



The Electorate Demands True Representation.

Fundación Avina strongly believes that building reliable institutions requires the type of democratic innovation exemplified by the "Quero Me Ver no Poder" campaign in Brazil. Thanks to the collective work of several organizers, this campaign highlighted how the lack of cultural, ethnic, and racial representation among candidates running for municipal office continues to lead to positions of power being occupied primarily by white men. The campaign effectively engaged the media, the government, and political activists in debates and spaces for reflection.

In response, the Brazilian Supreme Federal Court ordered an increase in campaign budget allotments for minoritized groups, particularly for Black candidates. The group of 100 organizations behind the campaign participated in roundtable debates and presented a comparative study of different mechanisms designed to correct underrepresentation in decision-making spaces. The Court ordered that the budget allotments for Black candidates go into effect immediately; the ruling also included racial criteria for affirmative distribution of TV and radio air time.

The campaign was supported by **Pulsante** to protect and expand civic space to ensure that all citizens can participate in the decisions that impact their lives and to improve democracy in Latin America.

Fundación Avina also supported Plataforma de Movimentos Sociais pela Reforma do Sistema Político to carry out the "Quero Me Ver no Poder" campaign, which directly benefited 550,00 people and indirectly impacted 2 million others.

