

**TERMS OF REFERENCE**  
**CAPACITY BUILDING OF THE ELECTION COMMISSION OF BHUTAN IN**  
**DEVELOPING A STRATEGIC VOTER AND CIVIC EDUCATION**  
**PROGRAMME**

**Background**

1. The Election Commission of Bhutan (ECB) was established on 16 January 2006 under a Royal Decree. UNDP is currently assisting the ECB in enhancing its institutional and human capacity as well as supporting the ECB in creating greater understanding and awareness of the electoral process among voters.
2. As parliamentary elections are a new experience for the country, the ECB has an enormous task of informing, educating and training men and women on the electoral process throughout the country. A carefully designed and targeted voter education campaign therefore needs to be carried out prior to elections to maximize participation and to reduce the number of invalid votes.

**Objectives**

One of the major outputs of the UNDP project of support to the ECB is a greater understanding and awareness of the electoral process among voters. The primary objective of the voter education campaigns will therefore be increasing the voter turnout during the forthcoming National Council and Parliamentary elections and also enabling voters to make informed choices. In order to achieve this, as wide an audience as possible has to be reached and the right to vote has to be understood in its totality. More specifically, the key objectives of the voter education campaign will therefore be to:

- Enhance people's understanding and importance of their participation in the electoral process
- Encourage greater women's participation in the political process
- Motivate young voters and minority voters to exercise their voting right

While there are few civic education programmes that have been developed and currently being disseminated, there is still need to develop targeted voter and civic education programmes, particularly for the rural population. As part of its current support to ECB, UNDP would like to assist ECB in developing a coherent and strategic civic education programme. As expertise in those areas is at present not available within the country, international resources and expertise are being sought. Thus, UNDP Country Office in Bhutan will identify a UN staff with required technical expertise to help ECB and relevant agencies develop a civic education programme. Such a person would also be in a position to brief the ECB and other relevant stakeholders on the procedures for inviting and accrediting international election observers for the parliamentary elections.

**Outputs/Deliverables**

Through the mission, Bhutan will acquire enhanced knowledge in the following areas:

1. Ensuring greater participation of people in the electoral process

2. Understanding the parameters within which a successful voter and civic education programme both for the general electorate and target audiences should be designed, implemented, and evaluated.
3. Understanding the role of international election observers and the procedures for and accrediting such observers for the parliamentary elections.

### **Duration of Assignment**

The overall assignment would be for a period of two months, or 8 working weeks. The initial mission will be for a period of 7 weeks starting mid-November and covering the period leading up to and beyond the upper house elections (26 December). A period of 1 week will be spent in reviewing background material and Bhutan's electoral history. While in country, the consultant will meet with key civil society stakeholders and interview the electoral staff to document internally available knowledge. A workshop could be held with relevant stakeholders during the last two weeks to present the documents and findings to relevant staff. The final deliverables should be produced within one month following the workshop.

### **Deliverables**

The technical expert will provide a detailed work plan and training needs assessment for the electoral authorities of Bhutan.

Support the ECB and relevant agencies in developing coherent and strategic civic education programme

Provide a brief on International Observers for Parliamentary Elections

### **Consultant profile**

§ Minimum of 7 years work experience in the field of elections/electoral bodies and mass communication, with a related academic background in social, political and/or communication science.

§ Strong knowledge of latest mass media technology.

§ Strong project communication, organizational and team-building skills preferably in Bhutan or in the region.

§ Demonstrated experience with civil sector and NGO partners in conducting media or advocacy campaigns.

§ Experience in working with Electoral Authorities or other politically sensitive organisations.

§ Fluency in English.

### **Reporting**

To the UNDP/Bhutan and to DPA/EAD, with regular updates to international stakeholders