

CENTRES OF EXCELLENCE STAGES SEVEN AND EIGHT REPORT



Country: Lesotho

COE: Hleoheng, Manka and Tsoili Tsoili Community Councils

District: Leribe

Dates: 18th -19th February 2016

Venue: Hleoheng Council Offices



Cllr Lesli Molapo making his point heard during the debate session at Hleoheng council: Photo by Ntolo Lekau

[https://genderlinks.sharepoint.com/Photos3/Cllr%20Leseli_stages%207and8_Hleohengcouncil_Lesotho_n1_180216%20\(2\).JPG](https://genderlinks.sharepoint.com/Photos3/Cllr%20Leseli_stages%207and8_Hleohengcouncil_Lesotho_n1_180216%20(2).JPG)



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Executive summary

The report seeks to provide information on the workshop for Hleoheleng, Manka and Tsoili Tsoili councils held at Hleoheng community council offices from 18 to 19 February. The workshop was on the strategic communications and 50/50 campaign. During the first day the councillors covered all the strategic communications modules in the CEO training manual and on the last day they covered the 50/50 campaigns (**See Annex A**). There were 51 participants present at this workshop of which 27 were women and 24 were men. Refer to **Annex B**.

Objectives

The workshop objectives were to:

- To gain an understanding of how the media works and can be used in leveraging the work on gender and governance.
- To identify issues of concern by women in politics in their dealings with the media and vice versa
- To gain an understanding and skills on how to advocate for key gender issues in the action plan.
- To apply the skills gained in developing 50/50 campaigns.
- To monitor and evaluate the effectiveness of the campaigns.
- To empower participants in the use of the internet in extending the reach of campaigns.
- To assist councils in designing mobile advocacy campaigns through use of cell phones.

Process/Activities

The COE training manual on gender mainstreaming in local government was used as a guide throughout the entire workshop. The workshop was conducted from theFebruary 2016, where the first day the councillors covered all the strategic communications modules in the CEO training manual and on the last day they covered the 50/50 campaigns. The purpose of the work shop was given after which the participants were asked to present their expectations. Then the objectives of the workshop were clearly stated. After giving the objectives the participants set the house rules which include punctuality and respect.

Gender & Media literacy

Participants went through the provisions of the SADC Protocol in regards to the media. They Highlighted that the media should be seen reporting events factually without a bias. Participants reiterated that this module was meant to analyse how the media reports on men and women alike. Participants were able to differentiate between blatant and subtle stereotypes. They defined subtle stereotypes as terms or sayings that belittle people in a manner that looks as if they are being praised. On the other hand they described blatant stereotypes as direct statements that belittle people without making any effort to hide the fact.

Finding Women and Men in the news

Participants analysed different articles in the various newspapers. Their analysis showed that in articles to do with politics more men are interviewed than women.

Images depict women as marketing agencies and some of this adverts

are blatantly stereotypical. Participants also highlighted that the placing of women's stories in the media was inconsistent. There

was need for men to give women enough encouragement so that they talked to the media.

Participants highlighted the following as the reasons why women sources were minimal in the media:

- Fear.
- Culture.
- Religion.
- Attitudes. Women have low self-esteem thus they cannot speak to the media.
- Misconception that the media construes men to be very powerful and public figures participating in politics while women are more confined to the home, church and private life.

Observations were that women in the media field shun the profession to go into public relations fields as it is cited that there is a lot of sexual abuse and other inhibiting factors especially the fact that the domain is mostly for men. The very few women that are left as journalists have to adapt to the male environment.



Cllr Seisa Masiu stating some of the reasons why women media sources are few: Photo by Ntolo Lekau

[https://genderlinks.sharepoint.com/Photos3/Cllr%20Seisa%20Masiu_stages%207and8_Hleohengcouncil_Lesotho_n1_180216%20\(3\).JPG](https://genderlinks.sharepoint.com/Photos3/Cllr%20Seisa%20Masiu_stages%207and8_Hleohengcouncil_Lesotho_n1_180216%20(3).JPG)

Portrayal of Women In Politics and the Media

Key facts about Lesotho Political situation

- Lesotho has a mixed voting system at national level: 80 deputies are directly elected in single member constituencies by absolute majority; and 40 deputies are elected according to the PR system. For the PR parties draw their party lists using the zebra system of man and woman. While the Senate representation is drawn from all the twenty-two (22) Principal Chiefs of Lesotho and eleven (11) members who are nominated by His Majesty the King on the advice of the Prime Minister.
- There is no quota at national level.
- Following the last general elections held in February 2015, there are now 27 women out of 120 members in the National Assembly (23%), down from 33 in 2012 (28%). Of the 35 cabinet posts, only 23 percent are occupied by women, down from 28 percent in 2012.
- At local level, thirty percent of the seats in the 2005 elections have been reserved for women. This is in line with Section 26 (1) of the Local Government Act which stipulates that every third electoral division of the 1272 seats should be reserved for women

candidates. These will be rotational within the first two terms of the local governance – an attempt to decentralise governance and make it more participatory.

- However before the 2010 elections Lesotho abandoned the system of reserved seats and adopted a new, less controversial quota system, based on the Tanzania model. The system involves women and men competing for First Past the Post Seats, with an additional 30% of seats reserved for women allocated on a PR basis. This resulted in a drop of 9% women: from 58% to 49% after the 2011 local government elections – still, however, the highest proportion of women in local government in SADC.
- Lesotho has a woman speaker, Ntlhoi Motsamai, who was first elected as the first female Speaker of the National Assembly in 1999 and was re-elected in the following years 2002, 2007 with the exception of 2012 and re-elected again in 2015 for the fourth term.

Participants alluded that female politicians were seldom listened to or even interviewed on political issues despite having some women holding high positions in the political sphere such as the speaker of the national assembly. Participants felt that women were deprived of running for political office because the media takes advantage of the vulnerability of women. Female politicians are often viewed as prostitutes, thus when a woman gets into politics men tend to believe that they should make sexual advances to these women and they shall not deny their advances. The media also attributes the success of female politicians to their spouses.

Campaigns

Campaigns are often the main way that people interact with the public and get their messages out to the people. They can be used to pressurize decision-makers to educate the public and to change behavior. Campaigning is closely related to lobbying and are mostly popular in political settings although they can be used by different interest and pressure groups. Many civil society groups rely on campaigns to bring certain issues for discussion in public forum. Examples of campaigns include persuading people to support an action, to build a positive image for an organization or a brand and informing and educating the public.

50/50 Campaign

Background

Lesotho's local elections are held on the First Past the Post(FPTP) basis. In the first local government elections in 2005, Lesotho had a 30% legislated quota attained through the reservation of one third of electoral divisions for women only. In addition to this guaranteed 30%, women won 28% of the seats of the seats in the openly contested elections resulting in women occupying 58% of the seats in local government: the only area of decision-making in SADC in which women predominated.

However, the quota resulted in a High Court challenge ahead of the elections. Although the High Court upheld the Electoral Law on grounds that the constitution permitted affirmative action, a quota relying on reservation did not sit comfortably with the electorate. Indeed, these tensions resulted in the postponement of the 2010 local government elections to allow for review of the electoral law.

After the resistance to the reserved seats in the 2005 local elections, and with mounting opposition to the quota in the 2011 elections, the Independent Electoral Commission(IEC) paid a visit to Tanzania to study the systems there is based on women contesting in the FPTP elections, with an additional 30% seats allocated on PR basis. The Lesotho Council of

NGOs convened several joint meetings with the Independent Electoral Commission (IEC) to look for solutions. Women in Law Southern Africa, the focal network for the Southern Africa Gender Protocol Alliance in Lesotho, played a leading role in advocating for a new system to ensure the retention of the principle of gender parity in line with the SADC Protocol target of equal representation of women and men in all areas of decision-making by 2015. In January 2011, parliament passed an amendment to the Local Government Act. This provides for:

- One-third special seats for women drawn from party lists that shall be determined in proportion to the total number of votes attained by each political party.
- In order for a party to qualify for special seats, it must field candidates in at least one third of the electoral divisions.
- Each party to arrange the candidates in order of preference, with the list closed until closed the next election.
- In addition, women could contest in the open.

Why 50/50 Campaign

The campaign is meant to make sure that the Lesotho continues to carry the banner of gender parity in local government. The campaign seeks to equip women politicians with knowledge and skills on gender, issues of governance, electoral laws and running political campaigns. The final COE stages involve developing and implementing campaigns and the focus was on the election campaign. The training was to equip the women councillors to stand for elections and to encourage male councillors to provide necessary support to their female counterparts.

Use of Quotas



Clr Marethabile during a debate at Hleoheng during the stage 7&8 workshop.

[https://genderlinks.sharepoint.com/Photos3/Clr%20Marethabile_stages%207and8_Hleohengcouncil_Lesotho_n1_180216%20\(1\).JPG](https://genderlinks.sharepoint.com/Photos3/Clr%20Marethabile_stages%207and8_Hleohengcouncil_Lesotho_n1_180216%20(1).JPG)

Quotas are the deliberate measures that are put in place in order to ensure that women get represented in decision making. The quotas are advantageous for women as there are still deeply entrenched patriarchal attitudes and views that women should not participate in politics and, if given a choice between a female or male candidate, voters are more likely to vote for the man. The only way to achieve rapid increases in women's representation in the constituency system through legislated quotas.

The participants were divided into groups to form debate teams for and against the use of quotas. There were some strong points raised for and against the use of quotas and they included the following:

Arguments For

- Quotas are good as they increase the numbers of women in the decision making positions.
- They assist country to reach the targets of international instruments such as the SADC

Protocol on Gender and Development which had a target of 50% women in decision making by 2015.

- Quota gives women an opportunity to take part in the 50/50 campaigns.
- Because of the gender stereotypes, men still outnumber women in politics and quotas are important to give women a head start.

Arguments Against

- Quota denies women a chance to prove their worth as they do not focus on winning elections on the First Past The Post and rather leave men for such positions knowing they will be favoured through use of quotas.
- It is discriminating against men as it is only available for women.
- As a result of additional seats for women in councils there is a lot of confusion of the roles between elected councillors and those that represent the parties on PR system.
- Most women who entered the councils through quotas do not represent the interests of the people as they are often very quiet and do not contribute to the debates and decisions reached by the council.
- Women elected through quotas are not necessarily elected on merit but are elected based on the political parties interests on such women.

Outcomes

The following are the outcomes of the workshop:

- The Councillors fully comprehended how the media can be used to leverage the work on gender and governance.
- They gained an understanding and skills on how to advocate for key gender issues in the action plan.
- The participants understood how apply the skills gained in developing 50/50 campaign.
- The participants understood the importance of quotas in increasing the number of women in decision making positions.

Conclusion

Participants highlighted that their expectations had been met beyond what they had hoped for. They expressed their gratitude to Gender Links for providing them with the opportunity to become a Centre Of Excellence. The workshop had given them platforms not only share their experiences but also to develop new skills such as being able to carry on the 50/50 campaigns. They pointed out that the mock interviews have helped them to improve their campaigning skills and that has been very helpful as they are almost about to go for elections.

Annex A

PROGRAMME

STAGE SEVEN AND EIGHT: STRATEGIC COMMUNICATIONS AND 50/50 CAMPAIGNS

18TH -19TH FEBRUARY 2016

HLEOHENG COUNCIL

DAY/TIME	ACTIVITY	TIME	WHO
DAY ONE:			
8:00-8:30	Registration	30 min	Participants
8:45 – 9:00	Introductions and objectives <ul style="list-style-type: none"> - To provide background and agree on objectives for the workshop - Expectations from participants - To develop guidelines of participation - Eyes and Ears 	15 min	GL
Gender and media literacy			
9:00 – 10:15	Media role in promoting gender equality and advertising women candidates	1 hr. 15 min	GL
10:15 – 10.30	TEA		
10.30 – 13.00	Profiling yourself Write your own profile	2 hrs 30 min	GL and Participants
13:00-14:00	LUNCH		
Gender and communications			
14:00 – 15:30	Broken telephones; what is meant by communications; different forms of communication	1 hr 30 min	GL
15:30 – 16:30	Campaigns and different elements of campaigns	1 hr	GL
16:30	Closure		
DAY TWO			
50/50 Campaigns			
8:00-8:30	Reflections, eyes and ears	30 min	Participants
8:30 – 10:15	Debate: Quotas and special measures is the only effective way to achieve equal representation in political decision making	1 hr 45 min	Participants

DAY/TIME	ACTIVITY	TIME	WHO
10:15 – 10:30	<i>TEA</i>		
10:30 -13:00	Political campaigns-Mock Interviews	2 hrs 30 min	Participants
13:00– 14:00	<i>LUNCH</i>	1 hr	ALL
14:00 – 16:00	Political campaigns-Mock Interviews cont.	2 hrs	Participants
16:00-16:30	Closure and way forward	30 min	ALL

ANNEX B

	Name	Surname	Organization/Council	Designation	SEX (M/F)	Cell Phone
1	Thoriso	Sekoli	Hleoheng	Councilor	M	58072989
2	Bothata	Makhetha	Hleoheng	Councilor	M	58947962
3	Matebello	Moleli	Tsoili Tsoili	Councilor	F	57381694
4	Lebohang	Mazisa	Hleoheng	Councilor	M	57411709
5	Masekese	Taeli	Tsoili Tsoili	Councilor	F	57420319
6	Mampolokeng	Malieane	Manka	Councilor	F	57347307
7	Ramohapi	Ramosoeu	Hleoheng	Councilor	M	59660163
8	Mamtimculu	Nyamane	Hleoheng	Councilor	F	65003631
9	Noosi	Molelle	Tsoili Tsoili	Councilor	M	57132566
10	Tiisetso	Khabola	Tsoili Tsoili	Councilor	M	64046660
11	Malinkeng	Kolo	Tsoili Tsoili	Councilor	F	63807296
12	Matseliso	Motlokoa	Tsoili Tsoili	Councilor	F	59891037
13	Karabo	Lebakeng	Manka	Councilor	M	57618418
14	Mahlathene	Lempe	Tsoili Tsoili	Councilor	M	58788215
15	Malieketseng	Tsephe	Manka	Councilor	F	58564255
16	Mapulane	Mohale	Tsoili Tsoili	Councilor	F	57375084
17	Makhala	Ramantai	Manka	Councilor	F	59870395
18	Tlou	Tluo	Manka	Councilor	M	59847441
19	Mateka	Nkhabanyane	Manka	Councilor	M	50276491
20	Matsepo	Hloai	Tsoili Tsoili	Councilor	F	57296633
21	Mabafokeng	Matsela	Hleoheng	Councilor	F	57503608
22	Marethabile	Tsephe	Manka	Councillor	F	59816832
23	Manyefolo	Moipatlo	Manka	Councillor	F	58836117
24	Ramasimong	Thipane	Manka	Councillor	M	57908351
25	Mamojabeng	Sakachane	Tsoili Tsoili	Councillor	F	57846416
26	Matseliso	Lekhela	Tsoili Tsoili	Councillor	F	57155472
27	Tlaleng	Ramakhula	Tsoili Tsoili	Councillor	F	59029873
28	Lepoqo	Molapo	Tsoili Tsoili	Councillor	M	59112541
29	Tumelo	Khoboko	Manka	Councillor	M	58661176
30	Mampoetseng	Kalake	Tsoili Tsoili	Councillor	F	59188954
31	Monaheng	Tolo	Manka	Councillor	M	57223049
32	Seisa	Masiu	Tsoili Tsoili	Councillor	M	58400917
33	Mosiuoa	Moshoabathe	Manka	Councillor	M	59198794
34	Mapontso	Maketekete	Manka	Councillor	F	59777937
35	Lerole	Tlali	Hleoheng	Councillor	M	59740695
36	Malikeleli	Tsooana	Tsoili Tsoili	Councillor	F	59206417
37	Matomela	Mokhethi	Hleoheng	Councillor	M	59470043
38	Maliepollo	Makhetha	Hleoheng	Councillor	F	57302596
39	Leseli	Molapo	Hleoheng	Councillor	M	63730120
40	Maletsabisa	Molapo	Hleoheng	Councillor	F	59656524
41	Ben	Matasane	Hleoheng	Councillor	M	58441755
42	Matieho	Maseka	Hleoheng	Councillor	F	58740378
43	Malerole	Mosiuoa	Manka	Councillor	M	63994515
44	Mamontseng	Sello	Hleoheng	CCS	F	58795626
45	Pitso	Nkhekhe	Hleoheng	CA	M	

46	Ntsoaki	Pitso	Hleoheng	AC	F	63571988
47	Tiisetso	Litelu	Hleoheng	Councillor	M	
48	Rethaile	Matsau	Hleoheng	AO	F	
49	Qomo	Molapo	Hleoheng	Chief	M	
50	Ntolo	Lekau	GL	PO	F	22316755
51	Manteboheleng	Mabetha	GL	CM	F	62932306

GENDER DISAGGREGATION

Participants	Male	Female
51	24	27
100%	47%	53%