REINFORCING CREDIBILITY AND ACCEPTANCE OF ELECTORAL PROCESSES
The Role of Electoral Stakeholders and Electoral Administrations

Effective Communication as a Means to Prevent and Contain Electoral Conflicts: Transparency and Full Disclosure as Guiding Principles

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• High tension is natural to democratic transitions.
• Electoral institutions prevent, contain and solve conflicts.
• The Electoral Tribunal of the Federal Judiciary of Mexico is the highest jurisdictional authority in the field.
Transparency, trust and democratic legitimacy are intertwined concepts.

The adoption of adequate transparency and full disclosure policies is instrumental to social control by citizens:

- The agenda of Justices of the Electoral Tribunal is public.
- There is a public log of Official Commissions, updated after each mission is completed.
- All sessions are broadcasted live online and on the Judicial Channel.
- The institutional website includes statistics, jurisprudence and resolutions (published 24 hours after their adoption).
• The winner of the 2006 Mexican Presidential Election (Felipe Calderón – PAN) received less than 1% more votes than the runner up (Andrés Manuel López Obrador – PRD).

• The election was ran by citizens and political parties had representatives at polling stations. However, López Obrador contested the election.

• The election was declared valid.
The following year, on the grounds to the right to access to information, a journalist demanded physical access to the ballots to the Mexican EMB.

- The Electoral Tribunal’s final decision argued:
  - That the electoral system is public and transparent.
  - Results are public.
  - Access to information is guaranteed throughout the process.

- All national and international instances agreed with the Electoral Tribunal’s decision.
Effective Judicial Communication
Enhancing Trust in Difficult Cases: the 2012 Election (1)

• The 2012 election: new rules, high citizen participation for Mexican standards (62%).
• Anticipation: institutional readiness and coordinated action.
• In order to avoid speculation:
  – A Qualifying Commission was created.
  – Academic Activities and Communication Dissemination Strategy.
Effective Judicial Communication
Enhancing Trust in Difficult Cases: the 2012 Election (2)

• The Qualifying Commission:
  – Used Social Media and a dedicated website to present detailed and timely information.
  – Continuous interaction with parties and the media.
  – Petitions by parties were solved and their resolution broadcasted.

• Learning from previous experiences helped to communicate effectively and implement a robust transparency policy.

• These were effective tools in the prevention and contention of electoral conflict.
Thank you!

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