



# TOOL KIT

## #LeaveNoYouthBehind2018

### Introduction

The **#LeaveNoYouthBehind2018** Campaign has been officially launched in Harare on 29 November 2016 at Jameson Hotel- with more than 120 stakeholders in attendance, among then key speakers from youth organizations, civil society and international organizations who indorsed the youth mobilization campaign: some include NGO Forum, NANGO, Non-State Actors Alliance (NSAA), ZimRights, ERC, Crisis Coalition, Young Voters, ZRGT, GIZ, EU, American Friends, Oxfam among other. The campaign strives on its non-partisan and will run on a theme: ***Go Mobilize! Go Educate! Go Register! Go Vote!*** a motivation for young people across the country to participate in national processes. Provincial launch is upon the provincial representatives leading the campaign.

### Background

Any country's social and political terrain is defined and determined by the youth mores in the case of Zimbabwe where youths make 67% of the population. This is not just because of who they are, but it is a fact that youths constitute 47% of the voting population in our country. Naturally, it means that their views must be appreciated as they are the critical substratum of any nation. In the past the youths' energy has been diverted towards negative contribution to the electoral process and they have become infamous and synonymous with the violence that has characterized previous elections in Zimbabwe and raven most of them to the peripheries of the electoral process. Repeated rigging of the elections has daunted the prospects of youth as election outcomes are pre-determined by political elites. Given this scenario, NAYO and other strategic youth partners have begun to take the conversation to youth in rural and urban communities on the present and future of the youths. The youth have not defined and determined their future since the 1980 election. They have remained bystanders and complainants of the

exclusion mechanisms entrenched in the voter registration processes and the long queues that come with the process. The Research and Advocacy Unit (RAU) shockingly revealed that in the 2013 harmonized elections, only 8, 87% of the youth were on the voter's roll. The statistics on the youth translates to nearly 2 million people who did not vote. Youth participation in these elections was negligible, except when used as instruments of violence and intimidation by political entrepreneurs. Common among the reasons were lack of identification cards, lack of knowledge of the Zimbabwean political terrain and youths not being interested in the political dynamics of the country.

## **Situational Analysis**

Youths in Zimbabwe belong to one of the most abused and disenfranchised groups of people in Zimbabwe. This is witnessed by how some of them are used for violence purposes during election time. Some are discriminated against on purely tribal lines when opportunities avail themselves. Youths in Zimbabwe are at the receiving end of poor governance, corruption and to some extent HIV and Aids. Independent researchers have revealed that the general unemployment rate stands at more than 80% with many youth graduates resorting to vending and cross boarder activities to support livelihoods out of the mainstream economy. Contrary to the above figures which point towards an apathetic youth towards civic and political processes, young people have actually been a crucial factor in many elections that have occurred in the past. Due to the endemic shrinking of space for political participation by an elderly ruling elite, bent on perpetuating their stay in power, the energy and eagerness of young people to participate in the electoral process has been systematically channeled towards peripheral roles. It is common knowledge that previous elections in Zimbabwe has seen them competing with their mothers as praise-singers of elderly politicians at political rallies during electoral campaigning periods. Nefarious politicians have gone on to drug these youth and coercing them to perpetrate gruesome acts of violence against real and perceived antagonists and rivals of these politicians. Youth militias and vigilante groups have become synonymous with elections, and this trend was quite evident in the run-up to the sham June 27 2008 presidential run-off election.

Youths have begun a dialogue to set their expectations and mobilize across communities for a cause for seeing a government that rids itself of corruption, social exclusion, clientelism, impunity, tyranny and non-democratic practices that deprive all Zimbabweans of accountable, transparent and efficient state institutions as part of the "Leave-No-Youth -Behind, Youth n' Vote Campaign. There is need for targeted support to youth, pre and post the 2018 election.. There is thus an urgent need to support meaningful participation of young people in the electoral

process as a precursor to building a robust citizen response and participation in the governance process—the 2018 elections provide a window of hope to achieve this. Given youth demographic dominance, it is through the participation of young people in the elections that Zimbabwe can truly realize democracy and a government that is truly representative of the majority.

As articulated in the Zimbabwe Constitution Section 20, young people should be given enough space to participate in all issues affecting them that is in political, economic social including in decision making processes. One of the key tenants of participating in decision making is to allow young people to participate both as voters and electoral candidates. Young people have been the victims of political processes, being manipulated to commit violence before and after elections. Due to economic challenges in Zimbabwe youth have been key players in violence.

## **The Strategy**

**The #LeaveNoYouthBehind2018 ; Youth n’ Vote Campaign** is a philosophy to make sure all young people in rural areas, Peri-urban , Urban areas and farms have enough information, are registered as voters, influence each other to participate in electoral processes and some of them participate within their political parties or as independent candidates during 2018 harmonized election. The campaign will also carry voter education targeting young people in Zimbabwe. This project will also assist the young people with information on benefits of peaceful environment to their development and the development of the country. The campaign primarily targets the following key three groups of youth:

- **First time voters – those born between 1995 and 2000;**
- **Youth Apathy – those of voting age but not registered and participating in electoral processes; and**
- **Youth candidates – those registering as candidates for election.**

**The campaign shall use different tools –that is Community Mobilization meetings, Dialogues, youth rallies, door to door campaign, Social Media, Print and other forms of Media, sports, cultural activities, trainings among other**

## **Objectives**

- **To Mobilize and register 2 million youth in Zimbabwe to participate in the 2018 elections;**
- **Facilitating youth voter education and information dissemination in all provinces of Zimbabwe before 2018 elections; and**
- **To mainstream peace messages in the campaign and to contribute to non-violent elections before and after 2018 elections.**

## **Campaign Values**

- **No-partisanship**
- **Integrity**
- **No-discrimination**
- **Youth Participation**

The Leave no Youth Behind; Youth n' Vote Campaign will be coordinated by National Association of Youth Organizations (NAYO) through its Civil Participation Cluster. NAYO will work with Provincial Youth representation from all 10 provinces of Zimbabwe- the provincial reps will assist in identifying District and Ward reps and youth Advocates.

The Project targets to reach about 2.4 million youth in Zimbabwe and be able to mobilize at least 2 million young voters. The project will create different messages targeting different communities, it will allow young people to own it, with funny and messages that motivates and resonate with the young people. The campaign will be tailored according to each community needs, for example rural and urban needs. Local leaders and parents will also be partners to spread the message and need to **Go Vote**.

## **Expected Outcomes**

- Increased number of youth who participate in the 2018 National Elections
- Increase in number of first time voters
- Increase in numbers of youth standing as election candidates/nominees
- Increased knowledge by young people in electoral processes in Zimbabwe
- A peaceful election, free of violence

## **Provincial Youth Representatives**

There shall be a maximum of two youth organizations per province to be official reps for the campaign—these organizations are key focal points to achieve the campaign aims and objectives- the provincial reps are also crucial in working with district and ward mobilization committees.

NAYO shall provide necessary technical support to the provincial representatives; providing advice and combined resource mobilization with the reps. NAYO shall carry capacity building sessions for the Provincial reps, facilitate these members to be official partners of ZEC. Apart from joint efforts to mobilize resources for the campaign; the provincial reps are allowed to mobilize their own resources using the name of the campaign to allow maximization of results.

Campaign messages shall be jointly tailored to each province with a national look guided by the campaign values and the national constitution.

The campaign coordinating team shall be composed of provincial representative, each provincial organizational rep shall provide name of a person to be in the coordination committee.

### **Provincial coverage**

- Harare
- Bulawayo
- Matabeleland South
- Mat North
- Mashonaland East
- Mashonaland West
- Mashonaland Central
- Masvingo
- Midlands
- Manicaland

### **Main Hash tags #**

**#LeaveNoYouthBehind2018 #MaYouth and partner's #tags**

**Campaign Logo:** Logo can be used by all for messaging- organizations can tailor their own messages which are free from hate and partisanship using the logo.