



**Overview of the Voter and Civic Education Campaign Ahead of  
the 2024 General Registration of Voters and National Elections**

**By**

**Commissioner Gerson Uaripi Tjihenuna**

**At the Occasion of the launch of the ECN Electoral Calendar  
and Democracy Awareness Campaign**

**07 March 2024**

**Mercure Hotel**

**WINDHOEK, NAMIBIA**

---

**Programme Director, Commissioner Evaristus Evaristus**

**Hon. Prof Peter Katjavivi**, Speaker of National Assembly

All protocols observed

Good morning

To vote, one must be registered as a voter, and their details should be listed in the National Voters Register. Therefore, the Electoral Commission of Namibia has an educational, motivational, and encouraging role to ensure maximum participation in electoral processes.

The Electoral Act (No. 5 of 2014) as amended mandates the Electoral Commission of Namibia to conduct civic and voter education. The Act further states that the Commission must make the meaning and purpose of elections well understood by the electorate, create public awareness on elections, democracy building, and political tolerance, design a multi-media campaign strategy, and encourage civic organisations, the media, and political parties to support the voter and civic education programmes of the Commission.

In preparation for the conduct of the 2024 General Registration of Voters and National elections, ECN has developed an extensive voter and civic campaign strategy. The strategy aims to create comprehensive and inclusive civic and voter education initiatives that encourage and facilitate citizen participation in the electoral processes, for both the 2024 and 2025 National Elections.

The voter and civic education campaign for the GRV will be called the “**Step up**” campaign and its slogan will be “**Step up for your right, register to vote**”. To encourage the youth, information, education materials and campaigns will have the slogan: “**Your future lies with YOUth, step up and register to vote**”

For polling the campaign will carry the slogan “**Put your voice in the BOX**” which is a call to action for all registered voters to vote on election day.

Ladies and Gentlemen,

To emphasize the “Put your voice in the BOX, ECN is pleased to introduce the concept of the “BOX” to create awareness and remind all eligible citizens to participate. I have the pleasure to present to you one of the initiatives, **The ECN Mascot Ballot Box**.

The campaign will further employ various channels of communication taking into consideration the communication needs of each target audience. One of the key highlights of the campaign’s strategy will be a democracy fair under the theme “**The Namibian Democracy Fair**”, where stakeholders will be invited to provide information pertaining to Civic education on a date to be announced.

To ensure inclusiveness and access to information for all, information materials will be reproduced in Braille, Audio and sign language for persons with visual and hearing impairment.

The ECN is cognizant of the fact that the youth constitute the highest number of eligible voters in Namibia, however their turnout during electoral processes has been low. To ensure youth participation during the upcoming electoral processes, the ECN has to come up with programmes and strategies aimed at promoting their participation.

The ECN will recruit youth ambassadors consisting of two youth with disabilities in each region to support the institutional initiatives of voter education and to promote youth targeted education.

To ensure active youth participation, we will, as alluded to earlier make use of the Youth Ambassadors to influence youth participation.

Therefore, we are excited to introduce **Ms Teen Namibia, Oriana Ribeiro** as the Lead Youth Ambassador for our Voter and Civic Education campaign ahead of the General Registration of Voters and National elections. Ms Teen Namibia has demonstrated the willingness and strong commitment to promoting voter awareness and civic engagement among young people in our community.

With her passion for creating positive change, dedication to educating peers about the importance of voting and ability to inspire others to get involved in the democratic process, our Lead Youth Ambassador will play a crucial role in mobilising and empowering youth to participate in the upcoming General Registration of Voters and National elections.

Amongst others her duties will be to effectively communicate, promote and encourage the significance of voting, encourage the peers to register to vote, and help ensure that young voices are heard in the decision-making process. We invite you to support our Lead Youth Ambassador as we work together to build a more informed and engaged electorate for a brighter future.

In conclusion, the ECN is calling on concerted efforts by all stakeholders in the promotion, awareness and timely provision of accurate, accessible information to the electorate.

I know have the pleasure and honour to call Ms. Teen Namibia, **Oriana Ribeiro**, to deliver her message of acceptance.

**Thank you**