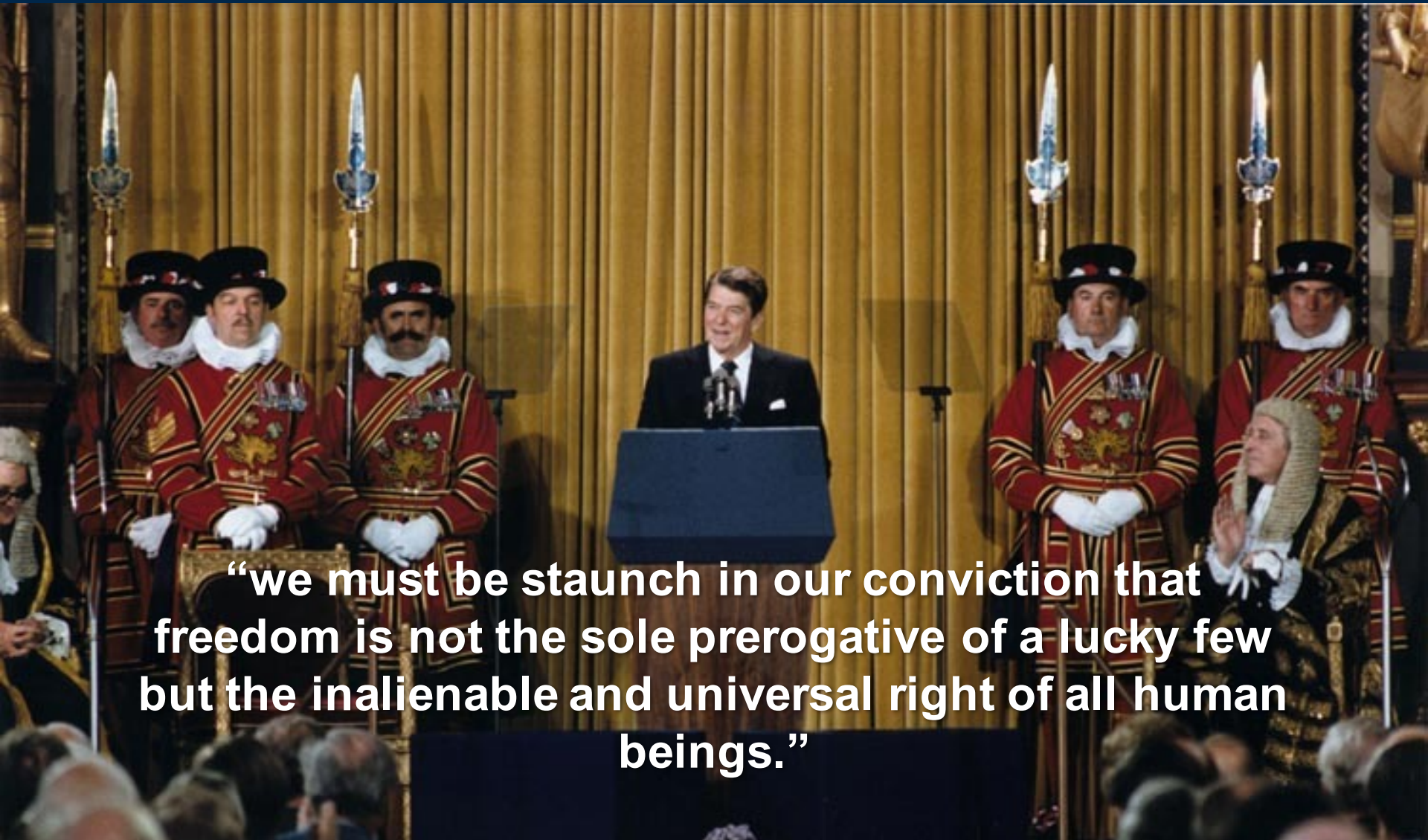




“Winning Back The Youth Vote” Some Food for Thought

ACOP Bilbao, July 8, 2016

A few words about IRI



“we must be staunch in our conviction that freedom is not the sole prerogative of a lucky few but the inalienable and universal right of all human beings.”

... and about me



SciencesPo.

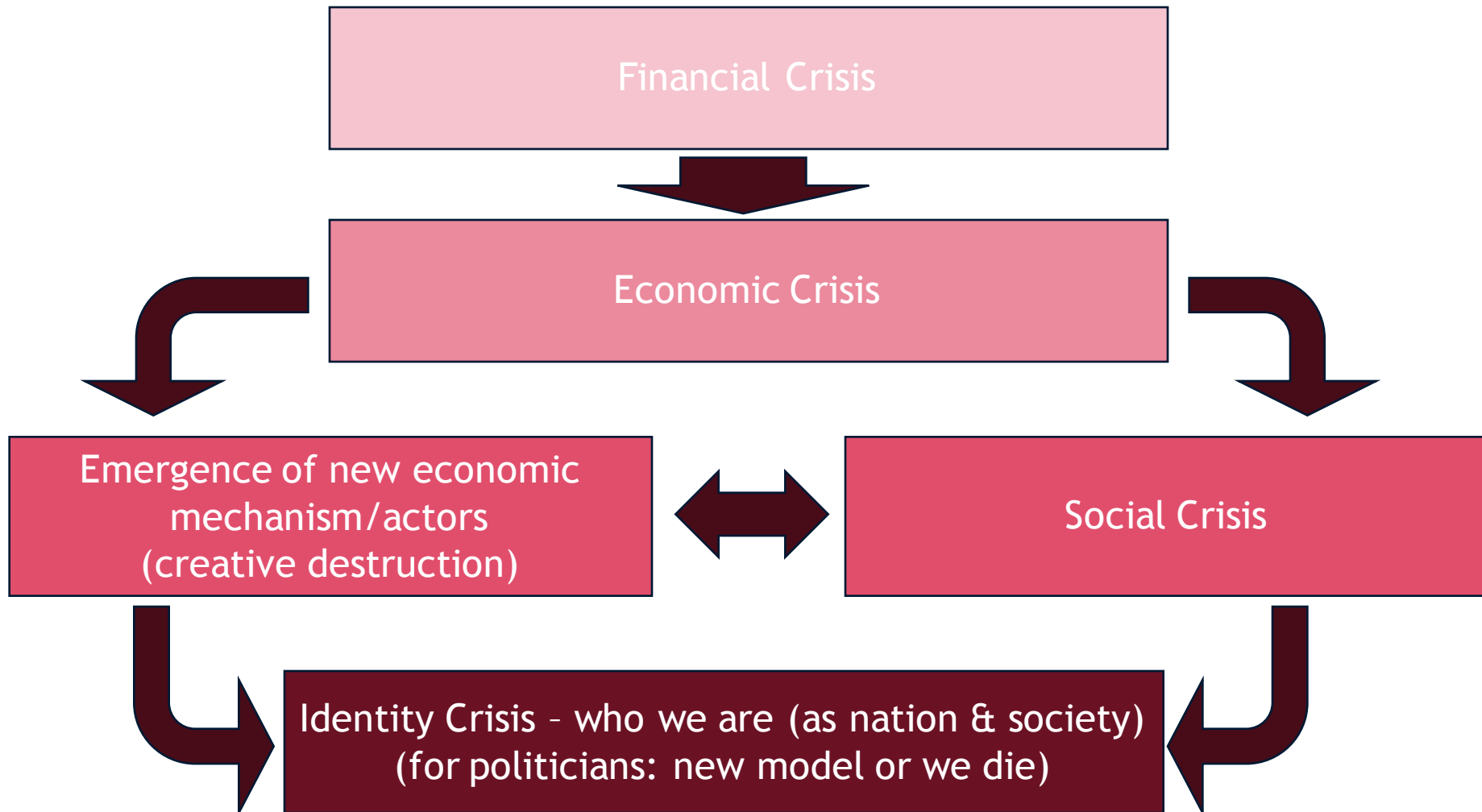
People are angry today



People are angry today



What is going on?





© AFP/Getty Images

Who are we as a society?



Society: us and them

The 99%
« El Pueblo »

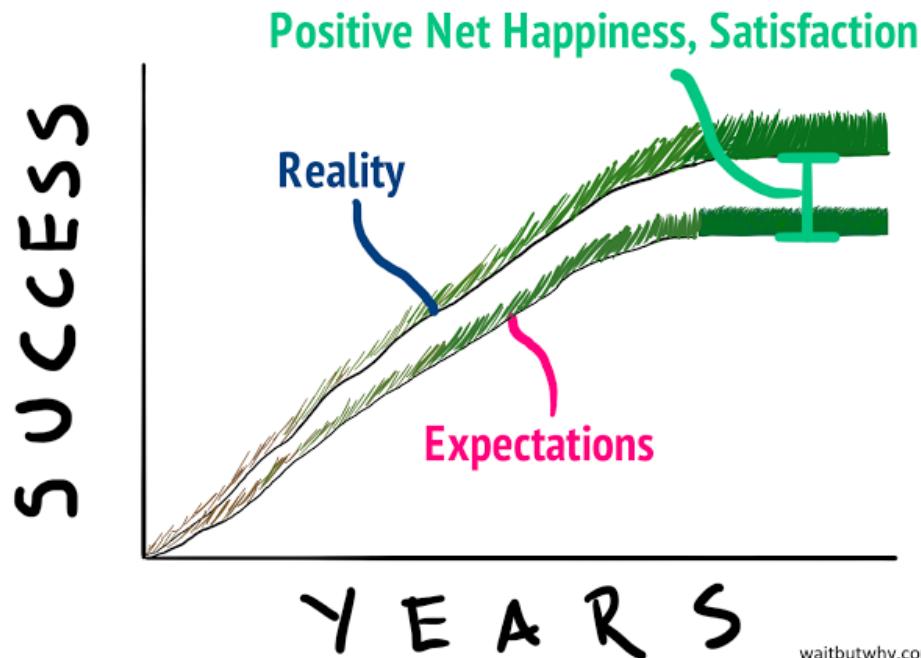
Good
Generous
Virtuous
Disinterested
Always right

The 1%
« La Casta »

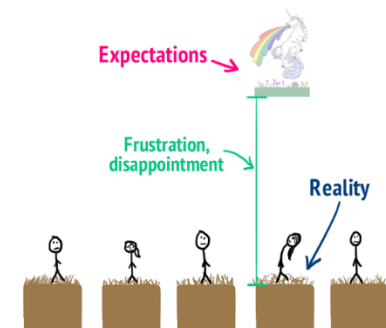
Bad
Profiteers
Get rich while the others get
poor
Corrupt/non-transparent
Always trying to exploit the
people

This image is reinforced by diff. expectations/achievements...

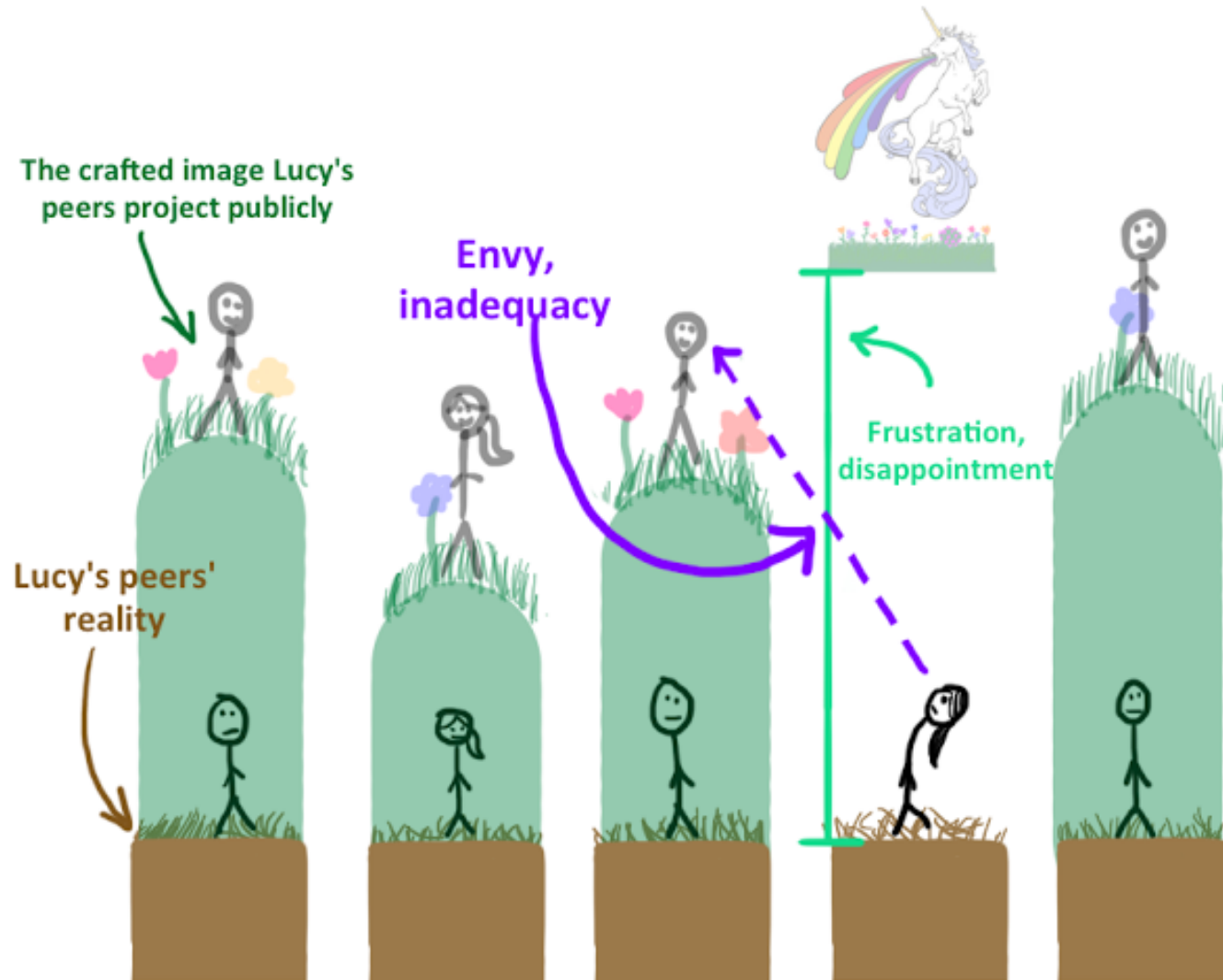
Baby Boomer Career Path Reality



Lucy's Career Path Expectation



... and the differential is made worse by social networks



Other new actors in the economy add to the stress...



... But they also create new expectations among voters



How to react as politicians?

Option 1



Option 2: make the reforms, hope to
be standing when the waters recede



Option 3: Stop fingerpointing and reinvent our model of communication



That new model might be emerging
after November 8

