

Campaigning Guidelines

The overall purpose of campaigning is to raise awareness across the Landscape Institute's Membership of each candidate's nomination for an elected role and to present their strengths and suitability for the position based on the published role description.

Campaigning, including the written candidate statement, should therefore focus primarily on:

1. Suitability for the role.
2. Strengths, characteristics, and abilities to deliver the role effectively.
3. Understanding of how the role operates within the wider Landscape Institute governance structure.
4. Ability to represent the voice and perspectives of the wider Membership.
5. Commitment to core principles and policies including ways to promote equity, diversity, and inclusion approaches.

The LI will define and facilitate the core campaigning activities during the election. This is to ensure each candidate has fair access to the same mechanisms and opportunities to share their candidacy with the wider Membership. These activities include:

- i. A written candidate statement.
- ii. A video statement for President Elect (all candidates for this role are required to be filmed)
- iii. A video statement for Vice President (all candidates for this role are encouraged to be filmed)

Guidelines:

The following guidelines apply to all election activities and are designed to promote the Core Election Principles of fairness, impartiality, equality and transparency.

1. All campaigning activities should be conducted in a transparent and positive manner and be open to external scrutiny.
2. Campaigning activities should be restricted to the formal start and end of the campaigning period as announced by the Advisory Council.
3. Campaigning activities should comply with the Landscape Institute's wider governance and policy frameworks.
4. Campaigning should demonstrate positive messaging about the Landscape Institute and the wider landscape profession.
5. Candidates should not campaign whilst at Committee Meetings, Working Group Meetings, and during other formal Landscape Institute business (e.g. LI CPD events) nor use any Landscape Institute resources outside of the formal campaigning process.
6. There should be no coordination of campaigns between nominees nor co-campaigning activities.
7. Only candidates standing in an election can campaign for themselves. Candidates must not use third parties to run a campaign.
8. Spending on campaigns should be minimal as most activities will be supported by the Landscape Institute. Any additional spend should be restricted to a maximum of £100 per candidate.
9. All candidates should demonstrate a positive commitment to equity, diversity and inclusion principles in their statements and campaigning materials.

ELECTIONS POLICY & PROCEDURES - Campaigning Guidelines

10. Candidates should respond promptly to requests for evidence about their campaigning activities by the Election Officer.
11. Any use of social media should comply with these guidelines and Landscape Institute policies.
12. Some effective ways to campaign include the use of online channels. The use of social media networking offers instant and direct communication and can extend the reach of your campaign. Traditional offline of communications such as networking-in-person are good ways to communicate your message.
13. Candidates should demonstrate a positive respect for others. They should refrain from personal and ad hominin attacks on other individuals including Members and staff.
14. Candidates will be responsible for the conduct of their supporters
15. Candidates and their supporters must not:
 - i. Reference another candidate's personal traits or character.
 - ii. Misrepresent another candidate's religious, political, or other views or actions.
 - iii. Intimidate any participant in the election, candidate, staff or other.
 - iv. Deliberately sabotage any campaign other than their own.
 - v. Deface any campaign materials (such as publicity, online media, social networking sites) of another candidate.
 - vi. Make any attempt to influence the impartiality of the Election Officer or staff team.
16. Candidates should not make operational or strategic promises, commitments or make informal deals with other candidates or voting Members.
17. Campaigning will comply with all information governance, confidentiality and GDPR regulations.
18. Campaigning may not involve references to political parties or the agendas of other external organisations.
19. Candidates are expected to take into account the Landscape Institute's external reputation when campaigning. This includes demonstrating respect for external stakeholders and partners and not bringing the Institute into disrepute by their actions.
20. Breaches and complaints about campaigning activities will be considered by the Election Officer as part of the [Election Complaints Procedure](#). This process will make decisions on how to manage any breaches of these guidelines including the option of disqualification. The decision of the Election Officer is final and not open to appeal