



USAID | JORDAN

FROM THE AMERICAN PEOPLE

Democracy & Governance Sector PROJECT PROFILE

Political Processes Strengthening Program

April 2012



Young volunteers in the 2010 “Get out the Vote” campaign interacted with hundreds of Jordanian youth in towns, villages, campuses and streets to encourage them to register and vote.

PROJECT SNAPSHOT

Implemented by: International Republican Institute (IRI) and the National Democratic Institute for International Affairs (NDI)

Duration: 2010 – 2013 (Phase III)

Total Funding: \$9.9 million

Beneficiaries: Voters, especially youth; female candidates; political parties

Geographic Coverage: Nationwide

<http://www.ndi.org/content/jordan>

<http://www.iri.org/countries-and-programs/middle-east-and-north-africa/jordan>

BACKGROUND

This program aims to strengthen the development of more democratic and open political processes in the Kingdom and, specifically, to support the participation of candidates, activists, monitors and voters in Jordan’s municipal and parliamentary elections. Specific objectives include:

1. Strengthen civil society organizations’ (CSOs) capacities to build grassroots demand and effectively advocate for a new legal framework for elections
2. Develop CSOs’ capacities to substantially engage youth in the election process
3. Strengthen political alliances and the ability of candidates to articulate, organize and implement clear political alternatives at the national and sub-national levels
4. Encourage issue-based campaigns informed by public opinion research, as well as the completion of nationwide pre-election and exit polls
5. Bolster public demand for candidates’ commitment to more open and accountable performance as future members of parliament

ACTIVITIES

- Conducting roundtables across the country to establish a common agenda on election reform among CSOs and generating a unique national advocacy around their recommendations, based on international standards for transparent and free elections
- Encouraging Jordanian youth to engage politically through support for local youth committees, grassroots campaign training and political education
- Enhancing the ability of women to compete in elections through skill-building seminars and campaign schools, as well as support for issue forums and debates
- Conducting public events in the governorates to raise youth awareness of the electoral process; producing and disseminating print and audio-visual campaign materials to promote youth registration and voting; and holding open days in universities to encourage youth participation
- Conducting a series of campaign skills trainings and capacity-building workshops on strategy development, organization,



The project trained more than 5,500 domestic election observers for Jordan's 2007 and 2010 parliamentary elections.

CONTACT:

Office of Program Management
USAID, c/o American Embassy
P.O. Box 354
Amman 11118, Jordan
Tel: 962-6-590-6000
jordan.usaid.gov

communications and message development, media strategies and campaign simulations

- Supporting political parties/candidates with data from national and municipal polls to form more coherent and focused platforms
- Conducting trainings for domestic observers on monitoring the voter registration process, finalization of voter lists, the candidate registration process, the electoral campaign period, media conduct during elections, and Election Day voting and counting procedures

PROGRESS & ACHIEVEMENTS

- Engaged more than 3,000 intellectuals, government officials, activists and youth in conferences to discuss electoral reform recommendations and standards for free and fair elections; established a wide coalition of more than 200 CSOs whose national advocacy campaign improved election procedures
- Reached out to thousands of youth around the Kingdom to encourage them to participate in the 2010 elections and to choose representatives in an informed manner, based on candidates' platforms and campaign issues
- Shared public opinion data with youth committees and political parties to support initiatives encouraging party membership
- Trained partner political parties on internal organization and message delivery which resulted in the creation of parliamentary election committees and improved political marketing
- Trained female political candidates and female campaign managers on campaign management, volunteer recruitment, communications and platform development
- Empowered CSO monitors to produce reports giving accurate, credible, critical and independent review/analysis of the Jordan election and political processes and to contribute to improvements
- Engaged 1,600 youth in eight Universities around the Kingdom to discuss and debate democratic concepts and citizen engagement
- Provided continued training and support to elected women members of parliament

PARTNERS

- International Republican Institute (IRI) and the National Democratic Institute for International Affairs (NDI)