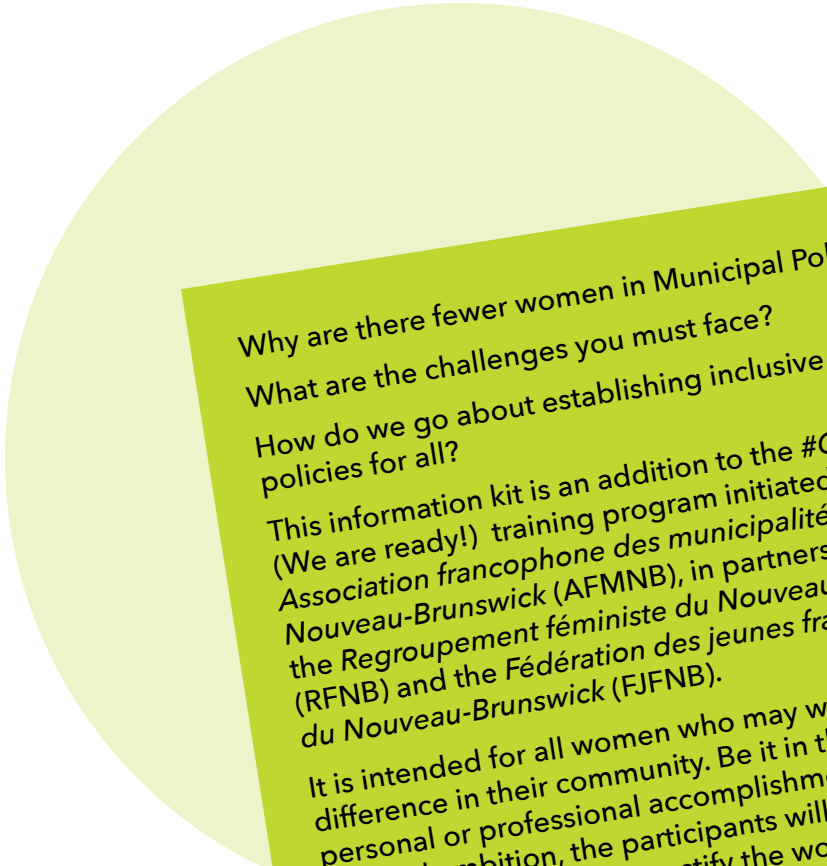


Information Kit

Inclusive Participation in Municipal Life

 #Onestprêtes!



Why are there fewer women in Municipal Politics?
What are the challenges you must face?
How do we go about establishing inclusive public policies for all?

This information kit is an addition to the #Onestprêtes! (We are ready!) training program initiated by the Association francophone des municipalités du Nouveau-Brunswick (AFMNB), in partnership with the Regroupement féministe du Nouveau-Brunswick (RFNB) and the Fédération des jeunes francophones du Nouveau-Brunswick (FJFNB).

It is intended for all women who may wish to make a difference in their community. Be it in the pursuit of personal or professional accomplishments, or through political ambition, the participants will benefit from workshops aimed at demystify the world of Municipal Politics in New Brunswick.

At the core of our initiative: encourage women to actively participate as a representative or a candidate within municipal politics.

Because, we are ready!



Financé par le
gouvernement
du Canada

Funded by the
Government
of Canada



Municipal Campaign Training

The Campaign training will provide an opportunity to:

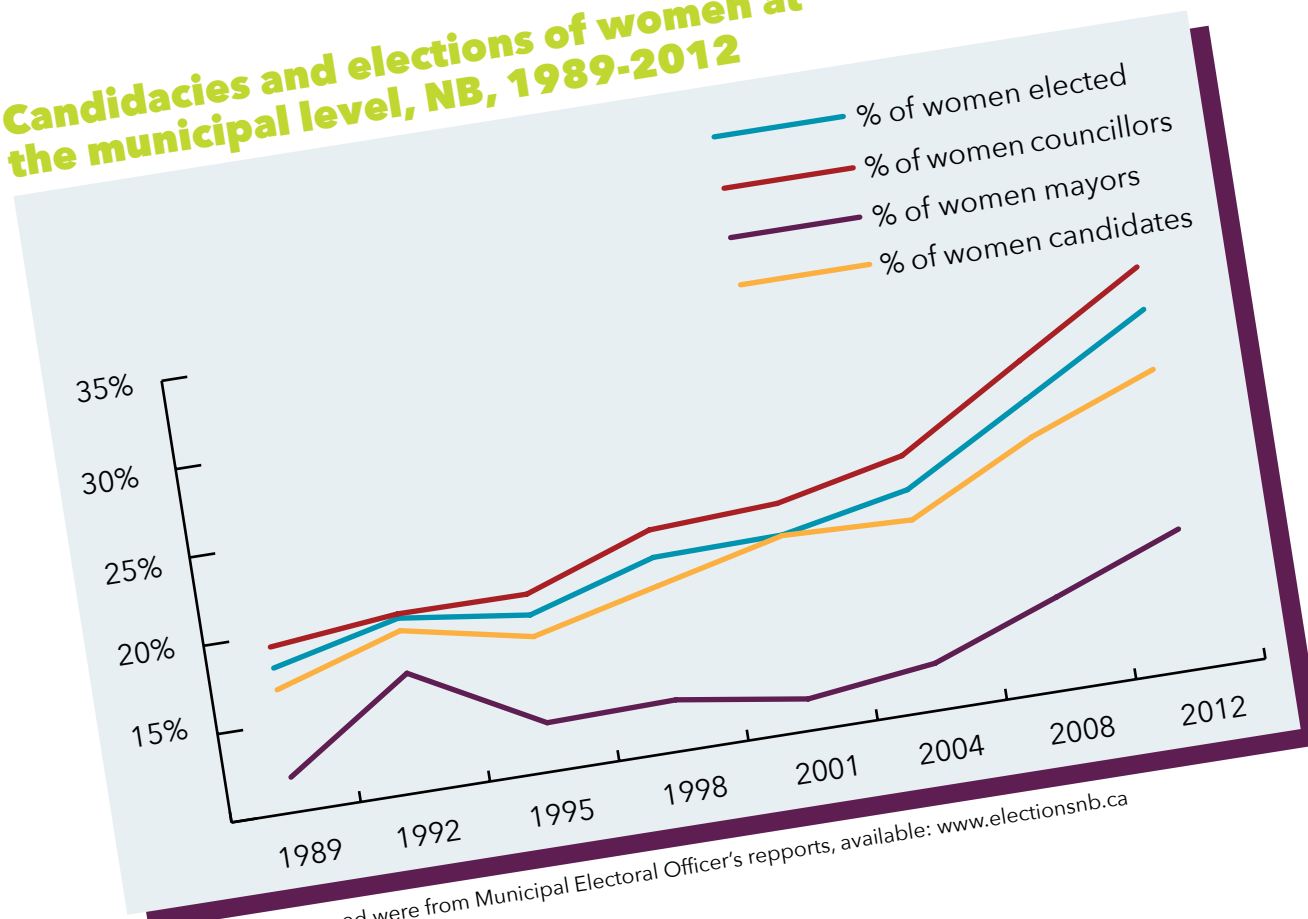
- Reflect on the importance of the participation of women in decision-making positions within the community
- Learn more about the role of municipalities
- Develop tools for managing an election campaign, including several suggestions for a campaign plan, fundraising, communication strategy, etc.
- Understand and overcome the challenges of the political involvement of women.

Current situation: We've come a long way!

Women are under-represented in decision-making positions. Thus, although they make up 52% of the population of Canada, women are present in a much lower percentage within municipal councils.

At the municipal level across the country in 2014, women occupied 28% of the positions on municipal councils, and 17% in positions of mayor. In New Brunswick, only 19% of mayors are women¹.

Candidacies and elections of women at the municipal level, NB, 1989-2012



Source: The data used were from Municipal Electoral Officer's reports, available: www.electionsnb.ca

¹ Federation of Canadian Municipalities, 2014 - Municipal Statistics, Data on elected representatives, disaggregated by sex.

Why more women?

- To consider different experiences and points of view

An efficient Municipal Council is a forum for exchanges where strategies, directions are decided upon, following a strong debate within which various points of view and ideas are presented by the participants. An increase in the number of women within Municipal Councils allows the contribution of more voices, varied opinions, as well as different approaches and solutions within the decision-making process.

- Diversify Knowledge and Relationships

In addition to their different experiences and points of view, women bring new knowledge and new contacts to a municipal council. Such relationships and contacts may be beneficial and improve partnerships.

- A Better Representation of the Population

Municipal councils accomplish their mandate to the benefit of their population and are responsible to such population. Women make up half of the population- thus the difficulty of representing the point of view of this population without the presence of women on the council.

Key to understand socialization

Many studies have shown a trend to the effect that the confidence level, as well as the political ambitions, have been shown to be less among women than among men, although women often have all of the experience and competence required for politics².

Women often need to ignore this type of social conditioning and believe in what they can bring to the political scene.

- Gender is tied to the idea of building feminine and masculine characteristics. We should try to dissipate any misunderstanding related to the disagreement between "Gender" and "sex".
- The emphasis must be placed on the history specific to each woman, **in an intersectional setting**, which encourages a more careful approach towards any abusive or quick generalization regarding the "women" group. Based on various social factors, women do not all have the same experiences or they do not experience them in the same way.
- Women are often presented as pragmatic, oriented towards concrete issues on education and childhood, and thus less concerned with technical municipal issues. They are then primarily assigned to those areas. Some see this as a confirmation of the specifics related to the fact they are women.

² Nova Scotia Advisory Council on the Status of Women, "A political guidebook: Votes for Women", online, <http://women.gov.ns.ca/leadership/votesforwomen>, 2014, 64p.

Municipal elections May 9, 2016

How to submit your candidacy?



MAKE THE DECISION

Confirm your interest and commitment

- Do I want to make a difference in my community?
- Do I want to get involved in the decision-making process in my community at the municipal level for a four-year term?

Verify if you are eligible!

- Am I 18 years old or more?
- Have I resided in the municipality for at least the last six months?
- Am I a Canadian citizen?
- I do not hold a position that could prevent me from being a candidate (Municipal employee, judge, member of the election staff)?

if so,
you are ready!



The role of an elected official

- To represent, while in the council, and not individually, the overall community and execute the powers of the municipality
- Develop and adopt policies and municipal orders
- Participate in Council meetings and Committee work on municipal projects
- Play a role in finances through municipal budget approval and local property tax rates

The role of municipalities

- Build and manage public spaces for activities, recreation and gatherings (parks, playgrounds, biking and walking trails, cultural centres, festivals, sports arenas, etc.)
- Build well-connected and viable communities from an economic and social standpoint, through transportation networks (roads, sidewalks, public transit, biking and walking trails, etc.) as well as events and services (Downtown revitalization agencies, support for community organizations, including public markets, Centres for victims of violence, recruiting and integrating newcomers, and much more!)
- Build sound and safe communities while providing community protection services, including policing and firefighting services, planning emergency measures, garbage collection, land planning, drinking water access, and street lighting.



BECOME A CANDIDATE

Present nomination papers

- Obtain the form from the Municipal Returning Office in your region or on the web site www.electionsnb.ca
- Fill out the form, including the signatures of at least ten voters from your municipality able to vote for you.
- Submit the nomination papers to the Municipal Returning Office in your area (address to be found on the web site www.electionsnb.ca) between **Monday, March 21 and Friday, April 8, at 2:00 p.m.**



MAKE YOUR CANDIDACY KNOWN

Develop a campaign plan

- Identify your campaign themes: Determine, understand, and focus on the challenges and opportunities within your municipality
- Assess your resources (time, funding, networks, etc.)
- Draw a plan for communicating your message, based on your resources, and convince people to vote for you.

The Campaign Plan

Message

IDENTIFY YOUR CAMPAIGN THEMES



What do you wish to bring to your community?

What are the issues, the challenges, and the opportunities for your municipality?

What would you like to do to face them or contribute to them?

Resources

ESTIMATE AVAILABLE RESOURCES

Time



Approximately how much time per week do I want to spend on my election campaign?

How many people (family, friends, neighbours, various networks, community groups, etc.) could support me by offering their time towards my campaign?

Money



How much money am I willing to personally invest in my campaign?

How much money do I want to solicit in donations or through funding events?

Advice and suggestions: A clear and realistic platform or message

Your message or platform may be influenced by a target electorate and should:

- Be clear and concise;
- Be aimed at your target electorate;
- Convey your major principles;
- Be aimed towards promises you can keep (Municipal council decisions have to get a majority approval- avoid making promises which are absolutely impossible to keep), and;
- Contain an unforgettable element.

Advice and suggestions: Build a solid team

Some of the tasks could be divided and pre-assigned to volunteers to enhance the campaign:

- Managing the campaign;
- Coordinating of volunteers;
- Responsibility for funding;
- Responsibility for communications.

This team may vary in accordance with the size of the municipality where you are running or the time to be invested in the campaign; one person may fill several roles, or some may not be necessary, depending on the magnitude of your campaign. Diversifying your team may allow to strengthen your support base and improve your understanding of the various perspectives on your municipality's issues.

Advice and suggestions: Planning your finances

An election campaign need not be very costly, yet a certain amount is required for funding. Asking someone else to look after that part of the campaign will allow you to give more time to the voters. That person could solicit potential donors on your behalf. In order to increase chances for contributions:

- Target people who are likely to donate;
- Introduce them to the candidate and to the projects or ideas which form the basis for the campaign;
- Explain to them how their funds will be utilized (posters, flyers, etc.);
- Do not hesitate to suggest a typical amount, while stating that any amount will be appreciated.

Some ideas for funding:

- Individual solicitation
- Donations in kind, rebates from businesses for campaign materials (paper for flyers, posters, etc.)
- Social funding on a web site such as <https://www.yoyomolo.com> or <https://www.indiegogo.com>
- Sale of tickets for a reception or a cocktail involving the candidate.

In New Brunswick, there is no limit for candidates' expenses for municipal elections, and there is no requirement to fill out a statement of donations received or spent. Donations are, however, not eligible for tax credits.

Spread the word!

IDENTIFY CAMPAIGN ACTIVITIES



Whom do you want to reach during your election campaign?

How will you convince the voters to vote for you?

Advice and suggestions: Make a plan

Based on the available resources for your campaign, draw up a plan and a schedule of events and communications which will allow you to broadcast your candidacy within the community and encourage people to vote for you.

Some ideas to get you better known:

- A press conference or press release announcing your candidacy and presenting your message and/or platform;
- Door to door canvassing;
- Solicitation by telephone;
- Participating in community events;
- Creating a promotional page or social media account (Facebook, Twitter, etc.);
- Flyers by mail;
- Posters on lots, along roads, on balconies or in windows, etc.;
- Debates or public discussion forums between candidates (Ex: Suggest to local community radios to hold interviews or debates with candidates)

Useful References

- Federation of Canadian Municipalities, *Municipal Elections in Canada. A Guide for Women Candidates* (available online): http://www.fcm.ca/Documents/tools/Women/Municipal_Elections_in_Canada_a_Guide_for_Women_Candidates_EN.pdf
- Advisory Council on the status of women in Nova Scotia, *A political Guidebook. Votes for Women* (available online): <http://women.gov.ns.ca/leadership/votesforwomen>

"Sometimes you have to lose before you win"

Even though your chances of winning are better if you work hard and are well prepared, you have to face the reality of losing your first campaign. In fact, some of the greatest politicians in history have one thing in common: they never gave up despite having lost. Perseverance is the greatest quality for political election candidates.

If your opponent is very popular, you may have to run a few times before winning a seat. Losing an election can be very disappointing, particularly if you have given everything you had. Learning from your first experience will increase your chances of winning next time. (Excerpt from: <http://www.ns-municipal-elections.ca/fr/how-to-organize-an-election-campaign.html>)

Where to go next

On the Involvement of Women in Municipal Politics

- Federation of Canadian Municipalities (2015). *Removing the Barriers to Young Women's Participation in Local Government*. Online. http://www.fcm.ca/Documents/tools/Women/Protege/Participant_Guide_EN.pdf
- Federation of Canadian Municipalities (2010). *Women in Local Government. Getting to 30%: Lessons Learned*. Online. http://www.fcm.ca/Documents/reports/Women/FCM_Getting_to_30_percent_Lessons_Learned_EN.pdf
- Federation of Canadian Municipalities. *Election Toolkit for Women. The Candidate's Guide to Municipal Elections*. Online. http://www.fcm.ca/Documents/tools/Women/Election_Toolkit_for_Women_The_Candidates_Guide_to_Municipal_Elections_EN.pdf
- Nova Scotia Advisory Council on the Status of Women (2014). *A political Guidebook. Votes for Women*. Online, http://women.gov.ns.ca/sites/default/files/documents/Votes%20for%20Women_Guidebook_WEB.pdf

On Municipal Politics and Gender

- ARLANDIS, F., (2012). *La rue, fief des mâles*, In *Le Monde Culture et idées*.
- BULOT, CH. & POGGI, D., (2004). *Droit de Cité pour les femmes*, éditions de l'Atelier, Paris.
- CHAUMONT, Laura Chaumont et ZEILINGER, Irene. «Espace public, genre et sentiment d'insécurité» En ligne, <http://www.garance.be/docs/12EspacepublicgenreFR.pdf>
- COLLIN, M., (2012) *Pour que mobilité rime avec égalité. Conférence de presse du Conseil wallon de l'égalité entre hommes et femmes*. Texte disponible en ligne sur www.cesw.be, onglet «conseils spécialisés»/CWEHF.
- DENEFLÉ, S. (dir.), (2008) *Utopies féministes et expérimentations urbaines*, Presses universitaires de Rennes.

- Federation of Canadian Municipalities (2004). *A City Tailored to Women. The Role of Municipal Governments in Achieving Gender Equality*. Online. http://www.fcm.ca/Documents/reports/Women/_City_Tailored_to_Women_The_Role_of_Municipal_Governments_in_Achieving_Gender_Equality_EN.pdf
- LIBER, M., (2007). "Feeling unsafe in public places : understanding women's fears", *Revue française de sociologie*, vol. 48, supplément, 101-128. (avec Condon S. et Maillochon F.)
- MUENCHENDE. "Official website for the city of Munich", Online, <http://www.muenchen.de/int/en.html>.
- POGGI, D., (2011). *Des femmes plus visibles dans une ville plus sûre*, In *Territoires*, Vol.5, No.14.
- TREMBLAY, M., (2015), *100 questions sur les femmes et la politique*, Les éditions du remue-ménage.

On Intersectionality

- Bilge S. (2010) "Recent Feminist Outlooks on Intersectionality", *Diogenes: Revue internationale des sciences humaines* (225)
- CHEKKAT, R. (2015). Ce que le mot «Racisé-E» exprime et ce qu'il masque. [En ligne] <http://www.etatdexception.net/ce-que-le-mot-racise-e-exprime-et-ce-quil-masque/> (Page consultée le 24 novembre 2015).
- Regroupement féministe du Nouveau-Brunswick (2011). Tenir compte des impacts des budgets provinciaux sur la population : pourquoi utiliser une analyse inclusive selon le genre dans le processus budgétaire. [En ligne] http://rfnb.ca/images/PDF/Analyse_inclusive_selon_le_genre.pdf



 #Onestprêtes!