

Conrad
Clemens

KAS
Cambodia

March 25th
2013



Youth in Politics Training 2013

Political Mobilization for Elections

Agenda

Day 1	Session title	Content responsibility
08:00 - 08:30	Course inauguration	KAS, BFD and facilitators
08:30 - 9:00	Key components of successful political messages	Conrad Clemens, M.A. (CC)
09:00 - 10:00	Finding the message 1/2: Stakeholder & target group analysis	Group work Facilitation CC
10:00 - 11:00	Finding the message 2/2: Topics in electoral program that can be communicated effectively (Focus Energy/Environment)	Group work Facilitation CC
11:00 – 12:00	Group presentation 1: Results from group work 1 and 2	3 x Group presentations (15 minutes each)
12:00 - 13:00	Lunch break	

Agenda

Day 1	Session title	Content responsibility
13:00 - 13:30	Tools for creating a perfect message	CC
13:30 - 14:30	Developing the message 1/2: Turning campaign topics into words and sentences (Focus Energy/Environment)	Group work Facilitation CC
14:30 - 15:30	Developing the message 2/2: Test of reaction to first results by exchanging messages with other groups	Group work Facilitation CC
15:30 - 16:00	Coffee break	
16:00 - 17:00	Group presentation 2: Final messages and reasoning incl. observation from tests (Focus Energy/Environment)	3 x Group presentations (15 minutes each)
17:00 - 17:30	Wrap-Up and feedback for day 1 Homework: Internalize the message	CC

Agenda

Day 2	Session title	Content responsibility
08:00 - 8:30	Tools for election campaigning	Conrad Clemens, M.A. (CC)
08:30 - 10:00	Spreading the message 1/2: Create a coherent communication mix for the policy field of energy/environment	Group work Facilitation CC
10:00 - 11:00	Spreading the message 2/2: Development of one specific communication tool per group	Group work Facilitation CC
11:00 – 12:00	Group Presentation 3: Short political campaign strategy “The Future of Energy/Environment-Policy for Cambodia”	3 x Group presentations (15 minutes each)
12:00 - 13:00	Lunch break	

Agenda

Day 2	Session title	Content responsibility
13:00 - 13:30	Rallies, door-to-door-talks and other tools for voter mobilization	CC
13:30 - 14:30	Voter mobilization 1/2: Develop back-up material, argumentation and examples for your message	Group work Facilitation CC
14:30 - 15:30	Voter mobilization 2/2: Role play	Group work Facilitation CC
15:30 - 16:00	Coffee break	
16:00 - 17:00	Sharing the knowledge: Key Learnings that should be shared with volunteers and party members	Group work Facilitation CC
17:00 - 17:30	Course evaluation, course certificates & follow-up activities	KAS, CC

This course is „learning by doing“, we want you to be able to train and motivate others

Interactive Training

- Group work
- Presentations
- Role plays

Facilitators

- One facilitator per group
- Feedback after presentations
- Questions are very welcome

Input

- Theoretical basis from political science and communication studies
- Examples from other countries
- Templates for messages, flyers and posters



Curriculum Vitae

Conrad Clemens

- Birth date: January 4th 1983
- Birth place: Schönebeck, Germany

School

- 1989-95 Primary School, 1991-95 in Suriname, South America
- 1995-2002 High School Kath. School St. Marien, Berlin

University

- 2002-05 Bachelor in International Business Administration, Europa Universität Viadrina, Frankfurt (Oder)
- 2004-05 Erasmus-Sem., University Maastricht, Netherlands
- 2005-07 Master in Political Science, University of British Columbia, Vancouver, Canada

PhD

- 2008-12 PhD in Political Science at Free University in Berlin
- Title: “The Influence of the European Commission on European Welfare States - A Principal-Agent Analysis“



Curriculum Vitae

Conrad Clemens

Work/Occupation

- Since 01/2013 Head of Office, MP Roderich Kiesewetter, Bundestag, Committee of Foreign Affairs
- 2011-2012 Consultant for PricewaterhouseCoopers
- 2008-09 Teacher for the Seminar „Macroeconomic Challenges for Europe“, Free University Berlin
- 06/2005 – 09/2005 Campaign Manager for Eberhard Diepgen (CDU), Former Mayor of Berlin
- 02/2005 – 08/2005 Vodafone, Sales/Marketing, Berlin

Political Activities

- 2009-12 Chairman of the „Junge Union Berlin“
- 2007-10 Chairman of the „Junge Union Berlin-Neukölln“
- 2006-11 Bezirksverordneter in Berlin-Neukölln (Local Parliament in District of Berlin)
- 2008-11 Organisation of Seminars during the Scholarship Program of the Konrad-Adenauer-Foundation

Languages

- English, Dutch, French

Why are effective political messages essential for a political party?

The success of a political party in a multiparty democracy, especially in a young democracy, depends on its ability to communicate policies, ideas and political strategies it stands for.

A democracy can only function when there is a vital connection and continuous dialogue between elected officials and the people.



Citizens need to be informed about their electoral options and the consequences of their voting behavior.

In contrast to product marketing, in elections people have to make complex and intangible choices that they cannot unbundle.

Content and form of your political messages are equally important

1. Success factors of political messages

- Broad ownership of the process and the result
- Mobilization of potential followers/supporters
- Persuasion of undecided voters
- De-mobilization of opposing followers/supporter

2. Finding the right issues

- What are peoples' concerns, needs and wants?
- In what socio-demographic situation are voters?
- What are outside events that have an effect?
- What are issues in which people think you are qualified or in which your opponent is not qualified?
- What is the best prioritization of issues?

LE CHANGEMENT
C'EST MAINTENANT

FRANÇOIS
HOLLANDE
2012

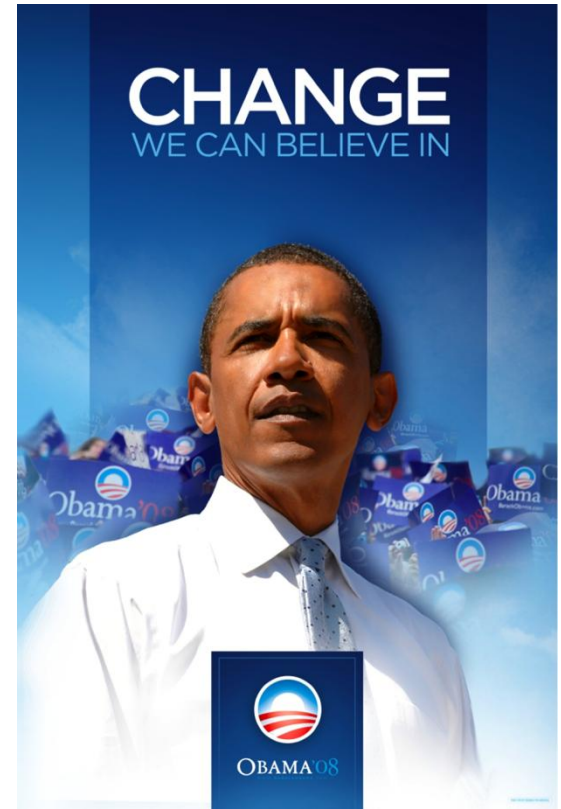
Voters expect profound quality, but they do not have much time to retrieve information

3. Give answers to concerns and issues

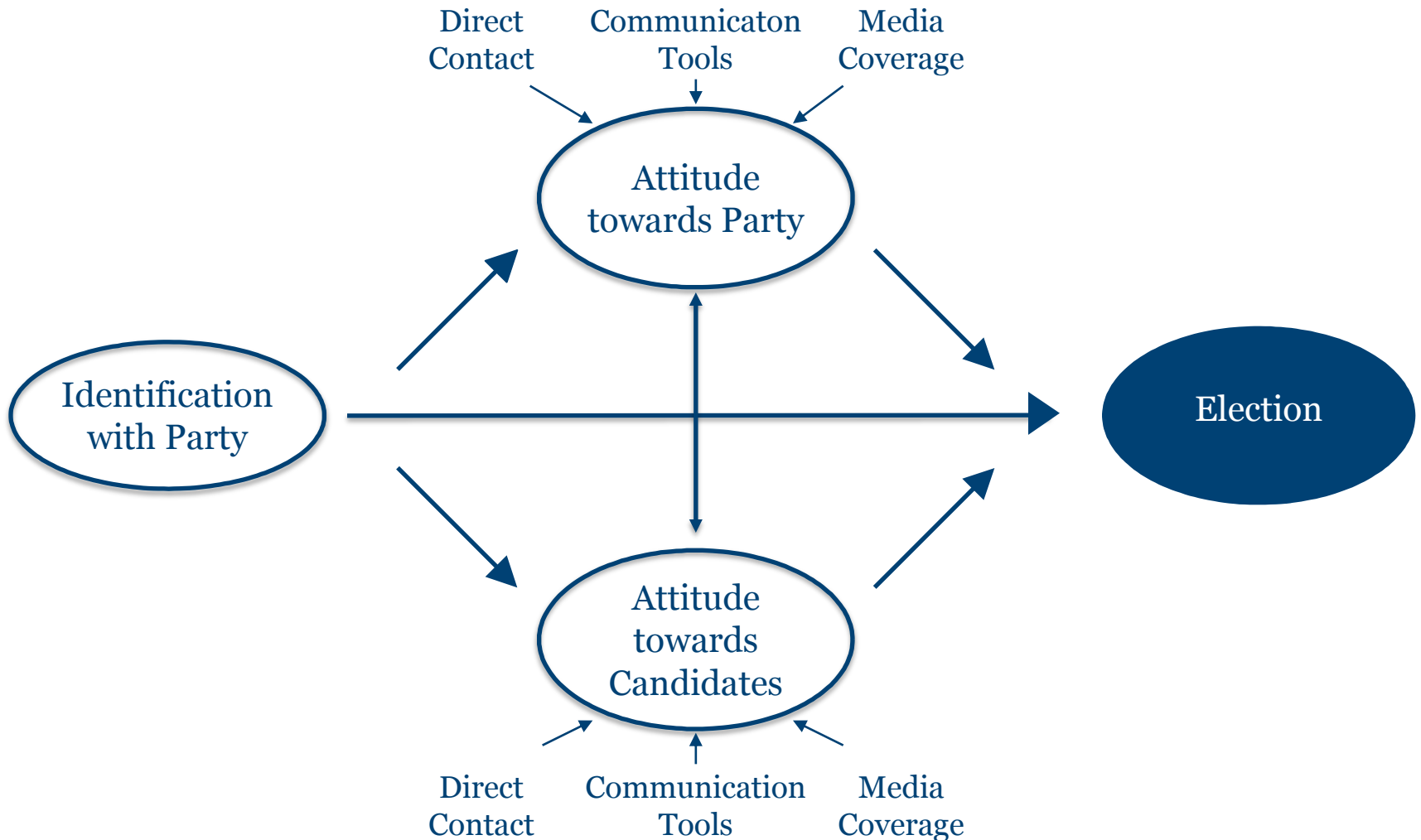
- Elaborate a sound party program theory
- Prove your competence and quality in a certain policy field
- Break down party program theory to practical problems
- Show a certain level of pragmatism

4. Frame issues and communicate your answers

- Concentration on core message
- Simple, comprehensible and distinct communication
- Continuous communication and repetition of core message
- Appealing visualization of core message
- Everyone in your party is a communicator!
- Sensibility for cultural context



What determines voting behavior?



Germany: Best Practice



Germany: „Flops“

Die richtige Landespolitik hält sich zurück. Und nicht Sie.

Dr. Philipp Rösler. Der Richtige für Niedersachsen.



**KINDERBETREUUNG
STATT KINDERKNAST**

**KOCH ABWÄHLEN! NUR MIT UNS:
JETZT. FÜR MORGEN.**



BÜNDNIS 90
DIE GRÜNEN

**LEBEN
KÖNNEN**

In Hessen können immer weniger Menschen von ihrer Arbeit leben. Wir kämpfen deshalb gegen Hartz IV und Lohnsenkungen, für gesetzlichen Mindestlohn, Tariftreue und für mehr Arbeits- und Ausbildungsplätze. www.die-linke-hessen.de



DIE LINKE.

**PRIVATISIERUNG
STOPPEN**

Öffentliches Eigentum stärken: Bei Bahn, Wohnungen, Krankenhäusern, Wasser, Energie, Schulen und Unis. Finanzierbar durch Vermögens- und Börsensteuer. www.dielinke-niedersachsen.de



DIE LINKE.

**Erfahrung
nutzen**

Miteinander der Generation:
Gemeinsam sind wir stark.

Mutig. Modern. Menschlich.



CDU HESSEN

Andere rücken nach links.
Wir bleiben in der
Mitte.



FDP

Niedersachsen

Die Richtigen für Niedersachsen.

Group Work 1: Stakeholder & Target Group Analysis

1. Describe your typical voter

- Age? Family?
 - Income? Education?
 - Religion?
 - Urban or rural environment?
- 2. Segmentation:** Identify groups of voters (students, older people, etc.)



3. Name your typical voter's...

- ...concerns
- ...needs
- ...demands
- ...wants
- ...hopes and expectations
- ...convictions



Group Work 2: Topics in electoral program that can be communicated effectively



1. Develop a vision for your party

- Picture of how you would lead Cambodia if you were in power
- Long-term view
- Emotional and inspiring



2. Mission how to achieve your vision

- Formulate actively, use a verb
- Example: “Build a prosperous Cambodia based on green values and a fair and just society”



3. Policy Issues

- Choose three to four issues (concentrate on energy/environment)
- Themes should be articulated clearly and linked to vision and mission
- Keep policy issues simple and realistic in order to enhance credibility
- Tool: SMART (Specific, Measurable, Achievable, Realistic, Time-bound)

Group Presentation 1:
Results from group work 1 and 2
(focus energy/environment)

Ten theses on political communication

Sebastian Turner, 2011

- 1. The problem comes before the solution.**
- 2. Leadership means being for something - not only against something.**
- 3. Find the right argument and you will arouse the right attention.**
- 4. Today, everybody is a publisher.**
- 5. Nothing is possible without images and stories.**
- 6. Strike while the iron is hot.**
- 7. Coin your own 'anti'-theses.**
- 8. Communication has never been fully controlled.**
- 9. Don't be afraid of simplicity.**
- 10. When in doubt, do the right thing!**



Communication objectives serve as guidelines which help to achieve your goals

Communication Objectives in Marketing and Sales

- Creating awareness
- Imparting knowledge
- Projecting an image
- Shaping attitudes
- Stimulating a want or desire
- Triggering a sale

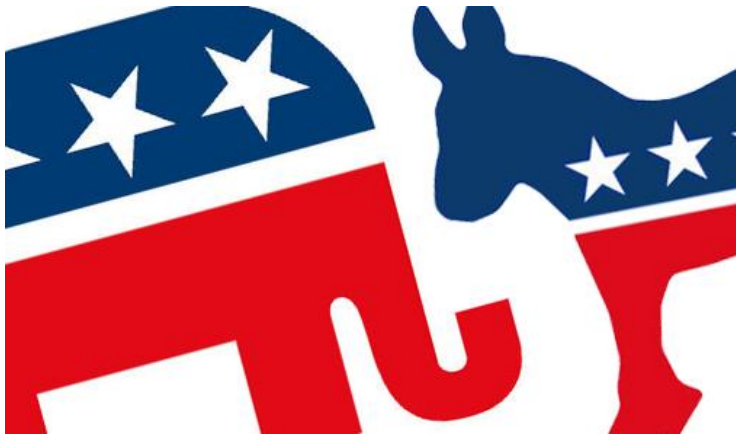


Political Communication Objectives

- Increasing percentage of voters in an election
- Creating awareness for specific issues
- Increasing the percentage of registered voters who associate some personal benefit or advantage with the party
- Increasing participation in party activities
- Timing: All voters make their choices on the same day



Creative branding motivates people to support a candidate or party



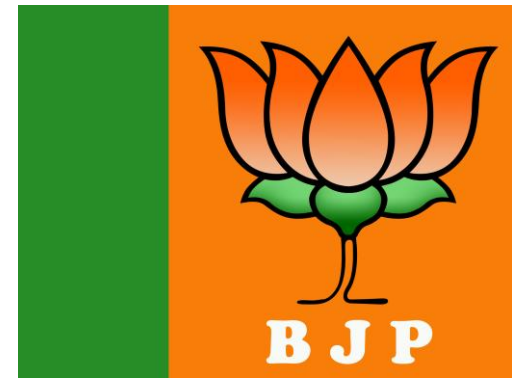
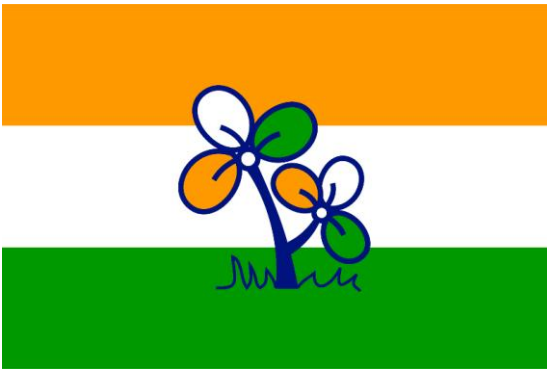
Crucial elements of party presence

- Name
- Logo/Symbol
- Appearance
- Colors
- Webpage

Success factors

- Conservative design
- Easily recognizable logos
- Emotional and symbolic colors
- Reference to national symbols
- Differentiation from competitors

Example: party symbols in India



A message box is a simple tool that helps to contrast our core messages to our opponents'

Us on Us

- What do we stand for?
- Our vision, mission, topics?
- Our agenda in case of electoral success?

Difficult especially for opposition!

Them on Them

- What do they stand for?
- Their vision, mission, topics?
- Why are they attractive?
- Are their arguments valid?

Us on Them

- What will we say about their policies and political program?
- How do we meet their arguments?
- What are their strengths and weaknesses?

Them on Us

- What do they say about us?
- How do they frame our arguments?
- Where do they see our strengths and weaknesses?

Group Work 3: Turning campaign topics into words and sentences (focus energy/environment)



***General Theme:
Continuity vs.
Change***

- 1. Fill your message box with content.**
- 1. Use the message box and the results from presentation 1 to formulate your party's political messages on energy/environment:**
 - Use Facts.
 - Choose unambiguous language.
 - Find common ground, common values.
 - Be short.
 - Show difference to rivals.
 - Stir up emotions.
 - Never, never, never lie.

Group Work 4: Test reactions with focus groups of your electorate (this training: other groups)

- 1. Ask each member of the focus group to choose a position on a line between “agree” or “disagree” on your messages.**
- 1. Ask them a few questions, so that they can explain their positions.**

Facilitators will moderate and also give feedback to your messages as well.

Focus group:

Small group selected from a wider population for its members' opinions about or emotional response to a particular subject or area. Used especially in market research or political analysis.

Agree

← Position? →

Disagree



Group Work 4: Test reactions with focus groups of your electorate (this training: other groups)

Agree

← Position? →

Disagree

1. What comes to peoples' minds when they hear the message?

2a. Persons that mostly disagree with message:

- What causes the problem with the message?
- How significant is the problem?
- How can we solve the problem?

2b. Persons that mostly agree with message:

- What do they like about the message?
- How convinced are they?
- Could they convince others with this message?
- Is there room for improvement?

Group Presentation 2:

Final messages and reasoning including observation from tests (focus energy/environment)

DAY 2

You can address your voters personally or through various communication channels

Decision factors:

- The target group and their consumer behavior
- Budget
- Time-frame of communication
- Level of partisanship or participation you want to achieve

Communication mix

1. Newspaper
2. Radio / Television
3. Internet and social media
4. Out of home media (leaflets / posters)
5. Interpersonal communication
6. Community events



The choice of communication channels depends on different benefits and limitations

Communication Channel	Example Activities	Benefits	Limitations
Newspaper	<ul style="list-style-type: none"> • Press releases • Press conferences • Advertisements • Letters to the editor 	<ul style="list-style-type: none"> • Detailed level of information • Input KAS Cambodia 	<ul style="list-style-type: none"> • Issue needs to be interesting for broad audience • Lower level of partisanship • Placement of article/ad is crucial
Radio	<ul style="list-style-type: none"> • News • Advertisements • Talk shows 	<ul style="list-style-type: none"> • Input KAS Cambodia 	<ul style="list-style-type: none"> • Need for experts to produce ads • Information cannot be passed on easily by audience • Further input KAS Cambodia
Television	<ul style="list-style-type: none"> • News • Advertisements • Talk shows 	<ul style="list-style-type: none"> • Input KAS Cambodia 	<ul style="list-style-type: none"> • Need for experts to produce ads • Information cannot be passed on easily by audience • Further input KAS Cambodia
Internet / Social Media	<ul style="list-style-type: none"> • Web sites • Email lists • Social networking • Newsgroups 	<ul style="list-style-type: none"> • Interaction with voters • Possibility to create and change content rapidly • Access to young voters 	<ul style="list-style-type: none"> • Internet access only for urban elite. • Further input KAS Cambodia
Out of home media	<ul style="list-style-type: none"> • Posters • Leaflets • Stickers 	<ul style="list-style-type: none"> • Control of content • Good Price/performance ratio 	<ul style="list-style-type: none"> • Content cannot be changed rapidly • Effectiveness strongly depends on placement

Best practices – however, visualisation and language largely depend on cultural context

The screenshot shows a campaign website for 'ORGANIZING for ACTION'. At the top left is a 'DONATE' button. The main header features the text 'NOW IS THE TIME TO REDUCE GUN VIOLENCE' and a quote: 'They deserve a vote.' Below this is a form with 'Email' and 'ZIP' input fields and a green 'GET STARTED' button. A large photo of a woman hugging Barack Obama is on the right. Below the main content, there is a news article titled 'Weekly address: End the sequester to keep growing the economy' by Alex on March 9, 2013, with social media sharing options. To the right of the article is a section for 'IMMIGRATION REFORM' with a photo of a woman and a child. At the bottom right, there is a section for 'THE WH' with a photo of Obama and Romney.

Best practice
Webpage



EUROPEAN COMMISSION

PRESS RELEASE

Brussels, 15 March 2013

European Union to observe elections in Paraguay on 21 April 2013

The European Union, in response to an invitation by the Paraguayan authorities, is deploying a mission to observe the General Elections of 21 April. The Chief Observer of the European Union Election Observation Mission (EU EOM), Ms Renate Weber MEP, arrived in Asunción on 14 March.

Catherine Ashton, High Representative of the European Union for Foreign and Security Policy, made the following statement today:

"The forthcoming elections in Paraguay will be very important for the stability and the democratic development of the country and the normalisation of relations in the region. I am confident that all stakeholders will engage in the process in a peaceful and democratic way.

The EU is a longstanding partner of Paraguay and I have decided, upon an invitation from the Authorities, to deploy an EU Election Observation Mission. I am confident that under the leadership of MEP Renate Weber the EOM will strengthen confidence in the process and enhance the credibility of the future government. I wish Ms Weber and her team all success in their assessment of this electoral process."

A core team of eight EU election analysts arrived in Asunción on 2 March. They will gradually be joined by 22 long-term observers and 52 short-term observers from 27 EU member states, as well as from Norway. The EU EOM will also be integrated by a delegation from the European Parliament. Altogether, about a hundred EU observers will be in the country for the forthcoming elections.

Shortly after Election Day, the mission will issue a preliminary statement of its initial findings at a press conference in Asunción. The mission will remain in Paraguay to observe the final counting of votes and any complaint procedures, and to prepare a full report including recommendations to improve the electoral process in future. Ms Weber will present the final report during a later visit to Paraguay

Best practice
Press release

Contacts :

[Sebastien Brabant](#) (+32 2 298 64 33)

[Maja Kocijancic](#) (+32 2 298 65 70)

Best practice
Leaflet



Energie für die Zukunft

Positionen der
CDU/CSU-Bundestagsfraktion

Welche Rolle spielen Kohle- und Gaskraftwerke künftig?

Hocheffiziente Kohle- und Gaskraftwerke werden auf absehbare Zeit unverzichtbar für eine sichere und bezahlbare Energieversorgung sein. Zum einen müssen die gesicherten Erzeugungskapazitäten, die wegen der schrittweisen Abschaltung der Kernkraftwerke fehlen, ersetzt werden. Zum anderen muss die schwankende Stromerzeugung aus erneuerbaren Energien ausgeglichen und die sogenannte Grundlast gesichert sein. Denn Kohle- und Gaskraftwerke stellen Strom auch dann bereit, wenn der Wind nicht weht oder die Sonne nicht scheint.

Wie steigert die Koalition die Energieeffizienz?

Energiesparen ist die einfachste Art, Ressourcen – und den eigenen Geldbeutel – zu schonen. Jeder kann dabei mitmachen. Die Bundesregierung und die Koalition setzen auf umfassende Angebote zur Energieberatung für private Verbraucher und Unternehmen. Das größte Energiesparpotenzial besteht in der energetischen Sanierung von Gebäuden. Dort werden zurzeit noch 40 Prozent der Endenergie in Deutschland verbraucht. Mit einem langfristig angelegten Sanierungsfahrplan soll bis 2050 ein klimaneutra-

Best practice

Poster



Group Work 5: Create a coherent communication mix for the policy field of energy/environment



1. **Through which indirect communication channels can you reach your voter groups best?**

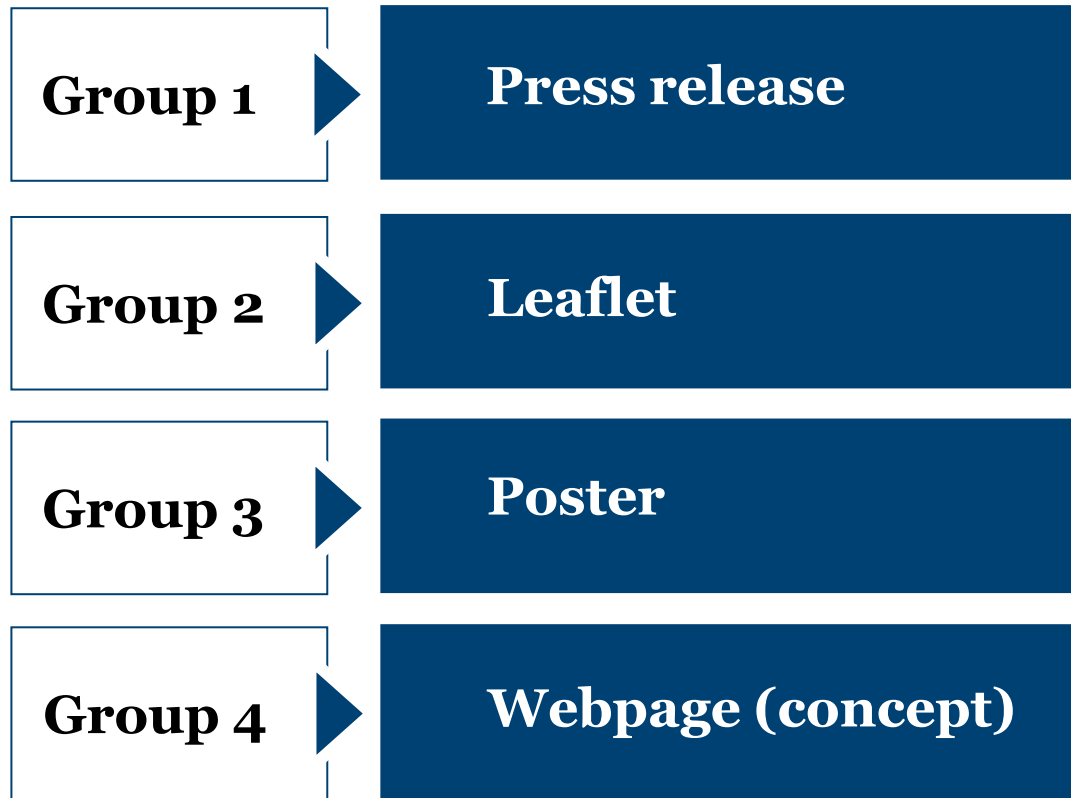
1. **What is legally possible?**

- Size and content of posters and ads
- Contents?
- Time frame?

1. **Are there technological trends which create new opportunities?**

- Cellphones
- Facebook

Group Work 6: Development of one specific communication tool per group



Group Presentation 3:

Short political campaign strategy “The Future of Energy/Environment-Policy for Cambodia”

Interpersonal communication: rallies, door-to-door-talks and other tools for voter mobilization

Type of Outreach	Example Activities	Benefits	Limitations
Interpersonal communication	<ul style="list-style-type: none"> • Door-to-door-talks • Canvassing • Rallies • School discussions 	<ul style="list-style-type: none"> • Very personal approach • Allows for 2-way discussion • Highest level of partisanship or participation 	<ul style="list-style-type: none"> • Requires time • Limited Audience
Community events	<ul style="list-style-type: none"> • Parades, festivals • Town hall meetings 	<ul style="list-style-type: none"> • Creates common ground and identification • Shows local commitment • Can reach a large audience in one place 	<ul style="list-style-type: none"> • Requires high effort in organization • Contacts on communal level need to be established

Online platforms can help to organize offline interaction and mobilization

Best practice
Mobilization
online

The screenshot shows the teAM Deutschland website. At the top left is the teAM logo with a 'BETA' tag and 'DEUTSCHLAND' below it. At the top right is the CDU logo with the slogan 'DIE MITTE.' To the left of the main content area is a large orange arrow pointing right, containing the text 'Jetzt Mitmachen Wahlkämpfer werden!' and three links: 'Infos zum teAM Deutschland', 'Registrieren', and 'Passwort vergessen'. To the right of the arrow is a login section titled 'Schon im teAM?' with input fields for 'Benutzername oder E-Mail-Adresse*' and 'Passwort*', and an 'Anmelden' button. Below the login section is a note: 'Hier kannst Du Dich auch mit Deinen CDUplus Zugangsdaten einloggen.' At the bottom left, there are navigation tabs for 'Das teAM trifft...', 'Wahlrends', and 'Aktuelles', followed by a news article titled 'Exklusive teAMleiter-Schulung in Hamburg' dated '08.03.2013' with social media icons for Facebook, Twitter, and Google+. At the bottom right is a 'kernteAM' logo featuring a globe with four arrows pointing outwards.

Group Work 6: Develop back-up material, argumentation and examples for your message

Additional information to support your message:

- Top 3 arguments
- Top 3 facts
- Top 3 examples

Success factors:

- Smile
- Speak loud, clear and confident
- Be respectful: no means no
- Don't get discouraged
- Take a map with you, keep track of visits



Role play:

Try to convince your facilitator with arguments, examples and facts to take your leaflet.

You are welcome to share your learning outcomes with other party members and volunteers

Overall Learning

- Participants are able to convey the importance of environmental and energy issues to voters

Learning outcomes day 1:

- Identification of target groups
- Selection of relevant topics that can be communicated effectively
- Success factors for political communication and branding
- Methods for developing convincing political messages

Learning outcomes of day 2:

- Communication tools for spreading political messages
- Development of an ideal communication mix and a specific communication tool
- Guidelines for interaction with voters

Thank you for your attention!

Course evaluation & follow-up activities