Independent Election Commission

Trust . Integrity . Impartiality

Youth & Elections

Educating young voters and newcomers
**IEC - Jordan**

Youth are political

- Youth do care, remember "Arab Spring"

- In the region, youth do not have the means of expression.

- The old ways of politics do not fit youth anymore.

- When youth are not enabled politically, they take it to the streets.

Where and how IEC approached youth

- We looked for youth, we found them everywhere.

- We looked for youth to engage, we found them nowhere.

    - Weak engagement in politics

    - Weak and mostly unattractive political parties

- So how and where did we find them?

70% Youth

We found them online!
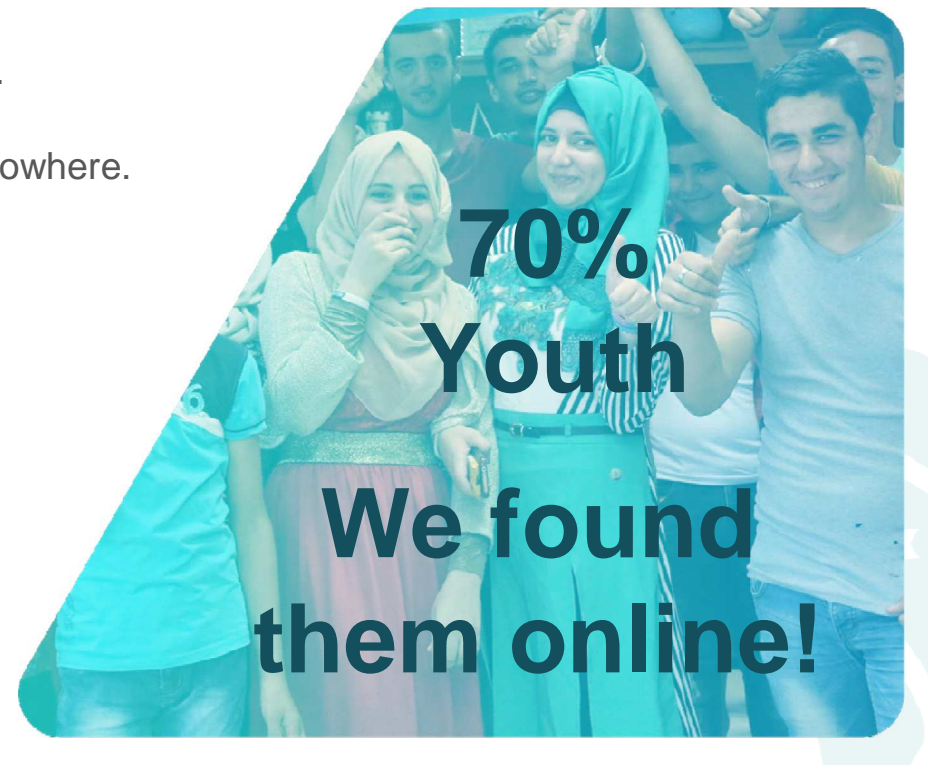
What IEC did to engage with youth online

The investment:

- Investment in Digital Media (it costs)

- Trust in youth to talk to other youth

- Trust in new and untraditional ideas

The management style: *

- Autonomy

- Flexibility

- Trust

Did it work?

- Reach

- Engagement

- Growth

- People's responses

- Numbers and percentages

it worked!

The secret of engaging with youth

- Honesty
  - Language
  - Answers to people's questions

- Engagement with everyone
  - 99% response rate in 7 minutes to all questions
  - 70% response rate to comments

- Creativity
  - Approaching youth with all the possible ways through their mobile devices.
  - Videos as priority, then infographs as well apps and games.

- Youth were in charge to communicate with youth in the process of creating content and making decisions.

- The management only interfered in the general direction to preserve the outcome in the institution standards.
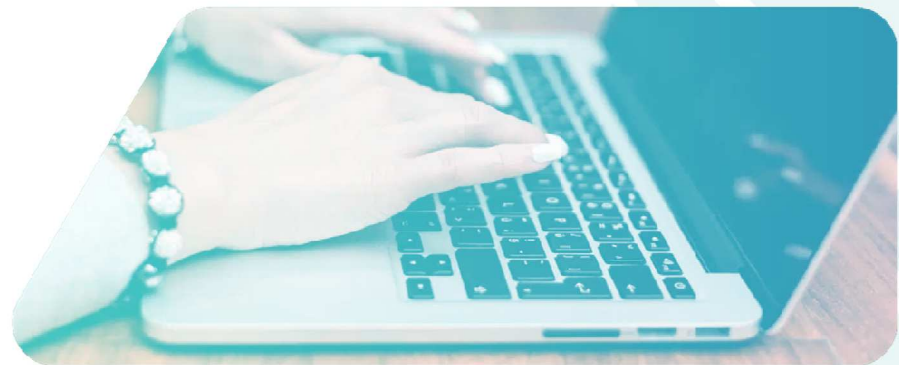
Challenges

- Investment

  - Financial investment

  - Cultural investment

- Management

  - Within the team

  - Within the institution

- Keeping it realistic

  - How not to go too far

Moving from online to the physical world

- From the online sphere, young people started interacting in the street.

- They became our ambassadors among their peers.

- Our experience here is **volunteers**.

  - In the parliamentary elections, September 2016, only 800 volunteers enrolled.

  - One year later, in the municipality/decentralization elections, 30,000 did.

- The challenge in this is huge!

  - An institution should be more than ready to take this to the extreme.

The future

- More investment in youth, and youth talking to youth.

- More investment in creativity.

- Generalization of this experience to other institutions