



Project: Belize's Public Awareness and Preparedness Campaign on the Question of Referring Guatemala's Claim to the ICJ 00109852

Highlights of project

The Project outcomes:

- (1) Provide the people of Belize with greater access to objective information and discussion on the Referendum.
- (2) Improve the state's capacity to undertake an effective nationwide Referendum on the issue of whether to submit the border dispute with Guatemala to the International Court of Justice.

Output 1: Support the design and implementation of the national strategic communication plan to promote peaceful means of addressing the long-standing border dispute between Belize and Guatemala.

Activities - Output 1:

- (i) Contribute to the design and roll-out of targeted strategic communication messages. This includes dissemination of experiences and information through the involvement of international experts, public figures, and representatives of civil society organizations; with events organized in part by representatives of various stakeholder groups. Actions are expected to also engage Belizeans to express and discuss their viewpoints in relation to the Referendum.
- (ii) TV and radio campaigns, undertaken to reach the widest population and remote rural communities.

Expected Results - Output 1:

- a) Youth Campaign using social media to appeal to the younger voting population and encourage their participation in the process which is supported by media, tertiary institutions etc.
- b) The implementation of various communications platforms such as debates and panel discussion to allow sharing of evidence-based viewpoints, narratives featuring various opinions and positions regarding the Referendum, thus enabling the voting public to make informed choices.
- c) Training for media and CSOs to ensure transparency and accountability of processes, supporting the communication of information and providing for impartial coverage of the referendum process.
- d) Exchange with other countries to learn from their recent referendum experience.

Output 2: Support for improved voter registry and re-registration system in Belize.

The promotion of civil and political rights of those qualified to vote in Belizean elections through technical support in the implementation of an education and outreach campaign focused on increasing voter re-registration rates, particularly among underserved and dispersed rural populations (including women and youth). This constitutes an integral component of broader national efforts to update the voter registry.

Expected Results: Cost-effective and inclusive voter re-registration education campaign.

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