

Recruiting women into politics and then making them stay

Sofia Arkelsten

Democracy in danger

A brief summary



CHAPTER 1: THE STRATEGIC IMPORTANCE OF RECRUITING WOMEN INTO POLITICS

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THE STRATEGIC IMPORTANCE OF RECRUITING WOMEN INTO POLITICS

Everything is changing in these times of political unrest. Our common democratic values are being challenged and we can see a sharp rise of populist parties around the world. Membership rates of political parties have dropped, yet citizen's expectations for professional politicians are on the rise. The political parties will need to work more with strategic recruitment to survive. That includes recruiting women to politics and then make them stay.

Being involved in politics is a privilege. To be elected into office is an honour. Those are the basics. But why is it of strategic importance for the political parties all around the world to attract, recruit, and also keep more women engaged? There may be something to learn from Sweden, but even the Nordic countries are struggling with this to some extent.

The political impact of gender diversity

More diversity in the legislative process creates better policy. But to be frank, engaging women is not really about diversity. Women are half of the population, so it is more of a necessity. You do not have to subscribe to ideas of identity politics to reach that conclusion. There is also another reason: it is of strategic importance to make sure that competent people get into politics to save democracy and the legitimacy of our democratic political system.

The political world has been spoilt and has for a long time had a high influx of people willing to work there. That is changing. The political parties simply can not afford to waste good people who are willing to run for office and stand in elections. It is so obvious that I can hardly believe that I have to write this.

“BEING INVOLVED IN POLITICS IS A PRIVILEGE. TO BE ELECTED INTO OFFICE IS AN HONOUR”

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11

- Our common democratic values are being challenged and we can see a sharp rise of populist parties around the world.
- Membership rates of political parties have dropped, yet citizen's expectations for professional politicians are on the rise.
- The political parties will need to work more with strategic recruitment to survive. That includes recruiting women to politics and then make them stay.

The Political landscape

This is where we navigate

Macro trends

Affects politics on many levels

Globalization



Urbanization



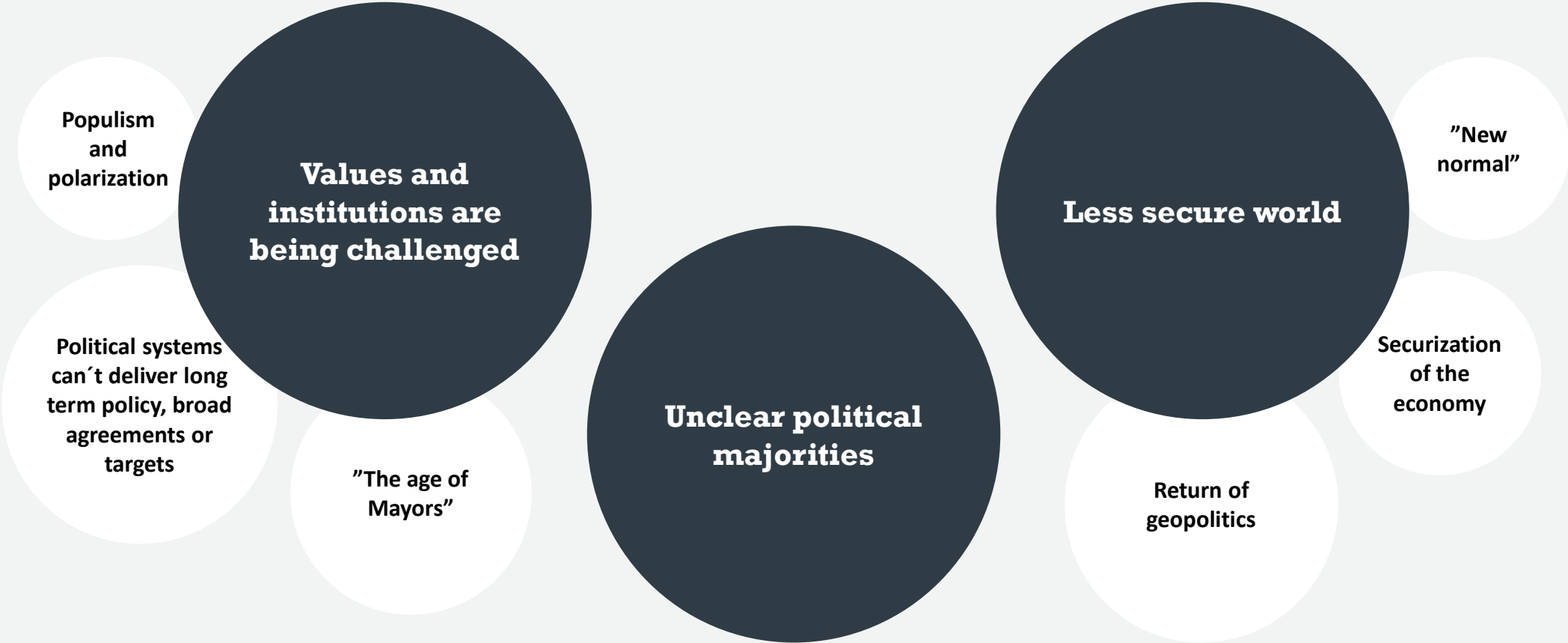
Digitalization
and AI



Climate change



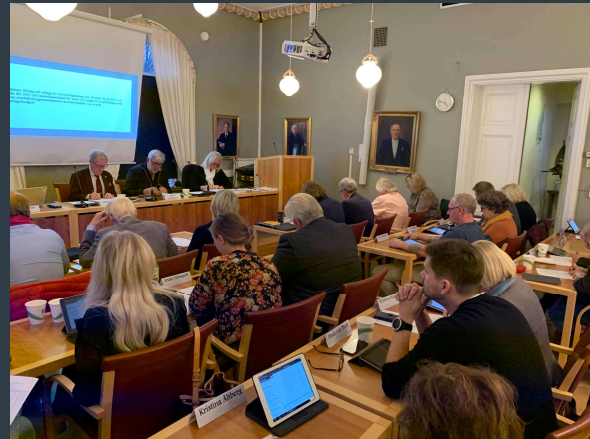
Political macro trends



Who wants to be a politician?

Less glamour than you would think

Real politics – much more than voting



EXPRESSEN TV

DIREKT MED SVENSSON

PANELEN MED ARKELSTEN, GERIN & HELMERSSON

DU TITTAR PÅ NYHETSPROGRAMMET "DIREKT MED SVENSSON" MÅNDAG TORSDAG KL. 00-16.30

Torsdagspanelen med Sofia Arkelsten, Enna Gerin och Erik Helmersson

I dagens program pratar vi bland annat om förändringarna i SD-toppen och om det som varit den hetaste frågan på sociala medier, julmust vs. vintermust.

7 November 2019 Direkt med Niklas Svensson

THE MARSHALL ISLANDS JOURNAL

September 11, 2015

Building bucks to flow Compact 857 million approved!

Wilson Note sworn in as Bikini Mayor

THE LAND WHERE WOMEN RULE

Namdrik's first oil \$5

Lowell Alik delivers the plan



Dagens Nyheter

Brå: Hot eller våld mot var tredje förtroendevald

Våld, hot och intrasserer mot förtroendevalda ökar. Totalt uppger 39 procent att de utsattes under våren 2018.

Kvoteringen ligger på en högsta nivå 2018 jämfört med tidigare undersökningar, enligt förtroendebyggande rådet, Brå.

Active politicians in Sweden

Elected in municipalities and regions

- 96 percent of the elected in municipalities are "free time politicians"
4 percent full time
- 93 percent of the elected in regions are "free time politicians"
7 percent full time
- 10 million citizens, less than 40 000 elected person in total
- Age issue/life puzzle
- Every tenth politician has small children
- Very different scope of the political missions,
from very small to quite large
- Diminishing base for recruitment



**Official statistics, val.se
Numbers will be updated this year*

The to-do-list:

Prioritized

The Assignment

Voters

Students

The Party

Lobbyists

E-mail

Family

Health

Democracy and gender

Why care?

What I learned these twenty years:

They will tell you that you are a woman

Politicians are humans too

Titels matter – an MP is an MP

Don't feed the trolls

Ask women twice

Choose joy!

It matters who gets elected

- **More diversity in the legislative process creates better policy**
 - The parties provide basic structure, then reality hits
 - Building political resilience through numbers
- **Engaging women is not really about diversity**
 - It is a necessity
 - Half of the population, damn it!
- **Setting the example and being a role model**
 - Prioritize youth organizations
 - Be a mentor
 - Accept interns
- **Competent people need to get into politics**
 - Women tends to be better suited with worse self esteem
 - Basics for the legitimacy of our democratic political system



Shift - from high influx to high demands

- **Political parties have been spoiled for choice**
 - Parties need to adapt
 - Constant renewal to be relevant and attract people
- **High cost of low trust**
 - Politics, institutions and journalism is in a downward spiral
 - Turnout and legitimacy
- **Politician 2.0**
 - High demands of professionalism
 - Constantly hungry and stressed media
 - Toxic and fact resistant social media
 - Populism
 - A bit worse for women
- **Party 2.0**
 - From organizing people to preparing people who are willing to get elected



Where are we now?

This needs to be dealt with within the party structure

- **The political parties need to step up**
- **They are not really working hard at attracting or keeping women who want to become politicians**
- **It is not about quotas or affirmative action. This is for real.**
- **Channel the competence and engagement into pure political practice!**

01

WHAT: Define the new relevant role of politicians and recognize the needs and demands.

02

WHO: Understand that those who want to be politicians are the ones who want to save the world. Especially women.

03

HOW: Realize that there is room for improvement in the recruitment process. Get a strategy for keeping women.

AMA

Please

Thank you!

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