



CREATIVE

Practice Area

Electoral Education and Integrity



STRATEGY

Through a holistic approach, Creative supports participatory and representative political processes conducted with integrity, transparency and accountability throughout the electoral cycle.



DIFFERENTIAL

Creative harnesses technology and builds relationships to support key national and local electoral officials and civil society in non-permissive, newly transitioning and democratically consolidating environments.



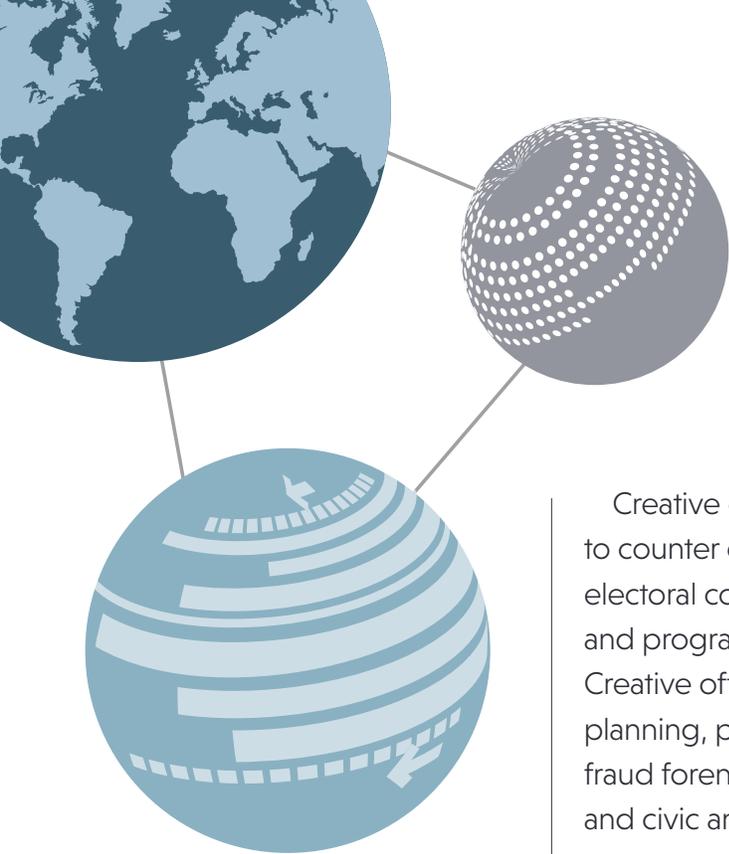
GLOBAL RESULTS

Creative's approach brings about sustainable change and inclusive development by supporting more credible, inclusive and peaceful political processes that give citizens a voice in how they are governed.

Credible, inclusive and peaceful electoral processes are key to achieving self-reliance.

Giving citizens a voice in how they are governed through regular and credible elections is critical to ensuring stable, informed and predictable development. Such development is necessary for a country to achieve self-reliance. Unfortunately, electoral violence and fraud plague many elections, requiring new approaches to promote electoral integrity.





Creative employs innovative solutions to achieve well-defined ends to counter electoral violence and malpractice. A leader in political and electoral conflict management and mitigation, Creative has the tools and programs to address emerging threats of violence and fraud. Creative offers electoral threat assessments, election conflict prevention planning, peaceful election advocacy campaigns, electoral audits and fraud forensics. Creative also supports electoral management, oversight and civic and voter education.

Creative works closely with Election Management Bodies (EMBs) — the backbone of the electoral process — and other electoral stakeholders, helping them to become more effective and responsive to voters' needs. Whether for national, local or nongovernmental elections, Creative employs innovative methodologies to help these stakeholders effectively use technologies, incorporate gender-sensitive approaches and include marginalized groups in the process.

Electoral oversight through long- and short-term impartial observation is another important endeavor that Creative undertakes.

Employing its network of EMBs, civil society organizations and academic institutions around the world, Creative offers electoral education opportunities to shape a new generation of electoral policymakers and implementers. Through voter and civic education, Creative empowers and educates citizens to foster participatory and representative political systems.

Creative draws upon its staff and an extensive roster of electoral experts with experience at every stage of the electoral cycle from legal and operational framework development to results certification.

The international community has entrusted Creative to support constitutional and electoral processes development in some of the most challenging and complex environments.

Constitutional Development

Constitutions are the cornerstone of a country's legal framework, laying out a society's values, administrative structures and governance systems. Creative has worked with drafting bodies to develop durable constitutions based on international best practices. For example, Creative's four-year effort with Libya's Constitution Drafting Assembly has led to a draft constitution that is ready to be put to a nationwide referendum.

Election Management

Creative works with key stakeholders to design and conduct inclusive, peaceful and credible electoral processes during the pre-election, Election Day, and post-election phases. For example, in Somalia and Somaliland, Creative is working with a range of institutions and organizations on a USAID-funded project to incrementally increase awareness of civic and voter rights and responsibilities while establishing and strengthening key political structures to facilitate and support citizen participation. The project is building the capacity of EMBs and other government bodies through technical advice, training and procurement support so that they can better administer credible electoral and political processes. The project also engages civil society organizations and media outlets and supports nascent and emerging political parties.



Creative provides technical assistance, capacity building, and electoral technology to EMBs, civil society organizations, media and other electoral actors to promote electoral integrity and accountability throughout the electoral cycle.



Electoral Education

To prepare the next generation of electoral professionals, Creative offers short courses on electoral policy and practice for university students. They learn about electoral administration, electoral and political party systems, electoral malpractice, enfranchising marginalized electorates and international norms and standards by which to assess electoral quality and integrity. Creative has conducted courses on the campuses of university partners, including the University of Jordan, the Scuola Superiore Sant'Anna in Pisa, the University of Melbourne and Kadar Has and Isik Universities in Istanbul.

Election Observation

Impartial electoral observation is a critical piece of ensuring elections are credible, peaceful and inclusive.

Creative supports both international and domestic observation of political processes. By quickly engaging international observers, Creative adds credibility to the processes and mitigates the potential for violence. For example, as part of a USAID-funded project in Afghanistan, Creative rapidly deployed 40 international observers in 2014 to observe the ballot box audit and recount, and audit checklist data entry and evaluation.

Creative also engages civil society organizations to observe elections, adding accountability to the process. For example, through DAI under a USAID-funded project, Creative provided support for Iraq's 2018 elections by training and empowering thousands of civil society observers to use traditional methods and innovative social media monitoring and crowdsourcing platforms to conduct observation before, during and after Election Day.

Civic and Voter Education and Participation

Elections allow citizens to have a voice in



“Voters hold elected leaders accountable while they provide an important source of information required for good governance. Creative supports state and non-state actors to create an inclusive, credible and peaceful electoral environment.”

Jeffrey Carlson, Director
Electoral Education and Integrity Practice Area

how they are governed, but first they must be empowered to engage in the process. In more than 20 countries, Creative has designed and implemented voter education and civic participation activities using an array of innovative tools, methodologies and resources that can be tailored to a country's needs.

In Egypt, with funding from USAID, Creative helped establish an environment in which Egyptian women and youth could effectively participate in the democratic process. The program built the capacity of local nongovernmental organizations in voter education, message development, surveys and focus groups, and on issues surrounding electoral integrity and security. Through public awareness campaigns that paired new and traditional media outreach, the project helped to inform women and youth about their rights and responsibilities as voters.

Through a USAID-funded initiative in Afghanistan, Creative supported peaceful elections and outcomes for the 2014 Afghan presidential and provincial elections. Carrying out face-to-face meetings, provincial dialogues, focus groups and nationwide radio and television spots, the project targeted all citizens with an emphasis on women, youth and rural residents.

Electoral Conflict Management and Mitigation

From Afghanistan to West Africa, Creative has helped to prevent, mediate, or manage electoral violence, working with civil society, EMBs, security forces and citizens.

To safeguard elections from violence, Creative provides an array of analytical tools and programming, including mining social

media for potential threats and forecasting hotspots through a predictions market of electoral experts led by Creative and funded by the U.S. Department of State.

Creative has pioneered research on the topic. In collaboration with King's College London, Creative has researched trends, triggers and other critical data from more than two decades of electoral violence incidents. The research led to the creation of a public online Electoral Violence Prevention Practices database (www.preventelectoralviolence.org).

A leader in the field of electoral security, Creative has developed two critical USAID guides: The Electoral Security Framework, a diagnostic methodology to profile incidents of electoral violence before, during and after elections; and the Best Practices Guide on interventions to address electoral violence.

About Us

Creative Associates International works with underserved communities by sharing expertise and experience in education, economic growth and transitions from conflict to peace. Based in Washington, D.C., Creative has active projects in more than 30 countries. Since 1977, it has worked in more than 90 countries.



Get in touch!

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