



## 70 Ecuadorian Women Candidates Complete Preparation Course for the 2025 General Elections

- *Participants gained strategic tools to address the specific challenges of electoral campaigns.*
- *The "Course for Women Electoral Candidates" by CIM/OAS has trained over 2,000 women in 12 Latin American countries since 2018.*

**Quito, Ecuador, December 4, 2024.** Seventy women aspiring to become assembly members and Andean parliamentarians in Ecuador completed the "Course for Women Electoral Candidates: Matilde Hidalgo Navarro Edition" this Wednesday, a training program designed to strengthen their political leadership skills ahead of the 2025 General Elections.

Held from December 2 to 4 in Quito, the course was organized by the Inter-American Commission of Women (CIM) and the School of Governance in partnership with the National Electoral Council (CNE), the Ministry of Women and Human Rights of Ecuador, and supported by France. This edition focused on providing tools for building effective campaigns, strategic communication, and combating gender discrimination in politics.

Over three days, participants attended in-person sessions addressing the specific challenges women face during electoral campaigns. The modules included political communication, social media strategies, digital security, electoral legislation, and gender-focused financing, among other current topics.

The program also aimed to empower participants to confront violence and inspire them to transform national politics through disruptive leadership that fosters a more equitable, representative, and inclusive democracy.

The opening ceremony on Monday featured the presence of Diana Atamaint, President of the CNE; Ivonne Coloma, President of the Electoral Dispute Tribunal; Njurka Palacio, Minister of Women of Panama and President of CIM/OAS; Alejandra Mora Mora, Executive Secretary of CIM/OAS; María Luisa Morales, Undersecretary for the Prevention and Eradication of Violence against Women, Girls, Boys, and Adolescents in Ecuador; Gina Ochoa, Representative of the OAS General Secretariat in Ecuador; and Philippe Letrilliart, Ambassador of the French Republic to Ecuador.

The documentary "Breaking the Mold: Women's Political Leadership in the Americas" was screened as a side event of the course. This set the stage for a dialogue with Nina Pacari, the first

Indigenous woman to hold high-ranking positions such as Minister of Foreign Affairs and Judge of the Constitutional Court in Ecuador. Pacari's testimony encouraged participants to overcome cultural and social barriers on their path to political representation.

Since 2018, CIM's "Course for Women Electoral Candidates" has trained more than 2,000 women across 12 Latin American countries, becoming a regional benchmark for women's leadership training. The recently concluded course—the third held in Ecuador—paid tribute to Matilde Hidalgo Navarro, the first woman to exercise her right to vote in Ecuador and Latin America.

## **\*INFORMATION FOR JOURNALISTS**

### **About CIM/OAS**

The Inter-American Commission of Women (CIM) of the Organization of American States (OAS) is the primary hemispheric forum dedicated to promoting and protecting women's human rights and gender equality. Founded in 1928, CIM has been a pioneer in identifying barriers women face in social, economic, and political spheres and formulating policies and programs to overcome these barriers. CIM works in collaboration with OAS member states, civil society organizations, and other key actors to advance the gender equality agenda in the Americas.

**Press Contact:** Alexander Rivera: [arivera@oas.org](mailto:arivera@oas.org) / Gina Labanca: [glabanca@oas.org](mailto:glabanca@oas.org)