusive communication plays in fostering trust or mistrust among stakeholders in the electoral process. This session will also cover to international and regional commitments relating to EMB information provision in an electoral process</p>	<p><b>Facilitator:</b> Ms Sharmila Ramjutun-Dulmeer Acting Principal Electoral Officer, Office of the Electoral Commissioner, Mauritius</p> <p><b>Speakers:</b>  <b>Akinyemi Adegbola:</b> Chief Electoral Officer, UNOAU/UNEAD  <b>Misako Ito:</b> Regional Advisor for Communication and Information in Africa, UNESCO Regional Office for</p>

	Eastern Africa	
<b>13:00 -14:00</b>	<b>LUNCH BREAK</b>	
<b>14.15 -15.30</b>	<b>SESSION 4 - Taking stock of EMB communication challenges</b>	
<p>Communication does not take place in a vacuum. This session will focus on the internal and external environmental scanning to identify challenges facing EMBs on their capacity to communicate proactively and effectively. Given that EMBs in Africa operate in very diverse structures, legal, political and institutional settings, this session will help to create a common understanding of these contextual challenges. Case experiences will be shared.</p>	<p><b>Facilitator:</b> Pamela Rosa Ferreira, Head of Communications Partnerships Unit, UNDP Guinea Bissau</p> <p><b>Speakers:</b>  <b>Biram Sene:</b> Director of Training and Communication, Ministry of Interior, Senegal  <b>Sangwani Mwafulirwa:</b> Head of Communication, Malawi Electoral Commission</p>	
<b>15:30-15:45</b>	<b>BREAK</b>	
<b>15:45-17:00</b>	<b>SESSION 5 – Enhancing Communication between EMBs and election observers</b>	
<p>This session will consider some of the recurring themes in international election observer reports with regards to EMB communication. It will also review the recommendations made and changes in recommendations over successive election cycles. It will also consider observer frameworks of regional and international instruments. Finally, it will consider issues relating to challenges international observer missions have had regarding obtaining information from EMBs</p>	<p><b>Facilitator:</b> Moise Bukasa, Head of Public Relations, NEC Rwanda</p> <p><b>Speakers:</b>  <b>Samuel Atuobi,</b> Senior Political/Electoral officer, Africa Union,  <b>David Onen –</b> Head of Political Affairs, East African Community  <b>Hilda Modisane –</b> Executive Secretary, Electoral Commissions Forum of SADC Countries  <b>Hannah Roberts -</b> Independent expert</p>	
<b>DAY TWO: Tuesday 24 October 2023</b>		
<b>09:00-10:30</b>	<b>SESSION 6 – EMB engagement with national electoral stakeholders</b>	
<p>This session will explore the views of civil society organisations (and other national stakeholders more broadly) in regard to how EMBs communicate, identifying good practices and also recurrent shortcomings. This will include looking at communication throughout the election cycle, not just at the time of an election. It will consider stakeholders’ information needs for building confidence in election authorities and what effective communication looks like to different electoral actors.</p>	<p><b>Facilitator:</b> Mercedes Mariano, Director of Communication and Training, CENA Benin</p> <p><b>CSOs panel:</b>  <b>Paul Aborampah- Mensah,</b> Programme Manager, (Coalition of Domestic Election Observers (CODEO) Ghana  <b>Ellen Dingani -</b> Director of Programmes, Zimbabwe Electoral Support Network</p>	
<b>10:30-10:45</b>	<b>BREAK</b>	
<b>10:45-12.00</b>	<b>SESSION 7 - Challenges of communicating in a digital environment.</b>	
<p>The digital environment has created unique challenges in the environment of election management. State and non-state actors, international actors, and others running misinformation and disinformation campaigns can access increasingly advanced and affordable tools aimed at disrupting the information ecosystem in the electoral</p>	<p><b>Facilitator:</b> Peggy Guigma Ouedraogo, Director of Communication and civic education, CENI Burkina Faso</p> <p><b>Speakers:</b>  <b>Kigbafori Inza Kone,</b> Chief of Communication, Cote</p>	

<p>process. EMBs are often caught up in the mayhem created by the digital environment. In what ways can EMBs innovatively sustain trust and inclusive participation in the electoral process in the digital era. The session will also explore opportunities offered by social media.</p>	<p>d'Ivoire  <b>Raphael Phiri</b>, Corporate Affairs Officer, Electoral Commission of Zambia  PDA-Kenya</p> <p><b>Part II (fireside)</b>  <b>Speakers</b>  <b>X, meta</b>  <b>Martin Wachira</b>, Digital communications expert and owner of Nairobi Leo – Digital News Platform (TBC)</p>
<b>12:00-13:00</b>	<b>SESSION 8 - Strategic communication in election management (group work)</b>
<p>In view of the already identified challenges on communication by EMBs in the preceding sessions, this session should help participants to establish the foundation for the development of strategic communication and public outreach plans. Participants will discuss what is a good process of developing this type of plans. Another group will discuss what content goes into a strategic communications plan for elections management in the digital era.</p>	<p><b>Facilitators:</b> Ngele Ali, Hannah Roberts, Francis Karugah</p>
<b>13:00-14:00</b>	<b>LUNCH BREAK</b>
<b>14:00-15:30</b>	<b>SESSION 9 Strategic communication in election management (plenary)</b>
<p>Presentation/feedback and discussions from the group work session.</p>	<p><b>Facilitators:</b> Ngele Ali, Hannah Roberts, Francis Karugah</p>
<b>15:30-15:45</b>	<b>BREAK</b>
<b>15:45-17:00</b>	<b>SESSION 10 – Expert presentation on EMB strategic communication followed by discussion</b>
<p>Expert to lead discussions and best practices in EMB strategic communication, including looking at effective plans, internal coordination issues, and transparency and proactive information provision. This session will also identify pitfalls and tips.</p>	<p><b>Presenter:</b> Francis Karugah</p>
<b>DAY THREE: Wednesday 25 October 2023</b>	
<b>09:00-10:30</b>	<b>SESSION 11: Crisis communication in election management</b>
<p>This session looks at examples of how EMBs have communicated during crises. It will cover challenges and lessons learned as well as explore measures undertaken by EMBs to improve on crisis communication based on past experiences.</p>	<p><b>Facilitator:</b> Elsie Yarkpai, Communications Officer, NEC Liberia</p> <p><b>Speakers:</b>  Moses Sunkuli - Director, Voter Registration &amp; Electoral Operations, IEBC Kenya  <b>Audu Gana</b>, Senior Administrative Officer, INEC Nigeria</p>
<b>10:30-10:45</b>	<b>BREAK</b>
<b>10:45-11:45</b>	<b>SESSION 12 - Crisis communication in election management (group work)</b>
<p>Group work looking at:</p> <ul style="list-style-type: none"> <li>• The process of developing a responsive crisis</li> </ul>	<p><b>Facilitators:</b> Roly Davila and Nadia Nata UNDP</p>

<p><i>communication plan</i></p> <ul style="list-style-type: none"> <li>• Must have elements in an ideal crisis communication plan</li> <li>• Implementing a crisis communication plan (strategy and tactics)</li> </ul>		
<b>11:45-13:00</b>	<b>SESSION 13 Crisis communication in election management (plenary)</b>	
<i>Presentation/feedback and discussions from the group work session.</i>		
<b>13:00-14:00</b>	<b>LUNCH BREAK</b>	
<b>14:00-15.30</b>	<b>SESSION 14: Expert presentation on EMB crisis communication followed by discussion.</b>	
<i>Expert to presentation on best practices that EMBs should consider when implementing a crisis communication strategy. This will include looking at basic principles, a range of effective tools, and design. This session will also identify challenges and tips to deliver a win-win strategy</i>		<b>Presenter:</b> Francis Karugah
<b>DAY FOUR: Thursday 26 October 2023</b>		
<b>8:00 – 10:00</b>	<b>SESSION 15: Partnerships in EMB communication</b>	
<i>This session will map potential partners in the communication ecosystem to enhance effectiveness of EMBs' provision of electoral information. This will include discussions on working with communications companies. (Interactive session).</i>		<b>Facilitators:</b> Francis Karugah, Ngele Ali, Hannah Roberts
<b>10:00-11:00</b>	<b>SESSION 16: Communication and inclusion</b>	
<i>Interactive session on inclusion of a full range of stakeholders in communication. This will include consideration of the communication needs of a range of disadvantaged and under-represented groups including women, minority groups, and persons with disabilities. This will look at tips for how to better prepare for stakeholders' respective needs, how to communicate effectively with different groups and how to promote an EMB as an inclusive institution in all communication.</i>		<b>Facilitators:</b> Hannah Roberts and Nadia Nata, UNDP
<b>11:00-11:30</b>	<b>BREAK</b>	
<b>11:30-12:30</b>	<b>SESSION 17: Way forward on strengthening EMB communication</b>	
<i>Discussion on 1) key steps to be undertaken, 2) input for the EMBs forum, 3) possible future support to EMBs 4) Participants evaluation</i>		<b>Facilitators:</b> Robert Gerenge and Hannah Roberts, UNDP
<b>12:30-13.00</b>	<b>SESSION 18: Closing ceremony and end of workshop</b>	
<b>Closing Remarks:</b>  <b>Mr. Marjan Hussein Marjan,</b> <i>Commission Secretary/Chief Executive Officer, Independent Electoral and Boundaries Commission, Kenya</i> <b>Mr. Anthony Ngororano,</b> <i>UNDP Resident Representative, Kenya</i>		<b>Facilitator:</b> Ms. Nirina Kiplagat, <i>Officer-in-Charge, Governance and Peacebuilding Coordinator, UNDP Regional Service Centre for Africa.</i>

<p><b>Vote of thanks:</b> Ms. Nirina Kiplagat, Officer-in-Charge, Governance and Peacebuilding Coordinator, UNDP Regional Service Centre for Africa.</p>	
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