


Mongolia's experience: Increasing Women's Visibility Using Internet and Social Media

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Starting point:

- ▶ By late 2010, there was no women MP from the Democratic Party in the Mongolian Parliament;
 - ▶ Election law didn't have women's quota;
 - ▶ Women never chaired the province or city Democratic Party committees;
 - ▶ Democratic Women's Union (DWU) didn't work closely with the women from other parties;
 - ▶ Newly elected leadership of DWU promised to bring women in the Parliament by mid 2012.
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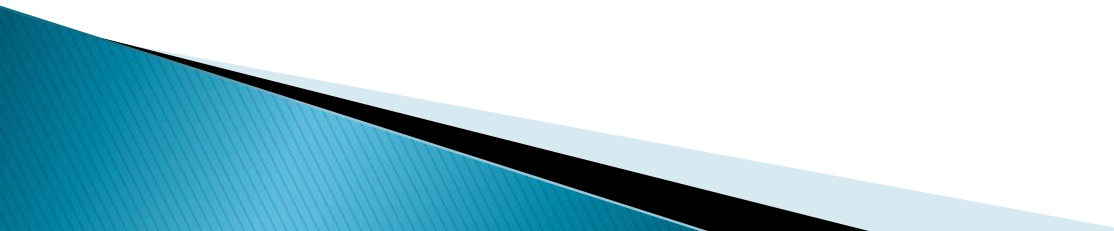
Step 1 -- COLLABORATION

- ▶ DWU started actively working with the women's organizations of other political parties, especially with its No.1 competitor, Women's Organization of Mongolian People's Party. Jointly, the Party women's organizations of DP, MPP and Civil Will Party, signed a Memo to collaborate;
- ▶ Women of 3 political parties together lobbied donors to support political party women's organizations in a nationwide campaign to support women in politics;
- ▶ The new campaign office was set up at the National Gender Equality Committee and it hired a PR adviser with support of UNDP.
- ▶ The new campaign was named 'WOMEN CAN'.
- ▶ The one-year Campaign 'WOMEN CAN' officially launched on March 8, 2011 so that by the March of 2012 (i.e. 2 months before election campaign) women could see measurable changes in the voters' attitude toward women candidates.

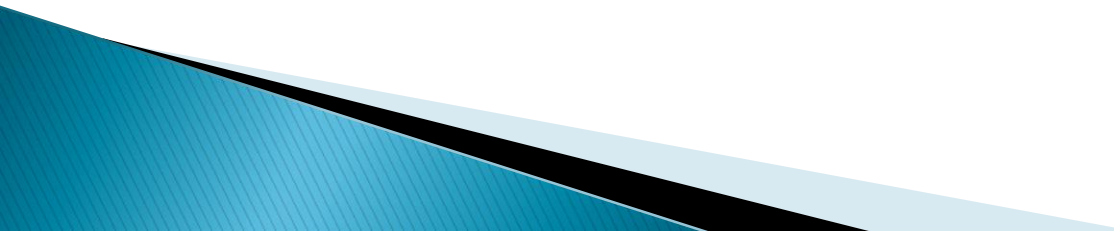
Step 2– KNOWING WHERE WE ARE

- ▶ DWU organized a series of small-size, inexpensive trainings focused on women's visibility. As DWU itself didn't have financial resources, the trainings had to be affordable for the attendees, and easy to organize.
- ▶ Each time 10–15 women were invited, each participant paid 5 to 20 dollars for a training depending on the length of the training;
- ▶ Topics of the training were very specific. For example, one strong impact training was "Finding Yourself Online". Participants were asked to google themselves, and find themselves on the pages of "Google Image", Facebook, and Twitter;
- ▶ After several trainings, trainees easily agreed that most of women politicians were NOT VISIBLE online, while their male counterparts were SO MUCH MORE VISIBLE.
- ▶ Seeing and realizing that women were not visible was a revelation for many. We announced a friendly competition to become visible to each other, to our rivals, to our supporters and most importantly to our voters.


Step 3. MAKING SMALL RULES

- ▶ DWU members created a series of small rules to encourage each other to be visible.
 - ▶ First rule was not to use offensive words when one see each other 'online'. Being suddenly visible is sensitive, and women need encouragement and self confidence in the earlier stages.
 - ▶ Another good rule was to “show up” online together whenever we can.
 - ▶ When a woman knows that her sisters won't criticize her, she gets more confidence to be more visible.
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Step 4. 'Women Can' Campaign

- ▶ “Women Can” campaign gave women many platforms for women to speak, interview and have public meetings.
 - ▶ In all those campaign meetings, multiple party member women participated.
 - ▶ TV appearances, public speaking, writing, photographing experiences were offered.
 - ▶ DWU trained its members for those appearances and had a series of trainings on public speaking, TV and Photo appearances.
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Step 5. Working with Women Media Leaders

- ▶ One key support for Mongolian women politicians came from the media. Namely, from a newly established “Diamond Club”. DC was 5 women editors-in-chief. Their newspapers along with other six newspapers announced that they would support women candidates in 2012 election.
 - ▶ The Diamond Club support opened a wide new platform for women’s voices. They also needed to have up-to-date content on women. In this case, only the women who were already prepared, and who were already “visible online” took the best advantage of the new opportunities.
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Results of the “Women Can”.

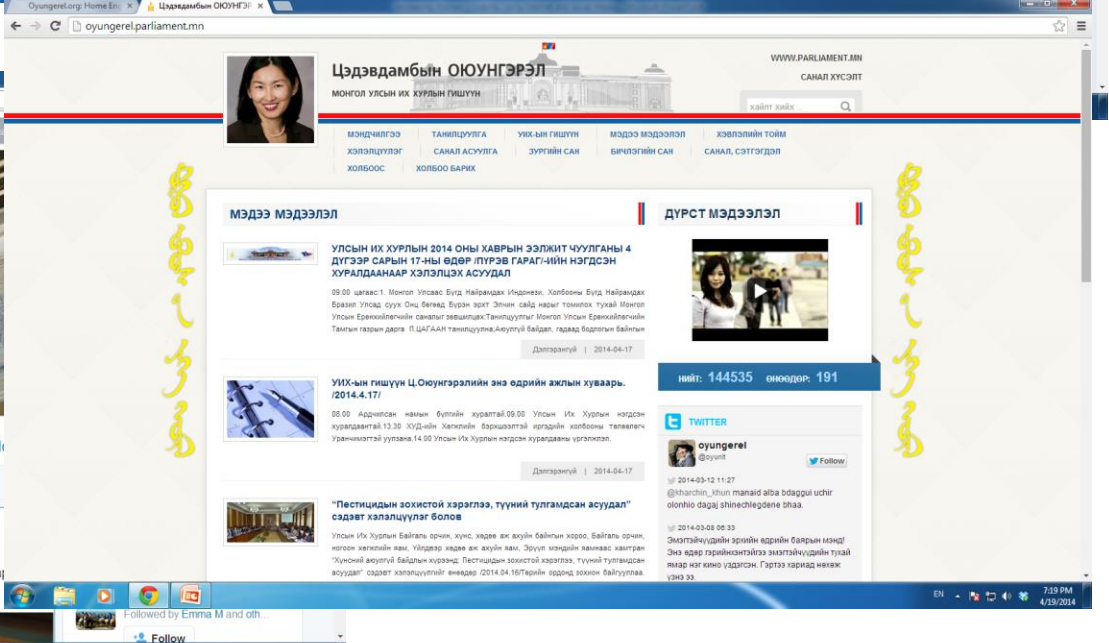
- ▶ By late 2011, the Mongolian parliament adopted a law requiring 20% women’s quota in the party candidates’ list.
 - ▶ By late April 2012, most popular political polls showed that the 78% of Ulaanbaatar voters and 48% of province voters would consider voting for women.
 - ▶ By mid May 2012, DWU lobbied to place more women candidates from the Democratic Party in Ulaanbaatar.
 - ▶ As the result of the 2012 election, Democratic Party increased women MPs from zero to six. The parliament of Mongolia from three to eleven. Three Ministers are women.
 - ▶ In two provinces, women got elected as the Province Party Chair;
 - ▶ General Secretary of the Democratic Party is woman since 2012.
 - ▶ More women are getting higher positions since 2012.
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How to find Mongolian women MPs?

Please Google Image or Google Search using the following key words:

- ▶ Oyungerel Tsedevdamba; Ц.Оюунгэрэл;
- ▶ Odontuya Saldan; С.Одонтуяа;
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Thank you for your attention

