

Good Practices for Raising Awareness about Voter Registration

Context

The last municipal elections in Luxembourg took place in June 2023, and the next ones will be held in 2029. This “between-elections” period is often marked by a low level of public and political attention to the issue of registering foreign residents.

Yet, it is essential to maintain ongoing awareness in order to:

- Prepare the ground for future registration campaigns.
- Strengthen the sense of belonging and local citizenship.
- Avoid a late communication which limits registrations.

This document presents simple and low-cost measures to keep the topic visible.

1. Online visibility and digital communication

- Dedicated space on the municipal website:
 - Create a clear section “Voter Registration” on the homepage.
 - Translate the information into the main language spoken languages in the municipality (FR, DE, EN, PT, etc.).
 - Regularly update the content, including outside electoral periods (FAQ, explanatory videos).
- Regular communication:
 - Publish a reminder in municipal newsletters at least once a year.
 - Use the municipality’s social media accounts to highlight eligibility criteria.

2. Awareness rising during newcomer reception

- Train municipal employees to systematically mention the voting rights of foreign residents when registering a new household.
- Distribute a multilingual flyer or QR code leading to [MyGuichet.lu](https://myguichet.lu) registration page.
- Include a short presentation on voting rights at welcome meetings for new residents and other community encounters.

3. Information at municipal events

- Take advantage of local festivals, association forums, and other events to:

- Set up an information booth on voting rights and registration.
 - Provide on-site registration facilities (tablet, kiosk, or administrative assistance).
- Collaborate with local associations.

4. Accessible and visible information materials

- Place posters or flyers in strategic locations:
 - Municipal buildings, libraries, schools, childcare centers.
 - Local shops, cultural centers, sports clubs.
- Ensure materials are clear, visual, and multilingual.
- Use digital formats (short videos, infographics) to reach a younger audience.

5. Annual awareness plan

- - Establish a calendar of recurring actions:
 - An official reminder each year (e.g., around the International Day of Democracy → September 15).
 - An annual progress update in the municipal committee on intercultural living together to adjust actions.
 - Statistical monitoring: number of new registrations, trends over time.

6. Role of the municipal committee on intercultural living together

- Act as a driving force with the municipal council to keep the topic on the political agenda.
- Involve associations and community leaders as information relays and multipliers.

Keys to success

- Regularity
- Visibility
- Multilingual communication
- Proximity to residents

By acting now and throughout the year, the municipality will be better prepared to maximize participation in 2029.

Practical Guide for CCVEI: Planning a Project from A to Z

This document suggests a step-by-step approach to help the Municipal Committees on Intercultural Living Together (CCVEI) design, plan, and implement a project or local action.

1. Project / Action Title

Give your project a clear, simple, and meaningful name.

The title should be understandable for everyone. It can be descriptive (“Café of Cultures”) or catchy (“Together, We Vote!”).

A good title sparks curiosity and immediately conveys the idea of the project.

2. Why this project? Objectives

Define the need that the project addresses. What is the issue or starting situation? (e.g., low participation of non-Luxembourgish residents in elections, lack of opportunities for residents to meet).

What are the concrete objectives you are aiming for? (e.g. inform, raise awareness, create connections, encourage participation). This step gives meaning to the project and ensures its coherence.

3. References

Connect the project to existing frameworks to legitimize it.

- Committee’s mission: How does this project match your remit?
- Aldermen’s declaration: Does the project align with the priorities set by the municipality?
- Local demographic reality: Which data (statistics, identified needs, testimonies) demonstrate the relevance of the action? These references strengthen the credibility of the project with municipal leaders and partners.

4. Target Audiences

Clearly identify who will benefit from the project.

Who do you want to reach first? (e.g. non-Luxembourgish residents not registered on the electoral lists, youth, families, seniors, local associations).

Also think about “multipliers” (people or groups who will help spread the message, e.g., associations, teachers, community leaders).

The better your audience is defined, the more effective your communication actions will be.

5. Resources and Budget

List the resources needed to carry out the project.

- Human resources: volunteers, municipal staff, partner associations.
- Material resources: venue, audiovisual equipment, printing, communication materials.
- Budget: estimated costs and funding sources (municipality, grants, partnerships, sponsorship).

It is better to start with a modest but realistic budget than to over-plan and fail to implement it.

6. Collaborations

Identify partners with whom to cooperate to strengthen the project.

- Internal: municipal services (communication, youth, culture...)
- External: associations, schools, childcare facilities, sports clubs, religious communities, NGOs, neighboring municipalities...

Collaborations increase the project's reach, share costs, and reinforce the legitimacy of the action.

7. Potential Obstacles

Anticipate possible difficulties to better overcome them.

- Low public participation.
- Financial constraints.
- Coordination difficulties between partners.
- Lack of volunteer availability.

Plan solutions or backup plans in advance (e.g., use digital channels if in-person participation is low).

8. Evaluation

Plan how to measure the success of the project.

- Quantitative: number of participants, number of registrations on the lists, distribution of flyers...
- • Qualitative: participant satisfaction, media coverage, testimonials.
- Write a short summary report at the end and share it with the commission and the aldermen's council.

Evaluation allows you to learn from experience and improve future projects.