

3. MESSAGE TO THE SECURITY, POLICE & DEFENCE

A message to the police and the army at the time of elections, it is even more important than ever that our safety and security services should:

- Continue to uphold law and order, in a manner that is fair to all, in line with the Constitution and rule of law.
- Provide comprehensive safety and security for all citizens.

4. A MESSAGE TO THE MEDIA

Citizens rely on the media for much of their information on political parties and election progress. Therefore, it is important that the media:

- Cover all stories of local and national election importance.
- Cover all sides of the election stories in a manner that is responsible and truthful.

5. A MESSAGE TO THE IEC

As the body that has been charged with administering the election process in South Africa, it is crucial that the Independent Electoral Commission always acts with the highest level of honesty, integrity, independence and impartiality.

This means the IEC must always:

- Ensure the integrity of the election process and do everything in its power to assure South Africans of free and fair elections.
- Ensure its staff are politically neutral and help all voters in a fair and unbiased manner. They must also avoid any actions that could make the IEC appear biased in any way.
- Reach out to all citizens – especially first-time voters.
- Ensure ease of voting in all areas.
- Ensure all its employees are always competent and act in line with their Code of Ethical Conduct at all times.

6. A MESSAGE TO INDEPENDENT OBSERVERS

Independent observers keep a record of successes and challenges during an election. This helps us to make sure that the current and future elections are free and fair.

For the sake of accountability, it is important that independent observers (including foreign independent observers):

- Observe the election process objectively.
- Compile reports which help identify best practice and lessons learned.
- Always act with absolute neutrality with no goal other than to support the democratic process.

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GET IN TOUCH

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Moral Regeneration Movement

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Charter of Election Ethics

National Elections



2024

Act Ethically
Vote Responsibly





PREAMBLE

Since becoming a democracy, we have achieved great successes: political stability, economic resilience and massive improvements in the quality of life. We have also experienced serious challenges. Issues like corruption, poor service delivery, unemployment and poverty for the majority of people continue to challenge our progress.

The 1994 election was aptly described as heroic victory. It was the culmination of a prolonged struggle for freedom, spanning over 350 years. People have described it as a watershed election because it was a dramatic break with an inhuman past. Its outcome was nonetheless predictable. The people of South Africa won overwhelmingly.

It was supported in the main by antiapartheid organisation. This time around we face a different watershed election. All we know is that its outcome is unpredictable. For the first time in 30 years, South Africa will have a large cohort of post 1994 first time voters. A mushrooming of political parties and independent candidates will become a common feature. The 2024 election is more than a political contestation.

It is a moral challenge. Through all of this, we have learnt many lessons. One is that in order to realise our collective dream as a nation, government, political parties, independent candidates, business and civic organisations must all work together. We are confident that as in the past, the IEC will deliver a free, fair and credible election.

God bless Africa

WHEN WE VOTE

- We honour and remember the sacrifices made for our freedom.
- We claim that freedom for ourselves.
- We make sure that our struggle was not for nothing.
- We shape our own future.

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THE VALUE OF ETHICAL ELECTIONS

Voting is the most direct way you, as a citizen, can influence the way your municipality is run. So, choose a political party or leader who wants the same for your community as you do. It can make a difference to so many people's lives. That is why it is the moral obligation of every citizen to vote.

WHAT DOES IT MEAN TO VOTE?

For our votes to hold their true worth, it is important that the voting process is ethical. Therefore, all election processes should always protect the values and principles that support and grow our country, and strengthen our democracy.

WHAT MAKES AN ELECTION ETHICAL?

An ethical election is based on the following principles: Acceptance of others: We need to respect our differences and act with tolerance, wisdom, understanding and maturity. Neutrality towards parties: Those who run the election process must not choose sides or favour any political parties.

Responsibility to duty: Everyone has a part to play in our democracy, no matter how small. Voters have a responsibility to their fellow South Africans to vote and make wise choices, while organisers need to carry out their duties well effectively and efficiently.

Accountability to the people: All who take part in an election must always act for the common good of all.

Freedom for everyone to vote as they choose: No one should ever try to pressure, manipulate or intimidate anyone into voting a certain way. In particular, religious, racial and tribal fears should never be used to influence anyone's vote. Most importantly, violence of any form (physical, verbal or emotional) is unacceptable under any circumstances.

Political campaigning promotes tolerance and integrity: The laws and rules that affect elections and related activities (such as campaigning and campaign funding) must be obeyed.
The voting system is trusted: Every aspect of the election process must be managed in a competent and transparent manner. Respect for the election outcome:
People should remain involved with their local governments, even if the party for which they voted does not win. Playing our part in ethical elections different role-players in elections have very specific duties and responsibilities. Together, they help to ensure that the election results express the voice of the people.

1. A MESSAGE TO THE NATION
(VOTERS, INCLUDING FIRST-TIME VOTERS)



It is one of the basic rights of every South African of voting age to be able to vote. As voters we need to think about the impact of our vote and vote responsibly. Every vote counts and every vote shapes the future of the country and our municipalities. The difference of a single vote can change the fortunes of a country.

This is why it is vitally important that:

- You use your right to vote
- We all work together to help make the election process free and fair.

2. MESSAGE TO POLITICAL PARTIES & INDEPENDENT CANDIDATES

Political parties must always strive to elect candidates who are ethical, principled, and competent. Most importantly, political candidates should always aim to serve their communities and the country before their party or themselves:

- Political campaigning should always be done with honesty and integrity. Campaigners should take care not to lie to voters or mislead them in any way.
- Parties and candidates have a responsibility to promote tolerance through their words, actions, and the tone of their language. There can be no room for violence or intimidation. Religious, racial, or tribal fears should never be used as any part of a campaign strategy and approach.
- Parties and candidates should avoid practices that could be seen as 'buying votes'.
- Tax-payers' money should never be used to fund the election campaigns of political parties.