

CENTRES OF EXCELLENCE STAGES SEVEN AND EIGHT REPORT



Country: Lesotho

COE: Lilala Community Council

District: Maseru

Dates: 1st -2nd March 2016

Venue: Lilala council offices



Councilors during the stages 7&8 workshop at Lilala: Photo by Ntolo Lekau



MGYSR

TABLE OF CONTENTS	PAGES
Executive summary	3
Background information	3
Objectives	3
Process/activities	3-6
Outcomes	6
Conclusions	7
Annexes	8-11
➤ Annex A Programme	
➤ Annex B Participants list	
➤ Annex C Evaluation	

Executive summary

The report seeks to provide information on the workshop for Lilala council in Maseru district. The workshop was conducted from 1-2 March 2016 at Lilala council offices. 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 21 participants present at the workshop of which 12 were women and 9 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 the 1-2 March 2016, where the first day all the strategic communications modules in the CEO training manual were covered and on the last day the 50/50 campaigns were covered. The purpose of the workshop 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.



Cllr Sekhonyana Letsie stating some of the reasons women sources in media are scarce: Photo by Ntolo Lekau

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.

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 openly.

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



Cllr Mamoliehi Ponea says quotas deny women an opportunity to show their potential: Photo by Ntolo Lekau

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

1-2 MARCH 2016

LILALA COUNCIL

DAY/TIME	ACTIVITY	TIME	WHO
DAY ONE:			
8:00-8:30	Registration	30 min	Participants
8:45 – 9:00	Introductions and objectives - To provide background and agree on objectives for the workshop	15 min	GL

DAY/TIME	ACTIVITY	TIME	WHO
	<ul style="list-style-type: none"> - Expectations from participants - To develop guidelines of participation - Eyes and Ears 		
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
10:15 – 10:30	TEA		
10:30 -13:00	Political campaigns-Mock Interviews	2 hrs 30 min	Participants
13:00– 14:00	LUNCH	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
Participants List

	Name	Surname	Organization/Council	Designation	SEX (M/F)	Cell Phone
1	Mamoliehi	Mokotla	Lilala	Councilor	F	56598658
2	Lebohang	Apell	Lilala	Councilor	M	63255286
3	Mohapinyane	Tlali	Lilala	Councilor	M	58745486
4	Chatsa	Hlalele	Lilala	Councilor	M	59611411
5	Liau	Ntuta	Lilala	Councilor	M	58827556
6	Manthati	Mokokoane	Lilala	Councilor	F	63383536
7	Mamoliehi	Ponea	Lilala	Councilor	F	64048642
8	Lereng	Lefata	Lilala	Councilor	M	57238827
9	Sekhonyana	Letsie	Lilala	Councilor	M	58468592
10	Malisema	Moneri	Lilala	Councilor	F	63344930
11	Mankhabusi	Mphou	Lilala	Councilor	F	58786693
12	Mamakhele	Ramokete	Lilala	Councilor	F	59572104
13	Moeti	khojane	Lilala	Councilor	M	57115527
14	Malibuseng	Montoeli	Lilala	CA	F	58066780
15	Mathapelo	Lentoa	Lilala	Cleaner	F	57025511

16	Tsepiso	Mohajane	Lilala	CCS	F	62023654
17	Kananelo	Shea	Lilala	AAO	M	58973617
18	Mamolibeli	Ngakane	MGYSR	PDGO	F	58854132
19	Peter	Motsoahae	MGYSR	Driver	M	62787800
20	Manteboheleng	Mabetha	GL	C.M	F	58932306
21	Ntolo	Lekau	GL	P.O	F	63780628

GENDER DISAGGREGATION

Participants	Male	Female
21	9	12
100%	43%	57%