



Joint Press Release

GECOM and UNDP Host Strategic Communications Workshop to Strengthen Electoral Integrity

26th June, 2025 GEORGETOWN – The Guyana Elections Commission (GECOM), in collaboration with the United Nations Development Programme (UNDP) in Guyana through a strategic and valuable contribution from the Government of the United Kingdom (UK), successfully hosted a one-day workshop on 'Strengthening Communication Strategies for Electoral Integrity' at the United Nations House in Georgetown.

This initiative reflects the shared commitment of GECOM, UNDP and the UK in fostering transparent, inclusive, and credible electoral processes. The workshop was designed to enhance GECOM's strategic communication capacity in the lead-up to the 2025 election with a focus on enhancing participants' understanding of effective civic and voter education strategies; build capacity in anticipating information needs and maintaining proactive media relations; and to strengthen institutional readiness for crisis communication.

Importantly, the workshop also served as a platform to align efforts toward a unified vision of informed civic participation and institutional resilience and demonstrated the importance of proactive, timely, and accurate public engagement as essentials to building trust in democratic systems—particularly in an era of rapid information flows and increasing disinformation.

Throughout the highly interactive sessions, scenario-based exercises and peer learning activities designed to equip participants with practical tools and frameworks for effective public engagement were employed. This resulted in the development of a unified GECOM-branded identity for the 2025 elections, along with strategies to reach diverse groups of electors including youth, first-time voters, women, persons with disabilities, and marginalized communities among others.

The workshop concluded with a renewed commitment from both GECOM and UNDP to continue building institutional capacity for strategic communications and to foster inclusive, informed, and peaceful electoral participation.
