



## Voters' Compass Project

As Ghana prepares for presidential and parliamentary elections in December 2024, initiatives that bolster democratic processes and empower citizens with comprehensive information to make informed voting choices are crucial. Meanwhile, the evolution of digital and social media has exacerbated the spread of dis-/misinformation and biased political reporting. As a result, electorates potentially face challenges in discerning accurate information from false information, hindering their ability to make informed voting decisions.

In response to this, Penplusbytes, through its African Elections Project, is implementing the Voters' Compass project in collaboration with VoteSwiper e.V., a German-based civic tech organization. Supported with German Federal Foreign Office's funds by ifa (Institut für Auslandsbeziehungen), zivik Funding Programme, the project seeks to empower Ghanaians to form objective voting choices in the 2024 national elections, and provide verified information about political party promises, candidate profiles, and election procedures.

At its core, the Voters' Compass project provides a user-friendly, dynamic online platform designed to empower citizens with a deeper understanding of political party manifestos and issues at stake. The platform offers a Tinder-style interface integrated with the VoteSwiper tool, enabling users to respond to political questions with a simple 'Yes' or 'No' swipe. This functionality would enable electorates to align their ideologies and aspirations with party promises, thereby allowing them to make well-informed decisions and hold elected officials accountable after the elections.

### The objectives of the Voters' Compass project are to:

- Increase citizens' awareness of promises contained in political party manifestoes.
- Boost citizens' objective participation in the political process.
- Reduce biases and the spread of electoral mis/disinformation.
- Reduce voter apathy in the electoral process.
- Improve accountability of political party office holders.
- Foster transparency in the election process.