

## PROJECT SUMMARY

### I. The goals

- Engage candidates and parties with expert information on policy priorities ahead of the electoral campaigns.
- Promote campaign strategies based on clear and specific policy agenda, deliberation and two-ways communication between candidates and voters.

### II. Implementation

There were three steps

- A conference involving all candidates, policy experts, civil society organizations. There were five reports: Education, Health, Rural Infrastructure, corruption, youth employment.
- An experiment of campaign strategies based on town hall meetings with no cash distribution. Specifically, in collaboration with the 3 main candidates, we ran town hall meetings in 60 randomly selected villages where participants deliberated over the results of the conference and told us their own policy priorities. Other 90 villages that I had campaign rallies served as control. The meetings were conducted by teams of research assistants and campaign activists. We collected a wide range of demographic, social and electoral data. We also wrote reports of the meetings and on voters' demands to the candidates.
- A post election conference to discuss the results and the recommendations following the pre-election conferences and the campaign experiments.

### III. Results

- Using part of the data collected during the campaign on cash and gift to voters, we find that those who got cash from candidates would have voted the same way, if they have not received any money. We conclude that money has no effect on the vote
- Using the election returns and the post election survey, we have the experimental strategies generated higher turnout and vote for the candidate that the control strategies
- The experimental campaign based on town hall meetings was effective because they were informative and generated more voter enthusiasm.

#### IV. Lessons learned

- The post election conference was a huge success. Political candidates had real interest in learning from think tanks.
- The town hall meetings experiment was a positive experience. It taught us that need a two way communication between voters and candidates during electoral campaign. what works
- It is possible to imbed research in a real political campaign
- The pre-election campaign was not well attended and media coverage was not always competent and accurate. So needed to hold at least 3 months before the election and need to write memos to be used by journalists.