



PEOPLE'S CHOICE (PC) PARTY

MANIFESTO 2026

Leadership that Cares

Republic of Zambia

Building Hope. Creating Opportunity. Delivering Progress.

PUBLICATION INFORMATION

People's Choice (PC) Party Manifesto 2026

Published by the People's Choice (PC) Party
National Secretariat, Lusaka, Republic of Zambia
First published: July 2026

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Official Motto: Leadership that Cares

Official Symbol: A male child reaching for the star
Official Colours: Blue, Gold and White

This publication sets out the Party's policy commitments and national development agenda, to be implemented in accordance with the Constitution and laws of the Republic of Zambia.

FOREWORD

Fellow Zambians,

It is with great honour and humility that we present the **People's Choice (PC) Party Manifesto 2026**. This manifesto sets out our vision and commitment to building a united, peaceful, prosperous, democratic, and inclusive Zambia where every citizen has the opportunity to realise their limitless potential.

Guided by our motto, "**Leadership that Cares**," we are committed to providing honest, accountable, and people-centred leadership that upholds the Constitution, protects the rule of law, strengthens democratic institutions, creates jobs, grows the economy, improves education and healthcare, modernises agriculture and infrastructure, and promotes justice, equal opportunity, and national unity.

Our official symbol—a **male child reaching for the star**—represents the hopes, dreams, aspirations, and limitless potential of every Zambian. The child symbolises every citizen's determination to build a better future, while the shining star represents hope, opportunity, excellence, prosperity, and national progress. Together, they reflect our belief that through caring leadership, equal opportunities, hard work, and unity, every Zambian can realise their full potential and contribute meaningfully to national development.

This manifesto presents practical, responsible, and achievable policies designed to improve the lives of our people, strengthen public institutions, grow the economy, and build a nation founded on integrity, justice, peace, and shared prosperity.

Together, let us build a stronger Zambia for present and future generations.

Together, We Rise. Together, We Build. Together, We Prosper.

Leadership that Cares.

People's Choice (PC) Party

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CHAPTER 1

WHO WE ARE

The **People's Choice (PC) Party** is a democratic political party committed to building a united, peaceful, prosperous, democratic, and inclusive Zambia where every citizen has the opportunity to realise their limitless potential.

We believe that leadership is a public trust and must always be exercised with integrity, accountability, transparency, compassion, and respect for the Constitution and the rule of law. Guided by our motto, "**Leadership that Cares,**" we are committed to providing honest, people-centred leadership that creates opportunities, grows the economy, strengthens public institutions, and improves the quality of life for all Zambians.

Our Party welcomes every citizen who shares our vision of a better Zambia founded on unity, justice, hard work, innovation, equal opportunity, and responsible leadership. We are committed to serving the people with humility, protecting the national interest, and delivering practical solutions that promote sustainable development and shared prosperity.

Our Commitment

The People's Choice (PC) Party is committed to building a stronger Zambia through ethical leadership, responsible governance, and policies that empower every citizen to contribute to national development.

CHAPTER 2

OUR VISION

The **People's Choice (PC) Party** envisions a **united, peaceful, prosperous, democratic, and inclusive Zambia** where every citizen has equal opportunities to realise their limitless potential and live with dignity, security, and hope.

We aspire to build a nation driven by responsible leadership, a strong and inclusive economy, quality education, accessible healthcare, sustainable development, and equal opportunities for all. We believe that every Zambian, regardless of background, should have the opportunity to contribute to and benefit from national development.

Our Vision Statement

"A united, peaceful, prosperous, democratic, and inclusive Zambia where every citizen is empowered to realise their limitless potential through Leadership that Cares."

CHAPTER 3

OUR MISSION

The **People's Choice (PC) Party** is committed to providing caring, ethical, and visionary leadership that upholds the Constitution, promotes good governance, strengthens democracy, and improves the quality of life for every Zambian.

We will create jobs, grow the economy, improve education and healthcare, modernise agriculture and infrastructure, protect the environment, empower communities, and promote equal opportunities through responsible leadership and sustainable development.

By working in partnership with citizens, the private sector, civil society, traditional leaders, and development partners, we will build a Government that listens, serves, and delivers for the people.

Our Mission Statement

"To provide caring, ethical, and visionary leadership that promotes good governance, sustainable development, equal opportunity, and an improved quality of life for every Zambian."

Our Commitment

We are committed to delivering practical, accountable, and people-centred solutions that strengthen communities, unlock opportunities, and build a prosperous Zambia for present and future generations.

CHAPTER 4

OUR CORE VALUES

The **People's Choice (PC) Party** is guided by the following core values, which define our leadership, policies, and service to the people of Zambia.

Integrity

We uphold honesty, ethics, accountability, and transparency in public service.

Unity

We promote national unity, peace, and mutual respect, celebrating Zambia's diversity as a source of strength.

Compassion

We believe leadership must serve with empathy, fairness, and a genuine commitment to improving the lives of all citizens.

Justice

We uphold the Constitution, the rule of law, human rights, and equal treatment for every citizen.

Inclusiveness

We believe every Zambian deserves equal opportunities regardless of gender, age, disability, religion, ethnicity, or social background.

Innovation

We encourage creativity, entrepreneurship, technology, and continuous innovation to drive national development.

Patriotism

We are committed to serving Zambia with loyalty, responsibility, and pride, always placing the national interest first.

Sustainable Development

We promote responsible economic growth, environmental stewardship, and the prudent use of national resources for the benefit of present and future generations.

Our Guiding Principle

"Leadership that Cares is leadership founded on integrity, justice, compassion, unity, and an unwavering commitment to serving the people of Zambia."

CHAPTER 5

OUR SYMBOL, MOTTO AND OFFICIAL COLOURS

The **People's Choice (PC) Party** is identified by its official symbol, motto, and colours, which reflect our values, vision, and commitment to the people of Zambia.

Our Symbol

Our official symbol is **a male child reaching for the star**.

The child represents the hopes, dreams, aspirations, and limitless potential of every Zambian, while the star symbolises hope, opportunity, excellence, prosperity, and national progress. Together, they reflect our belief that through **Leadership that Cares**, equal opportunities, hard work, and responsible governance, every citizen can realise their full potential and contribute to building a stronger Zambia.

Our Motto

"Leadership that Cares."

Our motto reflects our commitment to honest, compassionate, accountable, and people-centred leadership that listens, serves, and delivers for every Zambian.

Our Official Colours

The People's Choice (PC) Party proudly adopts the following official colours:

- **Blue** – Unity, Peace, and Stability.
- **Gold** – Hope, Opportunity, Prosperity, and National Progress.
- **White** – Integrity, Transparency, and Accountability.

Our Identity

The People's Choice (PC) Party stands for **Hope, Opportunity, Unity, Justice, and National Progress**, guided by our unwavering commitment to **Leadership that Cares**.

OUR 10 NATIONAL COMMITMENTS

The **People's Choice (PC) Party** is committed to delivering practical, responsible, and measurable solutions that improve the lives of all Zambians. These ten national commitments will guide our Government and shape Zambia's future.

1. Jobs and Economic Growth

Create decent jobs, support entrepreneurship, attract investment, and build a strong, inclusive economy.

2. Quality Education and Skills Development

Provide quality education and establish **One Skills Development and Entrepreneurship Centre in Every Constituency** to equip citizens with practical and digital skills.

3. Quality Healthcare for All

Strengthen healthcare services by improving hospitals, ensuring the availability of essential medicines, expanding emergency medical services, and recruiting more healthcare professionals.

4. Modern Agriculture and Food Security

Modernise agriculture through irrigation, mechanisation, value addition, and increased support for farmers to achieve national food security.

5. Good Governance and Zero Corruption

Promote constitutional democracy, transparency, accountability, efficient public service, and zero tolerance for corruption.

6. Justice, Security and Democratic Reforms

Strengthen the rule of law, protect constitutional rights, improve public safety, modernise the justice system, and implement electoral reforms that enhance democracy.

7. Infrastructure, Energy and Digital Transformation

Develop modern infrastructure, expand reliable energy, improve transport systems, and accelerate digital transformation to drive national development.

8. Youth, Women and Community Empowerment

Create opportunities for young people, women, persons with disabilities, and communities through entrepreneurship, innovation, access to finance, and inclusive participation in national development.

9. Sustainable Development and Environmental Protection

Protect Zambia's natural resources, promote renewable energy, strengthen climate resilience, and build clean, safe, and well-planned communities.

10. Leadership that Cares

Govern with integrity, compassion, accountability, and respect for the Constitution, always placing the interests of the people of Zambia first.

HOW WE WILL FUND OUR PROMISES

The **People's Choice (PC) Party** is committed to responsible public financial management. Our programmes will be funded through economic growth, prudent management of public resources, improved revenue collection, and the elimination of corruption and wasteful expenditure—not by placing unnecessary tax burdens on citizens.

We Will:

- Grow the economy and broaden the national tax base.
- Strengthen tax administration and improve revenue collection.
- Eliminate corruption, financial leakages, and wasteful public expenditure.
- Promote investment, industrialisation, and value addition.
- Encourage Public-Private Partnerships (PPPs) for strategic infrastructure projects.
- Improve public procurement to ensure transparency, efficiency, and value for money.
- Prioritise government spending on essential public services and national development.

Our Commitment

Every public resource will be managed with **integrity, accountability, transparency, and fiscal discipline**, ensuring that every Kwacha delivers maximum value for the people of Zambia.

PRESIDENT'S PRIORITY AGENDA

A **People's Choice Government** will focus on delivering practical results that improve the lives of all Zambians through responsible leadership, sound economic management, and efficient public service.

Our Top Priorities

1. Create jobs and grow the economy through investment, entrepreneurship, industrialisation, and support for local businesses.
2. Reduce the cost of living by strengthening food security, improving market competition, and promoting economic stability.
3. Improve education and skills by expanding quality learning and establishing **One Skills Development and Entrepreneurship Centre in Every Constituency**.
4. Strengthen healthcare by improving hospitals, ensuring the availability of medicines, and expanding access to quality healthcare services.
5. Modernise agriculture to increase productivity, improve farmers' incomes, and achieve national food security.
6. Strengthen good governance by upholding the Constitution, promoting transparency, fighting corruption, and improving public service delivery.
7. Develop modern infrastructure by expanding roads, energy, water, sanitation, and digital connectivity.
8. Empower youth, women, and communities through entrepreneurship, innovation, skills development, and equal opportunities.
9. Protect the environment by promoting sustainable development, renewable energy, and climate resilience.
10. Promote peace, justice, national unity, and equal opportunities for every citizen.

Our Commitment

We will govern with integrity, accountability, and compassion, delivering measurable results that improve the quality of life for every Zambian.

CHAPTER 6

GOOD GOVERNANCE AND CONSTITUTIONAL DEMOCRACY

The **People's Choice (PC) Party** is committed to building a democratic, transparent, accountable, and people-centred Government founded on the Constitution, the rule of law, and respect for human rights. We believe good governance is essential for sustainable development, public trust, and national unity.

Our Commitments

- Uphold the Constitution, the rule of law, and the independence of democratic institutions.
- Protect human rights, fundamental freedoms, and constitutional democracy.
- Strengthen electoral integrity through transparent, accessible, and credible electoral reforms.
- Build a professional, ethical, and performance-driven Public Service.
- Promote transparency, accountability, and zero tolerance for corruption.
- Strengthen local government through decentralisation and active citizen participation.
- Expand digital government services to improve efficiency, transparency, and public access.

Our Promise

We will govern with integrity, accountability, fairness, and transparency, ensuring that every public institution serves the people and upholds the Constitution of Zambia.

CHAPTER 7

ECONOMIC GROWTH AND JOB CREATION

The **People's Choice (PC) Party** is committed to building a strong, diversified, and inclusive economy that creates decent jobs, supports businesses, attracts investment, and improves the quality of life for every Zambian.

Our Commitments

- Create sustainable jobs through industrialisation, entrepreneurship, and private sector growth.
- Promote local and foreign investment by providing a stable, predictable, and business-friendly environment.
- Support Micro, Small and Medium Enterprises (MSMEs) to expand businesses and create employment.
- Promote value addition, manufacturing, innovation, tourism, mining, and agriculture to diversify the economy.
- Expand access to finance and economic opportunities for women, young people, and local entrepreneurs.
- Strengthen economic stability, increase productivity, and reduce the cost of doing business.

Our Promise

We will build a resilient economy that creates opportunities, empowers businesses, attracts investment, and delivers sustainable prosperity for every Zambian.

CHAPTER 7A

TAX REFORM, BUSINESS COMPETITIVENESS AND ECONOMIC GROWTH

The **People's Choice (PC) Party** believes that a fair, simple, and competitive tax system is fundamental to sustainable economic growth, job creation, and national prosperity. We will reform Zambia's tax system to encourage entrepreneurship, attract investment, improve voluntary tax compliance, strengthen business competitiveness, and reduce the cost of doing business.

Our Commitments

SME Tax-Free Zone

Recognising that Micro, Small and Medium Enterprises (MSMEs) are the backbone of Zambia's economy, a People's Choice Government will establish an **SME Tax-Free Zone**.

Under this policy:

- MSMEs with an annual taxable turnover not exceeding the equivalent of **US\$50,000** in Zambian Kwacha shall qualify for a **0% income tax rate**.
- Eligible MSMEs shall continue submitting monthly tax returns, including nil (zero) returns where applicable.
- Every qualifying MSME shall pay an **Annual SME Compliance Tax** of **US\$350**, or its equivalent in Zambian Kwacha, every December before renewing its Tax Clearance Certificate.
- Businesses whose annual turnover exceeds the prescribed threshold shall automatically transition into the standard national tax system.

Value Added Tax (VAT) Reform

A People's Choice Government will review Zambia's Value Added Tax (VAT) system and propose reduced VAT rates for selected strategic sectors, subject to fiscal sustainability and parliamentary approval, as follows:

- **14%** for transportation services.
- **10%** for banking, hotels, restaurants, tourism, and renewable energy.
- **7%** for water, electricity, pharmaceuticals, educational materials, and school supplies.

VAT Registration Threshold

To reduce compliance costs for small businesses, VAT registration shall only be required where annual taxable turnover exceeds approximately **US\$45,400**, or its equivalent in Zambian Kwacha, subject to periodic review in accordance with economic conditions.

Digital Tax Administration

We will modernise tax administration through digital systems that simplify tax registration, filing, payment, and compliance while improving transparency, efficiency, and revenue collection.

Investment and Business Competitiveness

We will introduce competitive tax incentives that promote local manufacturing, value addition, exports, innovation, and private sector investment to stimulate economic growth and create sustainable employment.

Our Promise

We will build a fair, transparent, and growth-oriented tax system that rewards productivity, supports businesses, attracts investment, creates employment, and promotes sustainable economic development for the benefit of all Zambians.

CHAPTER 8

AGRICULTURE AND FOOD SECURITY

The **People's Choice (PC) Party** is committed to transforming agriculture into a modern, productive, and climate-resilient sector that guarantees food security, creates employment, increases farmers' incomes, and contributes to national economic growth.

Our Commitments

- Improve access to affordable farming inputs, mechanisation, irrigation, and modern agricultural technologies.
- Promote climate-smart agriculture, research, extension services, and sustainable farming practices.
- Strengthen livestock, fisheries, aquaculture, and commercial farming.
- Promote value addition, agro-processing, and access to local and international markets.
- Improve access to agricultural finance, crop insurance, and strengthen farmer cooperatives.
- Invest in rural infrastructure, storage facilities, and market systems to reduce post-harvest losses and improve productivity.

Our Promise

We will modernise agriculture, empower farmers, strengthen food security, and position agriculture as a key driver of economic growth, employment, and national prosperity.

CHAPTER 9

EDUCATION, SKILLS DEVELOPMENT AND INNOVATION

The **People's Choice (PC) Party** believes that quality education, practical skills, and innovation are the foundation of national development. We are committed to providing an inclusive education system that equips every Zambian with the knowledge, skills, and opportunities needed to succeed in a modern and competitive economy.

Our Commitments

- Improve access to quality education at all levels through modern learning facilities and qualified teachers.
- Strengthen Technical, Vocational Education and Training (TVET) to equip citizens with practical and industry-relevant skills.
- Establish **One Skills Development and Entrepreneurship Centre in Every Constituency** to provide vocational training, digital skills, entrepreneurship, innovation, and business development support.
- Promote Science, Technology, Engineering and Mathematics (STEM), research, digital literacy, and innovation.
- Expand access to bursaries, scholarships, and inclusive education for vulnerable learners and persons with disabilities.
- Strengthen partnerships between educational institutions, industry, and the private sector to improve employability and job creation.

Our Promise

We will invest in education, skills development, and innovation to empower every Zambian with the knowledge, creativity, and opportunities needed to build a prosperous and self-reliant nation.

CHAPTER 10

HEALTHCARE AND SOCIAL PROTECTION

The **People's Choice (PC) Party** believes that access to quality healthcare is a fundamental right and essential for national development. We are committed to building an accessible, affordable, and resilient healthcare system that improves the well-being of every Zambian and protects the most vulnerable members of society.

Our Commitments

- Improve healthcare services by upgrading hospitals, health centres, and medical equipment across the country.
- Ensure the consistent availability of essential medicines, medical supplies, and emergency healthcare services.
- Recruit, train, and retain qualified healthcare professionals to improve the quality of care.
- Strengthen maternal, child, adolescent, elderly, mental health, and disability healthcare services.
- Expand preventive healthcare, disease surveillance, immunisation programmes, and public health education.
- Strengthen social protection programmes for vulnerable households, older persons, persons with disabilities, and other disadvantaged groups.

Our Promise

We will build a modern, efficient, and people-centred healthcare system that delivers quality healthcare and social protection, ensuring that every Zambian has the opportunity to live a healthy, dignified, and productive life.

CHAPTER 11

YOUTH, WOMEN AND COMMUNITY EMPOWERMENT

The **People's Choice (PC) Party** believes that Zambia's greatest strength lies in its people. We are committed to empowering young people, women, persons with disabilities, and local communities through skills development, entrepreneurship, innovation, access to finance, and equal participation in national development.

Our Commitments

- Create employment, entrepreneurship, apprenticeship, and digital work opportunities for young people.
- Support women-owned enterprises through access to finance, training, markets, and business development services.
- Promote youth and women's participation in leadership, governance, and decision-making.
- Expand access to skills development, innovation hubs, business incubation, and mentorship programmes.
- Support sports, arts, culture, and the creative industries as sources of talent development, employment, and national pride.
- Protect the rights and improve opportunities for persons with disabilities through inclusive education, employment, public services, and infrastructure.
- Strengthen community development programmes and local participation in planning and decision-making.

Our Promise

We will empower young people, women, persons with disabilities, and communities with the skills, opportunities, resources, and support needed to build stronger families, create sustainable livelihoods, and contribute meaningfully to national development.

CHAPTER 12

INFRASTRUCTURE, ENERGY, DIGITAL TRANSFORMATION AND LAND ADMINISTRATION

The **People's Choice (PC) Party** is committed to developing modern infrastructure, expanding reliable energy, accelerating digital transformation, strengthening land administration, and creating clean, safe, and well-planned communities that promote economic growth, environmental sustainability, and improve the quality of life for every Zambian.

Our Commitments

- Improve and maintain roads, bridges, water supply, sanitation, markets, and other strategic public infrastructure.
- Expand access to reliable electricity and promote renewable and affordable energy solutions.
- Increase access to affordable internet, digital technologies, and e-Government services across the country.
- Strengthen urban and rural planning to support safe, modern, smart, and sustainable communities.

Land Administration and Title Deeds Reform

A **People's Choice Government** will decentralise the processing and issuance of land title deeds by strengthening **District and Provincial Land Administration Offices** across Zambia.

Land title applications shall be processed through a coordinated system involving **Local Government Planning Authorities** and the **Ministry of Lands** at both District and Provincial levels while maintaining national standards, legal oversight, and a central land registry.

We Will:

- Decentralise land title deed processing to District and Provincial levels.
- Strengthen coordination between Local Government Planning Authorities and the Ministry of Lands.
- Reduce delays and unnecessary bureaucracy in processing and issuing land title deeds.
- Improve public access to land administration services across the country.
- Promote orderly physical planning, sustainable land development, and secure land ownership.
- Modernise land administration through integrated digital land management systems to improve efficiency, transparency, and accountability.

UBUSAKA – Zambia's National Cleaning Day

A **People's Choice Government** will introduce **UBUSAKA**, Zambia's National Cleaning Day. The word "**Ubusaka**" means "**a contribution made by the community**" and reflects our belief that every citizen has a shared responsibility to build a cleaner, healthier, greener, and more beautiful Zambia.

We Will:

- Declare the **last Saturday of every month** as **UBUSAKA – Zambia's National Cleaning Day**.
- Make participation a **mandatory civic responsibility** for all able-bodied residents aged **18 to 65 years**, except those exempted by law.
- Conduct UBUSAKA activities between **8:00 a.m. and 12:00 noon** every month.
- Require the temporary closure of **non-essential businesses** and restrict **non-essential vehicular movement** during UBUSAKA to allow communities, Local Authorities, and authorised contractors to carry out public cleaning and community improvement activities.
- Mobilise communities to clean streets, markets, schools, health facilities, drainage systems, public spaces, and plant trees to promote environmental sustainability.

- **Ban the manufacture, importation, distribution, sale, and use of plastic carrier bags throughout Zambia**, while promoting environmentally friendly alternatives.
- Empower Local Authorities to inspect communities and businesses after every UBUSAKA exercise and impose penalties prescribed by law on individuals or institutions that fail to comply without lawful exemption.

Beautiful Zambia Initiative

A **People's Choice Government** will implement the **Beautiful Zambia Initiative** to transform Zambia into one of Africa's cleanest, safest, greenest, and best-planned nations.

We Will:

- Introduce national urban planning and building standards.
- Promote coordinated architectural designs and attractive Central Business Districts.
- Improve public lighting, sanitation, landscaping, parks, and green public spaces.
- Strengthen inspections and enforcement of planning, environmental, and property maintenance standards.
- Promote smart, environmentally sustainable, and climate-resilient urban and rural development.

Our Promise

We will develop modern infrastructure, strengthen energy security, modernise land administration, accelerate digital transformation, and build clean, safe, well-planned, and investment-friendly communities that improve the quality of life for every Zambian.

CHAPTER 13

MINING, INDUSTRIALISATION AND TOURISM

The **People's Choice (PC) Party** is committed to transforming Zambia's abundant natural resources into sustainable economic growth, quality employment, industrial development, and increased national prosperity through responsible mining, value addition, manufacturing, and tourism.

Our Commitments

Mining

- Promote responsible, transparent, safe, and environmentally sustainable mining practices.
- Encourage mineral exploration and responsible investment to unlock Zambia's mineral potential.
- Promote local value addition and mineral processing before export to maximise national benefits.
- Support small-scale and artisanal miners through access to finance, technology, equipment, training, and markets.

Zambia First Policy

A **People's Choice Government** will introduce the "**Zambia First Policy**" to ensure that Zambia's natural resources primarily benefit the Zambian people.

Under this policy, priority shall be given to **eligible Zambian citizens and locally owned enterprises** in the allocation of **small-scale mining licences**, while ensuring a transparent, fair, merit-based, and accountable licensing process.

We will:

- Prioritise eligible Zambians in the allocation of small-scale mining licences.
- Promote safe, well-coordinated, and environmentally responsible mining practices.
- Strengthen technical support, geological services, and training for small-scale miners.
- Improve access to affordable finance, equipment, and mining technologies.
- Increase local participation in mining supply chains, procurement, employment, and value addition.
- Ensure mining communities benefit from infrastructure, education, healthcare, environmental protection, and local economic development.
- Strengthen monitoring and enforcement to eliminate illegal mining and promote responsible utilisation of Zambia's mineral resources.

Industrialisation

- Promote manufacturing and value addition using Zambia's natural resources.
- Establish Industrial Parks and Special Economic Zones to attract investment and create employment.
- Support local industries, innovation, and technology to increase exports and reduce imports.
- Encourage investment in renewable energy, manufacturing, mineral processing, and downstream industries.

Tourism

- Promote Zambia as a leading regional and international tourism destination.
- Improve tourism infrastructure, visitor services, and investment opportunities.
- Protect and promote Zambia's natural, cultural, and historical heritage.
- Support community-based tourism to create employment, empower local communities, and increase household incomes.

Our Promise

We will responsibly utilise Zambia's natural resources to create employment, promote industrialisation, increase local participation, attract investment, expand exports, and build a stronger, diversified, and inclusive economy that benefits every Zambian.

People's Choice Flagship Programme

Zambia First – Mining Empowerment Initiative

A **People's Choice Government** will implement the **Zambia First – Mining Empowerment Initiative** to empower Zambian citizens through priority access to small-scale mining licences, technical training, access to finance, modern mining technologies, and responsible mining practices. The programme will promote job creation, increase citizen participation in the mining sector, strengthen local value addition, and ensure that Zambia's mineral wealth contributes directly to national development and shared prosperity.

CHAPTER 14

ENVIRONMENT AND CLIMATE RESILIENCE

The **People's Choice (PC) Party** is committed to protecting Zambia's environment, conserving natural resources, and promoting climate-resilient development to ensure a healthy, safe, and sustainable future for present and future generations.

Our Commitments

- Protect forests, wildlife, rivers, wetlands, and other natural resources through sustainable environmental management.
- Promote climate-smart agriculture, sustainable land management, and responsible use of natural resources.
- Expand renewable and clean energy to reduce environmental pollution and improve energy security.
- Strengthen disaster preparedness, climate adaptation, and resilience to protect lives, livelihoods, and infrastructure.
- Promote afforestation, reforestation, biodiversity conservation, and responsible waste management.
- Enforce environmental laws and strengthen environmental education through partnerships with communities, schools, businesses, and local authorities.

Our Promise

We will protect Zambia's environment, strengthen climate resilience, responsibly manage our natural resources, and promote sustainable development that benefits both present and future generations.

People's Choice Flagship Programme

Green Zambia Initiative

A **People's Choice Government** will implement the **Green Zambia Initiative** to restore forests, expand tree planting, protect biodiversity, promote renewable energy, improve environmental management, and strengthen climate resilience as part of building a cleaner, greener, and more sustainable Zambia.

CHAPTER 15

JUSTICE, SECURITY AND PUBLIC SECTOR REFORM

The **People's Choice (PC) Party** is committed to building a Zambia founded on justice, security, professionalism, accountability, and respect for the Constitution and the rule of law. We believe that every citizen deserves equal protection, personal security, efficient public services, and a Government that serves with integrity and fairness.

Our Commitments

Justice and Rule of Law

- Uphold the Constitution, the rule of law, and the independence of the Judiciary.
- Protect human rights and ensure equal access to justice for every citizen.
- Strengthen the fight against corruption, abuse of office, and financial crimes.

Public Safety and National Security

- Modernise and adequately equip law enforcement and national security institutions.
- Strengthen community policing, crime prevention, and border security.
- Promote peace, national unity, public safety, and respect for the law.

Public Sector Reform

- Build a professional, ethical, accountable, and performance-driven Public Service.
- Expand digital government services to improve efficiency, transparency, and service delivery.
- Promote merit-based recruitment, continuous professional development, and performance management across the Public Service.

Constitutional Rights and Democratic Freedoms

- Protect freedom of expression, peaceful assembly, association, and other constitutional rights.
- Review laws relating to public gatherings to strengthen constitutional freedoms while maintaining public safety and public order.
- Ensure that all laws are applied fairly, impartially, and equally without political interference, discrimination, or favouritism.

Our Promise

We will build a Zambia where justice is impartial, citizens are secure, public institutions are professional, and every person enjoys equal protection under the Constitution and the law.

People's Choice Flagship Programme

Professional Public Service Reform Programme

A **People's Choice Government** will modernise the Public Service through ethical leadership, digital transformation, continuous capacity building, performance-based management, and citizen-centred service delivery to ensure an efficient, transparent, and accountable Government.

CHAPTER 15A

JUSTICE REFORM, EQUAL PROTECTION OF THE LAW AND CYBER LAW REFORM

The **People's Choice (PC) Party** is committed to strengthening the administration of justice by promoting judicial independence, equal protection under the law, and modern legislation that safeguards constitutional rights while protecting national security. We believe that justice must be impartial, transparent, efficient, and accessible to every citizen without fear, favour, discrimination, or political interference.

Our Commitments

Justice Reform

- Strengthen the independence, integrity, efficiency, and accessibility of the Judiciary.
- Establish an **Independent Justice Review Commission** to review criminal convictions where there is credible evidence of political interference, denial of due process, procedural irregularities, selective prosecution, or miscarriage of justice, with appropriate legal remedies pursued through the courts in accordance with the Constitution and the laws of Zambia.
- Ensure every citizen enjoys equal protection before the law regardless of political affiliation, ethnicity, religion, gender, social status, or economic background.
- Modernise court administration through digital systems to improve efficiency, reduce case backlogs, and enhance access to justice.

Cyber Law Reform

A **People's Choice Government** will review the **Cyber Security Act No. 3 of 2025** and the **Cyber Crimes Act No. 4 of 2025** to ensure that penalties remain proportionate, protect constitutional rights, and effectively address cybercrime.

Subject to parliamentary approval, we shall propose revised sentencing guidelines as follows:

- **Up to 3 months imprisonment** for unlawful recording or interception of protected electronic communications.
- **Up to 8 months imprisonment** for cyberbullying, online harassment, malicious software distribution, and conduct that compromises another person's safety.
- **Up to 12 months imprisonment** for cyber-enabled fraud, identity theft, electronic financial crimes, and online impersonation.
- **Up to 24 months imprisonment** for cyber attacks targeting critical national infrastructure, Government information systems, or national security.

Courts shall retain discretion to impose appropriate sentences based on the seriousness of each offence and the interests of justice.

Our Promise

We will build a justice system that is independent, impartial, transparent, efficient, and trusted by every citizen while ensuring that cyber laws protect both constitutional freedoms and national security.

People's Choice Flagship Programme

Justice Modernisation Programme

A **People's Choice Government** will modernise Zambia's justice system through judicial reforms, digital court services, expanded legal aid, improved access to justice, and balanced cyber legislation that protects both individual rights and national security.

CHAPTER 16

OUR FIRST 100 DAYS IN GOVERNMENT

The **People's Choice (PC) Party** is committed to taking immediate and decisive action during its first **100 days in Government** to restore public confidence, strengthen national institutions, stimulate economic recovery, and lay a solid foundation for sustainable development.

Our Priorities

- Launch the **National Economic Recovery and Job Creation Programme** to stimulate investment and employment.
- Introduce the **SME Tax-Free Zone** to support entrepreneurship, business growth, and job creation.
- Begin the **Zambia First – Mining Empowerment Initiative** to increase citizen participation in the mining sector.
- Commence the decentralisation of **Land Administration and Title Deed Processing** to District and Provincial levels.
- Launch **One Skills Development and Entrepreneurship Centre in Every Constituency**.
- Implement **UBUSAKA – Zambia's National Cleaning Day** and begin the phased elimination of plastic carrier bags.
- Launch the **Beautiful Zambia Initiative** to improve urban planning, sanitation, public infrastructure, and environmental management.
- Strengthen anti-corruption measures, improve public procurement, and eliminate wasteful public expenditure.
- Begin the **Digital Government Transformation Programme** to improve efficiency, transparency, and public service delivery.
- Improve the availability of essential medicines and strengthen healthcare services across the country.

Our Promise

Our first 100 days will demonstrate responsible leadership, decisive action, and a firm commitment to delivering meaningful reforms that improve the lives of every Zambian.

People's Choice Immediate Action Plan

A **People's Choice Government** will use its first 100 days to restore public confidence, create opportunities, strengthen public institutions, improve service delivery, and establish a strong foundation for long-term national development built on **Leadership that Cares**.

CHAPTER 17

OUR FIVE-YEAR NATIONAL DEVELOPMENT PRIORITIES

The **People's Choice (PC) Party** is committed to delivering measurable and sustainable national development that improves the quality of life for every Zambian. Our five-year priorities will focus on building a stronger economy, modern public services, empowered communities, and a prosperous nation founded on **Leadership that Cares**.

Our Priorities

- Create sustainable employment and expand economic opportunities through investment, industrialisation, entrepreneurship, and innovation.
- Improve education, healthcare, agriculture, and social protection to enhance the well-being of every citizen.
- Modernise infrastructure, expand reliable energy, improve water and sanitation, and accelerate digital transformation.
- **Modernise land administration by decentralising land title deed processing to District and Provincial levels**, making secure land ownership faster, more accessible, and transparent.
- Promote responsible mining, value addition, tourism, manufacturing, and local participation through the **Zambia First Policy**.
- Build cleaner, greener, safer, and well-planned communities through the **Beautiful Zambia Initiative** and **UBUSAKA – Zambia's National Cleaning Day**.
- Strengthen democracy, constitutional governance, public sector efficiency, and the rule of law.
- Protect Zambia's environment, strengthen climate resilience, and promote sustainable development.
- Empower young people, women, persons with disabilities, and communities through skills development, entrepreneurship, and equal opportunities.
- Promote transparency, accountability, and prudent management of public resources to ensure sustainable national development.

Our Vision for Zambia

By the end of our first term, we envision a Zambia that is:

- Economically stronger and globally competitive.
- Peaceful, united, and democratic.
- Transparent, accountable, and free from corruption.
- Clean, modern, environmentally sustainable, and well-planned.
- A nation of opportunity where every citizen can realise their limitless potential.

Our Promise

We will work tirelessly to build a prosperous, inclusive, and self-reliant Zambia where every citizen has the opportunity to succeed, every community can thrive, and future generations inherit a stronger nation.

People's Choice National Development Goal

"Unlocking the limitless potential of every Zambian through responsible leadership, inclusive economic growth, quality public services, equal opportunities, and sustainable development."

CHAPTER 18

LEADERSHIP THAT CARES – OUR COMMITMENT TO THE PEOPLE

The **People's Choice (PC) Party** believes that leadership is a sacred responsibility to serve the people with integrity, honesty, compassion, accountability, and humility. We are committed to building a Government that listens, serves, and delivers, always placing the interests of the Zambian people first.

Our Commitments

- Govern in accordance with the Constitution and the rule of law.
- Serve every citizen fairly, impartially, and without discrimination.
- Protect public resources through transparency, accountability, and zero tolerance for corruption.
- Promote peace, national unity, and inclusive development.
- Deliver quality public services and create opportunities that improve the lives of all Zambians.
- Work in partnership with citizens, traditional leaders, faith-based organisations, civil society, the private sector, and development partners to achieve sustainable national development.

Our Promise

We pledge to lead with integrity, compassion, and responsibility, ensuring that every decision we make contributes to a stronger economy, better public services, equal opportunities, and a brighter future for every Zambian.

Our Vision of Leadership

For us, "**Leadership that Cares**" means leadership that:

- Listens to the people.
- Leads with integrity and humility.
- Protects the Constitution and the rule of law.
- Creates opportunities for every citizen.
- Promotes justice, unity, and national development.
- Leaves no one behind.

Together, we will build a Zambia where every child has the opportunity to succeed, every family can prosper, every business can grow, and every community can thrive.

This is our promise.

This is our commitment.

This is Leadership that Cares.

CALL TO ACTION

Fellow Zambians,

The future of our nation is in our hands. Together, we have the opportunity to build a Zambia founded on **hope, opportunity, justice, unity, and shared prosperity**.

The **People's Choice (PC) Party** invites every Zambian—young and old, women and men, workers, farmers, entrepreneurs, professionals, students, traditional leaders, faith-based organisations, civil society, and the private sector—to join us in building a stronger, more prosperous, and self-reliant nation.

This manifesto is more than a promise; it is our commitment to deliver responsible leadership, create opportunities, strengthen our economy, protect our Constitution, and improve the quality of life for every citizen.

Together, let us build a Zambia where every child can dream, every family can prosper, every business can grow, and every community can thrive.

Together, We Rise. Together, We Build. Together, We Prosper.

Leadership that Cares.

OUR PLEDGE

The **People's Choice (PC) Party** solemnly pledges to the people of Zambia that we shall:

- Serve the nation with integrity, honesty, humility, and compassion.
- Uphold the Constitution, the rule of law, and democratic governance.
- Protect human rights, national unity, and equal opportunities for all.
- Create jobs, grow the economy, and improve the quality of life for every citizen.
- Manage public resources responsibly with transparency and accountability.
- Fight corruption and promote ethical leadership at every level of Government.
- Protect Zambia's natural resources and ensure they benefit present and future generations.
- Govern in the best interests of the people and place **Zambia First** in all national decisions.

Our Promise

We pledge to serve faithfully, lead responsibly, and work tirelessly to build a peaceful, prosperous, democratic, and self-reliant Zambia where every citizen has the opportunity to realise their limitless potential.

"Leadership that Cares is our promise to the people of Zambia."

OUR PLEDGE TO THE PEOPLE OF ZAMBIA

To the people of Zambia,

We, the **People's Choice (PC) Party**, make this solemn pledge to you.

We pledge to govern with **integrity, honesty, compassion, accountability, and transparency**, always placing the interests of the people and the nation above personal or political interests.

We pledge to uphold the **Constitution of the Republic of Zambia**, protect the rule of law, defend democracy, and safeguard the rights and freedoms of every citizen.

We pledge to build a stronger economy, create decent jobs, empower businesses, modernise agriculture, improve education and healthcare, develop infrastructure, protect our environment, and ensure that Zambia's natural resources benefit all Zambians.

We pledge to fight corruption without fear or favour, strengthen public institutions, and promote equal justice, peace, national unity, and inclusive development.

Above all, we pledge to listen to the people, honour the trust you place in us, and serve with humility, dedication, and unwavering commitment.

Together, we shall build a Zambia where every child has hope, every family has opportunity, every community prospers, and every citizen has the freedom and opportunity to realise their limitless potential.

Our Covenant

This Manifesto is our covenant with the people of Zambia.

We make these commitments freely and solemnly, and we shall remain accountable to the people for the promises we have made.

Together, we will build a united, peaceful, prosperous, democratic, and self-reliant Zambia.

Leadership that Cares.

PEOPLE'S CHOICE (PC) PARTY

SUMMARY OF OUR 20 KEY NATIONAL COMMITMENTS

The People's Choice (PC) Party is committed to delivering practical, measurable, and people-centred reforms that improve the quality of life for every Zambian. These twenty national commitments summarise the priorities that will guide a People's Choice Government in building a united, peaceful, prosperous, democratic, and inclusive Zambia founded on Leadership that Cares.

OUR 20 NATIONAL COMMITMENTS

1. Jobs and Economic Growth
2. SME Tax-Free Zone
3. Tax Reform and Business Competitiveness
4. Modern Agriculture and Food Security
5. Quality Education and Skills Development
6. Quality Healthcare and Social Protection
7. Youth, Women and Community Empowerment
8. Infrastructure, Energy and Digital Transformation
9. Land Administration and Title Deeds Reform
10. UBUSAKA - Zambia's National Cleaning Day
11. Beautiful Zambia Initiative
12. Zambia First - Mining Empowerment Initiative
13. Industrialisation and Tourism Development
14. Environmental Protection and Climate Resilience
15. Justice Reform and Equal Protection of the Law
16. Public Sector Reform and Digital Government
17. Good Governance and Zero Corruption
18. Our First 100 Days in Government
19. Our Five-Year National Development Priorities
20. Leadership that Cares

OUR COMMITMENT

Together, these commitments form the foundation of a People's Choice Government dedicated to creating opportunities, strengthening national institutions, protecting constitutional democracy, promoting sustainable development, and improving the lives of every Zambian.

Together We Rise. Together We Build. Together We Prosper.

Leadership that Cares.

APPROVAL AND OFFICIAL ENDORSEMENT

This Manifesto has been officially adopted and approved by the People's Choice (PC) Party as the Party's official policy framework and national development agenda for the Republic of Zambia.

It reflects our vision, values, priorities, and commitment to providing responsible, compassionate, and accountable leadership that promotes sustainable development, equal opportunities, social justice, and shared national prosperity.

The People's Choice (PC) Party affirms its commitment to implementing the policies and programmes contained in this Manifesto in accordance with the Constitution of the Republic of Zambia and the laws of Zambia.

This Manifesto shall guide the policies, programmes, and priorities of a People's Choice Government and shall serve as the Party's official commitment to the people of Zambia.

OFFICIALLY ADOPTED BY

People's Choice (PC) Party

National Executive Committee (NEC)

Republic of Zambia

Date of Adoption: _____

Place of Adoption: _____

SIGNED

Party President

People's Choice (PC) Party

Secretary General

People's Choice (PC) Party

National Chairperson

People's Choice (PC) Party

Official Party Seal

(Affix Official Party Seal Here)

PUBLISHED BY

People's Choice (PC) Party

National Secretariat

Lusaka, Republic of Zambia

Manifesto 2026

Leadership that Cares.