



ACTIVITY HIGHLIGHTS ON CVE ROADSHOWS

4 December 2023- The Zimbabwe Election Support Network (ZESN) organized, coordinated and convened two roadshows at Cowdray Park Terminus and at Efusini Shopping Centre in Makokoba, Bulawayo on 2 December 2023. The Civic and Voter Education (CVE) roadshows were organised to sensitize and encourage registered voters in the two constituencies to go and vote in peace on 9 December 2023. A call was made to the participants to cascade the peace message to other constituencies also scheduled to hold by-elections on 9 December.

The by-elections in Beitbridge West, Binga North, Bulawayo South, Cowdray Park, Lobengula-Magwegwe, Lupane East, Mabvuku-Tafara, Mpopoma-Mzilikazi and Nketa National Assembly Constituencies were necessitated by the recall of sitting parliamentary candidates from the CCC party.

The main objective of the roadshows was to sensitize the electorate to vote in peace in the upcoming by-elections. The roadshows employed an edutainment model that utilizes arts as a medium of mobilizing and disseminating relevant information for the electorate. The roadshows also sought to disseminate information on the requirements to vote. On both roadshows the Citizens Coalition for Change (CCC) and the Zimbabwe African National Union- Patriotic Front (ZANU-PF) campaign teams were visible on the ground.



ZEC Official administering voter education at the Cowdray Park Roadshow

Messaging for the roadshows was centered on mobilizing citizens to vote in peace. More emphasis was placed on the requirements for Biometric Voter registration. Youthful artists from Community Messengers kept the audience on their feet with spectacular dance moves blended with messaging on peaceful youthful participation ahead of the December 9 by-election. The main performance for the roadshows was “Godolude”.

The ZEC voter education outreach teams were part of the roadshows and addressed the audience as well as disseminated voter information on the voting day requirements as well as the voting areas. ZESN members from Media Monitors, Habakkuk Trust, Progressive Teachers Union of Zimbabwe (PTUZ), Zimbabwe Congress of Trade Unions (ZCTU), Student Christian Movement Zimbabwe (SCMZ) and National Youth Development Trust (NYDT) gave solidarity messages aimed at promoting peaceful participation in the upcoming by-elections. An estimated 990 residents participated at the Cowdray Park roadshow while 330 participated at the Makokoba roadshow.



Participants following proceedings at Efusini Roadshow

At each of these roadshows, ZESN distributed IEC materials which included branded wrappers, caps and t-shirts was distributed during quiz sessions. End//