



11TH E-LECTION BRIDGE CONFERENCE

06 – 10 NOVEMBER 2022

NOOM HOTEL
Abidjan, Côte d'Ivoire

Programme

6 November 2022 – 10 November 2022

Noom Hotel – Abidjanm Cote d'Ivoire

Event #: BM22-004

6 November 2022

By 6:00 pm

07:00 pm – 9:00 pm

Arrival of participants

Welcome Dinner

Noom Hotel – 5th Floor (Conference room: Houphouet Boigny 1)

7 November 2022

06:00 – 08:30 am

Breakfast

08:30 – 09:00 am

Registration of participants and speakers

09:00 – 09:30 am

Welcome and introduction to the conference

Dr. Holger Dix

KAS Director of Political Dialogue Sub-Saharan Africa (POLDISSA) Programme

Dr. Stefanie Brinkel

KAS Resident Representative and director of the Regional Programme Political Dialogue West Africa (PDWA)

Hon. Narend Singh

Democrat Union of Africa, DUA

09:30 – 10:00 am

House Rules

Cynthia Chigwenya

KAS Programme Coordinator, POLDISSA Programme

10:00 – 11:00 am

Topic introduction & panel – The art of coalition building

Panelist: Dr. Klaus Schüler (Germany), Hon. Narend Singh (South Africa),
Dr. Elias Chakwera (Malawi) & Rahhal El Makkaoui (Morocco)

11:00 – 11:15 am

Coffee and Tea Break

- 11:15 am – 12:30 pm **Digital strategies, best practices from around the world**
Speaker: Mark Kaigwa
Founder, NENDO
- 12:30 – 01:45 pm **Lunch & networking**
- 01:45 – 03:00 pm **Recent challenges to democracy in Africa**
Dr. Ali-Diabacte
Former Deputy Director, UN Electoral Assistance Division
Followed by discussion
- 04:30 – 06:00 pm **Book Launch of “Les Partis Façonnet la Démocratie” and discussion**
 Noom Hotel – 5th Floor (Conference room: Mandela)

Moderator: Nathan Mukoma
Author: Dr. Wilhelm Hofmeister
- 06:00 – 09:00 pm **Post-Book launch cocktail**

8 November 2022

- 06:00 – 09:00 am **Breakfast**
- 09:00 – 10:30 am **2022 elections review: challenges, best practices, observations (lesson learned) and strategies**

Moderator: Dr. Holger Dix
Panelists: Hon. Rafael Savimbi (Angola) & Hon. Nicholas Salat (Kenya)
- 10:30 – 11:30 am **2023 elections: Participants to give a 5 to 10 min presentation on their respective countries upcoming elections: political landscape, expected challenges and planned mitigating strategies, campaign plans and strategy, level of preparedness**

Moderator: Dr. Ali-Diabacte
Panelists: Amb. Youssoufou Bamba (Ivory Coast), Hon. Jose Mazuana (Mozambique) & Hon. Kokou Apevon (Togo)

11:30 – 11:45 am	Coffee and tea break
11:45 am – 01:15 pm	<p>2023 elections: Participants to give a 5 to 10 min presentation on their respective countries upcoming elections: political landscape, expected challenges and planned mitigating strategies, campaign plans and strategy, level of preparedness, etc...</p> <p>Moderator: Christian Kattner Panelists: Hon. Nana Asafo-Adjei Ayeh (Ghana), Hon. Lansana Fofana (Liberia) & Senator Samuel Anyanwu (Nigeria)</p>
01:15 – 02:30 pm	Lunch & networking
02:30 – 04:15 pm	<p>Experience sharing workshop Group A: Voter mobilization: Youth political apathy and making voting appealing to non-voters discussion + reporting to the larger group</p> <p>Group B: Campaign financing and funding strategies + reporting to the larger group</p>
04:15 – 04:30 pm	Tea Break
04:30 – 05:30 pm	<p>International Party Cooperation: Beyond Election Speaker: Christian Kattner Secretary General, International Democratic Union (IDU)</p>
05:30 – 06:30 pm	Networking and take away of the 11th Election Bridge
07:00 – 09:00 pm	Dinner

9 November 2022

06:00 – 09:00 am	Breakfast
09:30 – 09:40 am	<p>DUA conference welcome Moderator: Ms. Ruth Anyango Bolo International Relations Secretary, KANU</p>

09:40 – 10:20 am	<p>Opening remarks by:</p> <p>Prof Maurice Kakou Guikahue Executive Secretary in Chief, PDCI-RDA</p> <p>Commissioner Olivia Mchaju Liwewe Commissioner, Malawi Electoral Commission</p> <p>Hon. McHenry Venaani Chairman: Democrat Union of Africa</p> <p>Christian Kattner, Secretary General, International Democrat Union</p>
10:20 – 10:30 am	Photographs
10:30 – 10:45 am	Coffee Break
10:45 – 11:15 am	<p>Organisational report and Strategic Plan of DUA Hon. McHenry Venaani, Chairman, DUA</p>
11:15 – 11:30 am	<p>Financial Report Treasurer, DUA</p>
11:30 am – 12:30 pm	<p>Elections:</p> <ul style="list-style-type: none"> - Declaration of electoral rules - Introduction of candidates - Manifesto presentation - Voting - Counting of ballots - Declaration of Results - Swearing-in of newly elected officers <p>Christian Kattner Secretary General, IDU</p>
12:30 – 01:30 pm	Lunch Break
01:30 – 02:30 pm	<p>Plenary Session on Election and Campaign Strategies Moderator: Ambassador Joseph Youssoufou Bamba Executive Secretary for Foreign Affairs, PDCI-RDA</p>
	<p>Panelist: Chairman Peter Mac Manu, Campaign Manager, New Patriotic Party</p>
02:30 – 05:00 pm	<p>Brief report from each member party (maximum 5 minutes for each party)</p>

05:00 – 06:00 pm

Old and New Board Members Meeting (Transitioning)

06:00 – 07:00 pm

End of conference and networking

08:00 pm

Dinner

10 November 2022

06:00 am

Breakfast and departure

Concept: Nathan Mukoma

Conference management: Nathan Mukoma, Louisa Atta-Agyemang

Organisation: Nathan Mukoma

T +27 (0) 11 214 2900
Cellphone (whatsapp): +27 83 780 9739

Nathan.mukoma@kas.de

[KAS Ivory Coast: \(+225\) 27 22 48 18 00](tel:+2252722481800)

Venue: Noom Hotel
Boulevard de Gaulle
01 BP 7393 Abidjan 01, Cote d'Ivoire

T + 225 25 20 00 80 00
Reservations.abidjan@mangalis.com
www.mangalis.com

Feedback: Info.poldissa@kas.de or Nathan.mukoma@kas.de

Photographs will be taken during the event. By registering, participants declare their consent that the Konrad-Adenauer-Stiftung will use the photographic material taken before, during or after the event for press and public relations purposes.

DISCUSSION TOPIC:

"The Art of Coalition Building"

DATE: 07 NOVEMBER 2022

TIME: 10:00 am

Synopsis of the Topic

There are no blueprints or magic bullets in the conversations and actions geared towards building successful political coalitions. If the opposite were the case, a multi-party system in certain jurisdictions would not be possible, as a single party that finds that "magic bullet" can maintain the majority in government into perpetuity. A coalition should be viewed as a "large animal" with different complex body parts. Each of those parts can be very sensitive equally and would also require an equal amount of attention. However, coalitions may vary in size and complexity. It is up to political parties to continually understand the coalition and how it relates to all coalition stakeholders.

Government and opposition parties have joined forces in both developed and developing democracies to increase their electoral competitiveness, promote democratic reforms, increase their influence over policymaking, make better use of their limited resources, and come to agreements on government initiatives. Party members may view inter-party cooperation as a sign of weakness or a betrayal of fundamental party principles, particularly in situations with a history of political polarization or violence. Additionally, while some parties have emerged from coalitions with increased support, others, frequently the smaller or "junior" members in the coalition, have found themselves with a reduced percentage of the vote and a tarnished reputation.

It is against the above background that this session is being organized. This plenary session will explore the intricacies and nature of coalition building; share best practices regarding creating and maintaining successful coalitions. Most importantly, it will discuss the place of centre-right political parties in coalitions;

1. How to navigate the political structure of coalitions;
2. How to sustain efforts in broad coalitions with available resources;
3. Understand the complexities associated with coalitions;
4. Develop technical know-how about effective negotiations within coalitions; and
5. How to map and align the interests of coalition partners.

The session will take a panel discussion approach while making room for ideas and sharing best practices and suggestions from the audience.

MODERATOR AND PANELLISTS

NO.	Description	Name	Position & Organization
1	Moderator	Dr Klaus Schuler	Former General Manager, Christian Democratic Union of Germany
2	Panellist	Hon. Rahhal El Makkaoui	Executive Committee Member, Istiqlal Party – Morocco
3	Panellist	Hon. Narend Singh	Treasurer General, Inkatha Freedom Party
4	Panellist	Hon. Elias Watson Jani Chakwera	Director of Elections, Malawi Congress Party

TOPIC:

“Digital Strategies, best practices from around the world”

DATE: 07 NOVEMBER 2022

TIME: 11:15 am

Background to the Discussion Topic

Mark Kaigwa will lead a session for KAS exploring how online, social media, and digital platforms present opportunities for parties, politicians, and the public. In his talk, he will reflect on past trends on what the public do with their time and connectivity. He will also explore the possibility areas for individual politicians and for political parties in and out of the election seasons. Lastly Mark will reflect on dangers and threats that the Internet and technology pose to society and to the nations. The session will take a presentation approach while making room for ideas and sharing best practices and suggestions from the audience.

PRESENTATION TOPIC:

“Recent Challenges to Democracy in Africa”

DATE: 07 NOVEMBER 2022

TIME: 01:45 pm

By Dr. Tadjoudine Ali-Diabacté, Retired Director of the Electoral Assistance Division at the UN Department of Political Affairs

The processes for democratisation that began in Africa in the early 1990s are facing serious challenges that are at the root of the downward trend that has been noted in recent years. Indeed, there have been some advances in democracy made between 1990 and 2000, including the establishment of an adequate legal and institutional framework, the introduction of multi-party systems, the organisation of regular elections, the alternation of power, etc. However, recent challenges have hindered the consolidation of democracy on the continent, both at the national and international levels. At the endogenous level, the persistence of presidentialism, which is manifested by the 'strong president' syndrome, in which constitutions and elections are manipulated in order to prolong the domination of the president in power and his party, the control of legislative and judicial powers by the executive, the partisan subordination of the administration, as well as the persistent appropriation of public institutions and resources, are all obstacles to the democratic process. In several countries, coups d'état and dynastic successions, which were thought to be a thing of the past, have become the norm in terms of accession to power. On the exogenous level, international powers have destabilised several regions of the world through wars (Iraq, Libya, for example) and created favourable conditions for the emergence of global terrorism, which has finished by spreading throughout the African continent. Furthermore, the conditions for democracy imposed by the international powers, their practice of double standards in assessing regimes and political situations, the mistrust of Africans towards the international community in matters of democracy, as well as the difficulty experienced by the political actors of Africa in defining democratic benchmarks adapted to the different countries of the continent, have all contributed to this crisis of legitimacy in which the democratic model finds itself. However, it is encouraging to note that several states, particularly outside of the Francophone zone, can be cited as models of good democracy and good governance in Africa, distinguishing themselves by their exemplary organising of democratic elections, the separation of powers and independence vis-à-vis the judicial system, respect of the freedom of the press and association, respect of the rights of civil society and the political opposition, good governance practices, good management of national resources and low corruption.

These are clear signs that African states can set their own path towards more democratic societies if they are willing to pay the price and make the necessary efforts. From this point of view, the following proposals can be made: African democratic renewal could be structured around the following four tracks to be explored: i) adapting ancestral good practices in democratic governance to contemporary African realities; ii) practising social justice, in particular by reducing social and economic inequalities, as well as regional disparities; iii) controlling the currency and the economy, in particular by processing natural resources locally; and controlling security by strengthening national armies instead of calling on the armies of foreign powers; iv) and lastly, intensifying education in democracy and good governance.

INVITATION - BOOK LAUNCH -

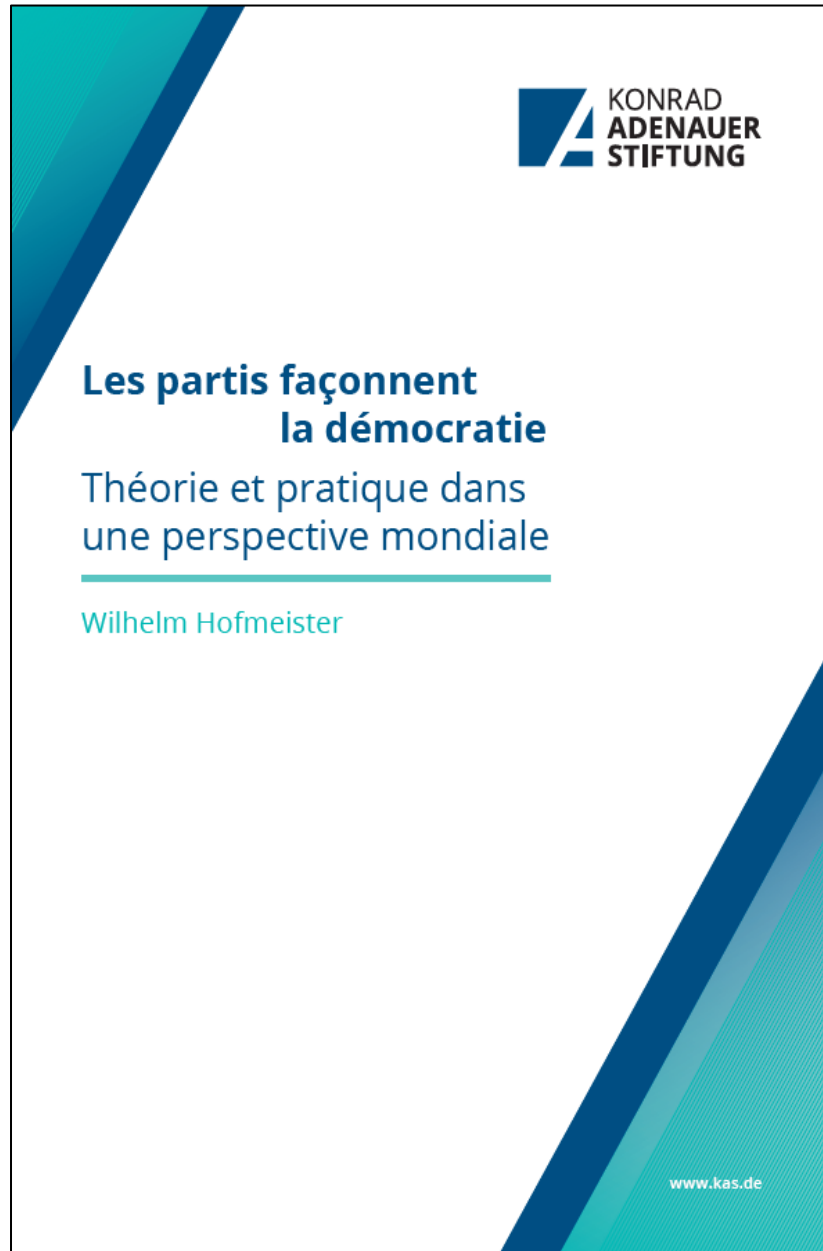
How a democracy works depends to a large extent on the behaviour and ability of political parties to represent the interests of citizens and to develop political alternatives. To do this, parties must develop their programmes, build effective organisational structures, offer their members active participation in internal party decision-making, put their funding on a sound and transparent footing, maintain close contacts with social groups and associations, report openly on their goals and intentions, plan election campaigns effectively and, last but not least, are guided by leaders who are competent and respectful of the ethical principles required for the exercise of politics on behalf of citizens.

This book provides a comprehensive and easy-to-read introduction to the world of political parties. Based on his rich international experience, the author is able to compare developments in different countries and regions of the world and to formulate concrete practical recommendations for party organisation and possible party reforms.

With the aim of promoting democracy in Africa, the KAS is pleased to present to you, on the occasion of the Election Bridge Conference which is being held from November 6 to 10 in Abidjan, Côte d'Ivoire, a publication by Wilhelm Hofmeister.

MONDAY 7 NOVEMBER 2022, at 16h30

NOOM Hotel Abidjan, Cote d'Ivoire



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DISCUSSION TOPIC:

"2022 Elections Review: Challenges, Best Practices, Observations, (Lessons Learned), and Strategies."

DATE: 08 NOVEMBER 2022

TIME: 09:00 AM

Background to the Discussion

At the beginning of 2022, the spotlight was on countries such as Australia, Colombia, Costa Rica, France, Hungary, Kenya, Angola, Equatorial Guinea, Gambia and Mali due to the 2022 impending national elections. These elections were tipped off as critical to determining the future of these countries; some developed states and others emerging markets. In these countries, incumbent and political leaders have to face the challenge of anti-incumbent sentiments due to the economic fallout from the COVID-19 pandemic and country-specific issues. Hence, this is a good opportunity for opposition parties or coalitions to indicate why and how they are the best option to turn the fortunes around for the country and its citizens.

The Kenyan Presidential election is one of the glaring highlights in Africa of the 2022 election period. The 2022 Kenyan electoral process reportedly has been tainted with voter fraud. Post the election, the election has already been petitioned three times by Raila Odinga. However, others have also argued that the electoral process was free and fair. Beyond the alleged voter frauds, what could have accounted for the loss of the Azimio la Umoja coalition in Kenya led by Raila Odinga? How can the supposed voter fraud be counteracted to ensure victories in the next Kenyan presidential and national assembly elections?

In Angola, there seem to be an improvement for the National Union for the Total Independence of Angola (UNITA) in the recent 2022 President and National Assembly elections compared to the 2017 elections. In 2017, UNITA won 51 seats in the National Assembly with a 26% vote total. In the 2022 elections, UNITA won 90 seats with a 44% vote total. UNITA seems to have appealed better to the Angola citizenry and implemented, perhaps, improved means to mobilize and increase its victory prospects. Should this continue steadily, UNITA will be able to increase its chances of winning majority seats in the National Assembly and, ultimately, the Presidential seat.

This session will critically examine the elections that have already taken place through the centre-right lens. The session will be aimed at discussing the following:

1. What went right in these elections?
2. What went wrong in these elections?
3. Identifying opportunities for improvement in successive elections for victory
4. Identifying electoral best practices

MODERATOR AND PANELLISTS

NO.	Description	Name	Position & Organization
1	Moderator	Dr Holger Dix	Director, Political Dialogue Sub-Saharan Africa, KAS
2	Panellist	Hon. Savimbi Rafael Massanga Sakaita	Secretary, International Relations and Community, UNITA
3	Panellist	Hon. Nicholas Kiptoo Korir Salat	Secretary General, KANU

DISCUSSION TOPIC:

"2023 Elections Review"

DATE: 08 NOVEMBER 2022

TIME: 12:00 PM

Background to the Discussion

Only four [Ghana, Malawi, Morocco (part of a coalition government), and Sierra Leone] of the total political party members of the Democrat Union of Africa are currently at the helm of affairs in their respective states. More worrying is that if immediate and deliberate actions are not taken, we are likely to even dive into further losses. This represents a critical call to action for member parties, the Democrat Union of Africa and its partners to act concertedly to redefine political strategies in tandem with the contemporary political space in Africa.

The year 2023 will earmark two important elections, i.e. in Liberia and Nigeria. Currently, the Unity Party in Liberia is a part of the Collaborating Political Parties (CPP) coalition. From the onset of 2022, analysts argued that the CPP would suffer fatal damage before the 2023 general elections. Should this be the case, what will be the fate of the Unity Party? What other options will be left to explore? Suppose the Unity Party and the CPP coalition would stand a chance; it needs, as a matter of urgency, to decide on a leader as soon as possible and properly determine its plan of action for the next few months leading up to elections.

The Unity Party may also need to decide for itself, within the context of the coalition, how it would be an important part of the coalition's victory and how it can exert relevance in key decision-making spaces inclusive of the coalition and the country as a whole.

Nigeria's elections in February 2023 will be a huge tussle owing to the raging insecurity in the country, the preparedness of the electoral body and the conduct of the political parties and their candidates. Since 1999 when Nigeria gained independence, the 2023 elections have been tipped off as one of the most challenging elections. Ultimately, the elections will test Nigeria's security prowess, democratic dispensation and sovereignty. Hence, the People's Democratic Party and its leader and former Vice President of Nigeria, H. E. Atiku Abubakar, have an arduous task to overcome in winning the election while projecting a sense of peace and calmness within the country. In 2019, Atiku Abubakar lost the Presidential race to the current President of Nigeria, and neither did the PDP win majority of seats in the Senate. With the hopes that things might be different this time, the PDP needs to install a "last-minute" game plan to court more votes and protect them as much as possible.

In Ghana, 2023 will be an important year before the general elections in 2024. Already, the New Patriotic Party are expected to move into opposition, as has been the norm in Ghana after a consecutive 2-year term in office. Hence, if the party wants to break this longstanding tradition, it must have a new and clearly defined plan to appeal to the Ghanaian voters.

Against the above background, this session will seek to do the following:

1. Assessing the African political landscape with specific reference to Liberia, Nigeria, and Ghana.
2. Assess the expected electoral challenges in these countries.
3. Explore mitigating strategies.
4. Assess the level of preparedness; and
5. Assess new campaign plans and strategies

DISCUSSION TOPIC:

"Election and Campaign Strategies: Exploring New and Improved Approaches"

DATE: 09 NOVEMBER 2022, 13:30

Background to the Discussion

The success of any election and campaign strategy is its ability to secure victory. A close contest is not a win; a well-thought-out strategy is not a win if it does not secure the kind of victory it was intended to attain. Hence, the main objective of any campaign and election strategy is to lead the political party to victory. A campaign is as good as the plan, strategy, ethos and ideology painstakingly planned by campaign managers. For instance, Ronald Reagan was regarded as a leading force in US politics because of his deep convictions, political skills and unique star power.

It is important to note that campaign strategies differ on a case-by-case basis, even within the same context. Different elections are supposed to be approached differently with unique tactics. The role of political parties and their campaign managers are in line with defining their aspirations, aligning them with the general voter population and communicating as unique and as direct as possible.

Currently, only a handful of centre-right political parties are in power in all 54 African states. This is truly a sad state of affairs for the African centre-right fraternity. To be reckoned as a binding force on the continent, attaining political victory is of the essence; we need to marshal all efforts in that direction. It is important to share best practices while exploring opportunities for continual improvement in capturing power at diverse levels. DUA needs to lead the way in setting the pace for sustained success as regards political campaigning. This session will seek to:

1. Explore emerging campaign strategies and analyze best practices
2. Understand campaign communication strategies
3. Explore opportunities for grassroots mobilization
4. Analyze the alignment of technology/social media influence on election and campaign strategies.

Moderator and Panellists

NO.	Description	Name	Position & Organization
1	Moderator	Amb Youssoufou Joseph Bamba	Executive Secretary for Foreign Relations, PDCI-RDA
2	Panellist	Chairman Peter Mac Manu	National Campaign Manager, NPP