

How to make citizen engagement part of governance reforms?

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LOBBYING

FOR

CHANGE

**FIND YOUR VOICE TO CREATE
A BETTER SOCIETY**

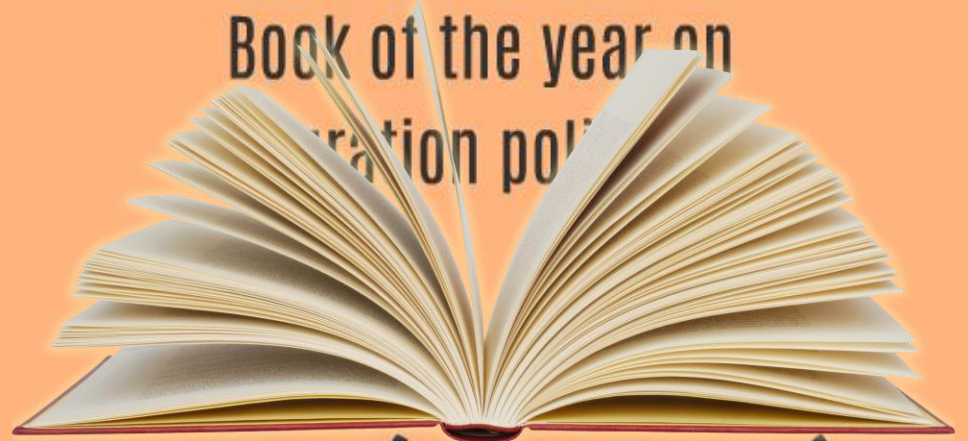
ALBERTO ALEMANNO

A Story First...



Professor Paul

Book of the year on
migration policy



Only 450 readers...

Activist Jade

Fights for
migrants' rights

 #100K

250,000 members
of her
Non-profit

*...policy makers
won't listen to her
"emotional
advocacy"*



Work hard for real-world impact
Difficulty in engaging with academia &
civil society
Hierarchy, tunnel vision...

Public servant John



*Skillfull, accomplished,
engaged and
wants to give back!*

Professional Sarah



Thirsty for impact...



Philanthropist Jane

How many of you feel
the same?

I do.

so knowledgeable

so powerless

paradox

richer

live longer

more educate

less differential



yet







**MARRIAGE
EQUALITY**

**MARRIAGE
EQUALITY
matters**

**MARRIAGE
EQUALITY
matters**

because...

I Love my
Boyfriend

MARRIAGE EQUALITY
COMMUNITY ACTION AGAINST H



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AVAAZ.ORG
THE WORLD IN WAR

change.org

GetUp!





Spectators. Not actors.

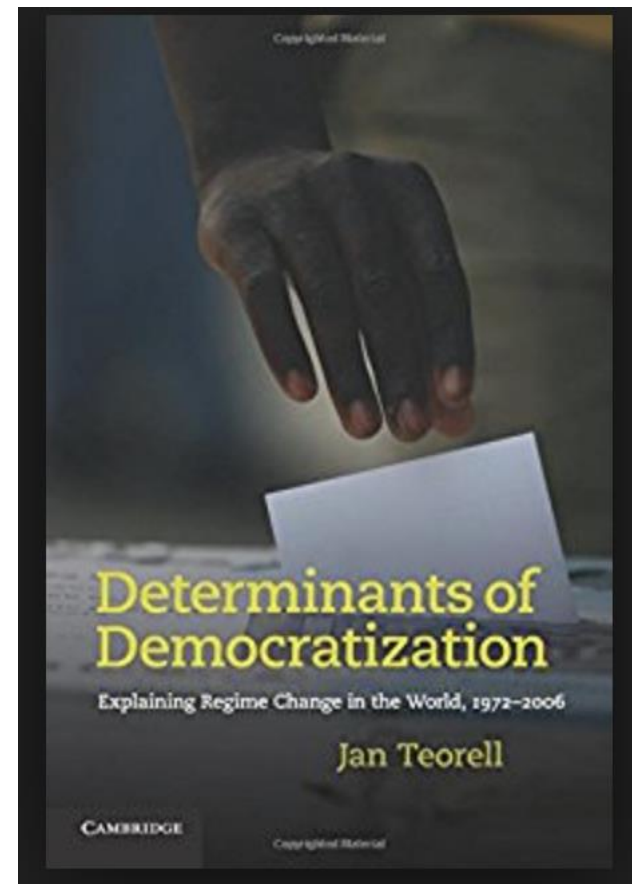
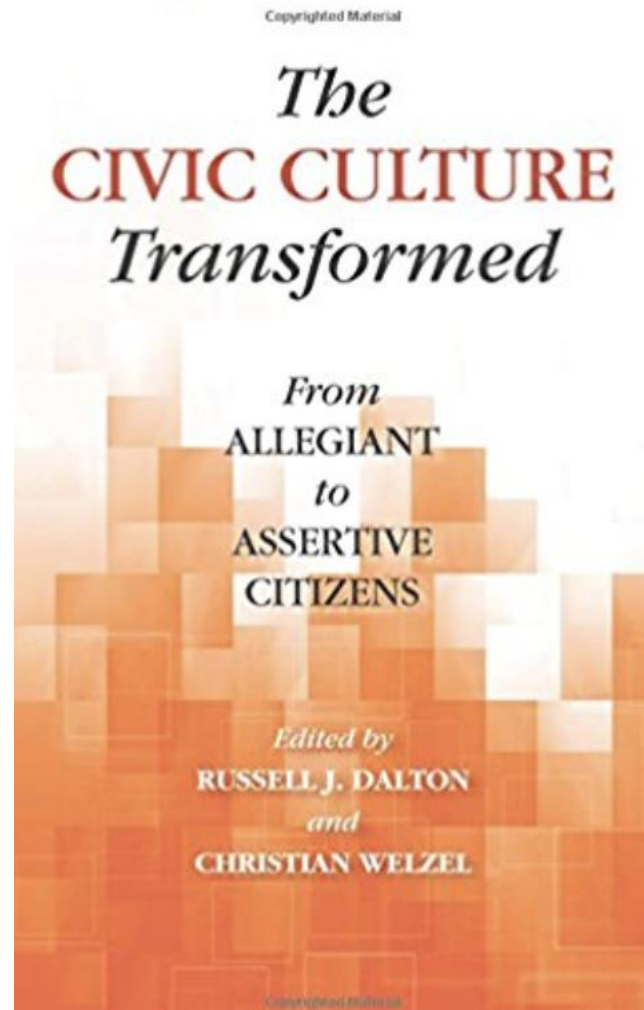
Consumers. Not citizens.

yet

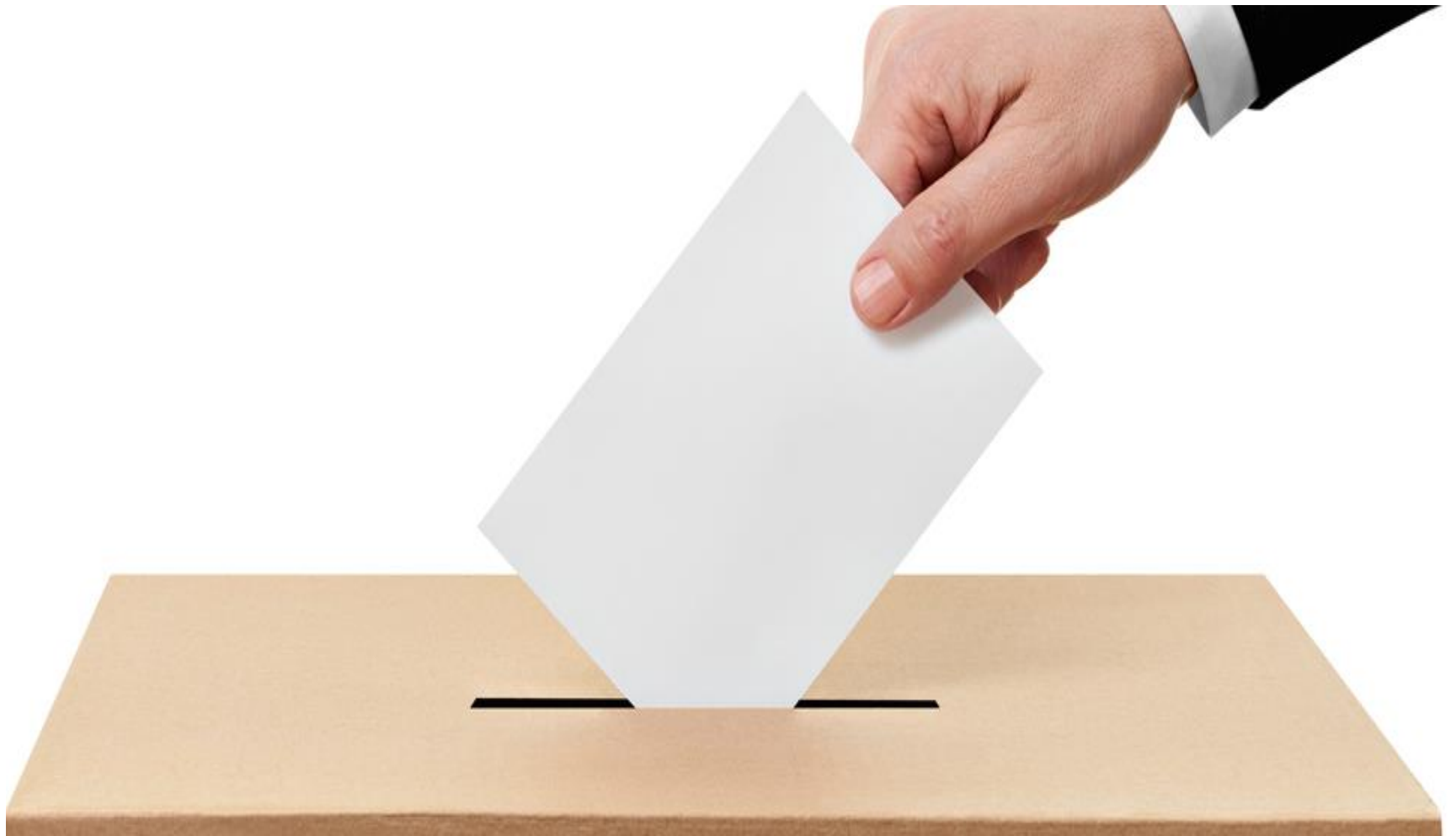
we need **citizens** not consumers

The secret of better government? Citizens who complain

 democraticaudit.com/2016/12/02/the-secret-of-better-government-citizens-who-complain/



How to **fix** that?







we can do more...

WELCOME TO THE WORLD OF
POLICY

ELECTIONS

ELECTIONS



the policy space

policy-making

no longer a **top-down** affaire

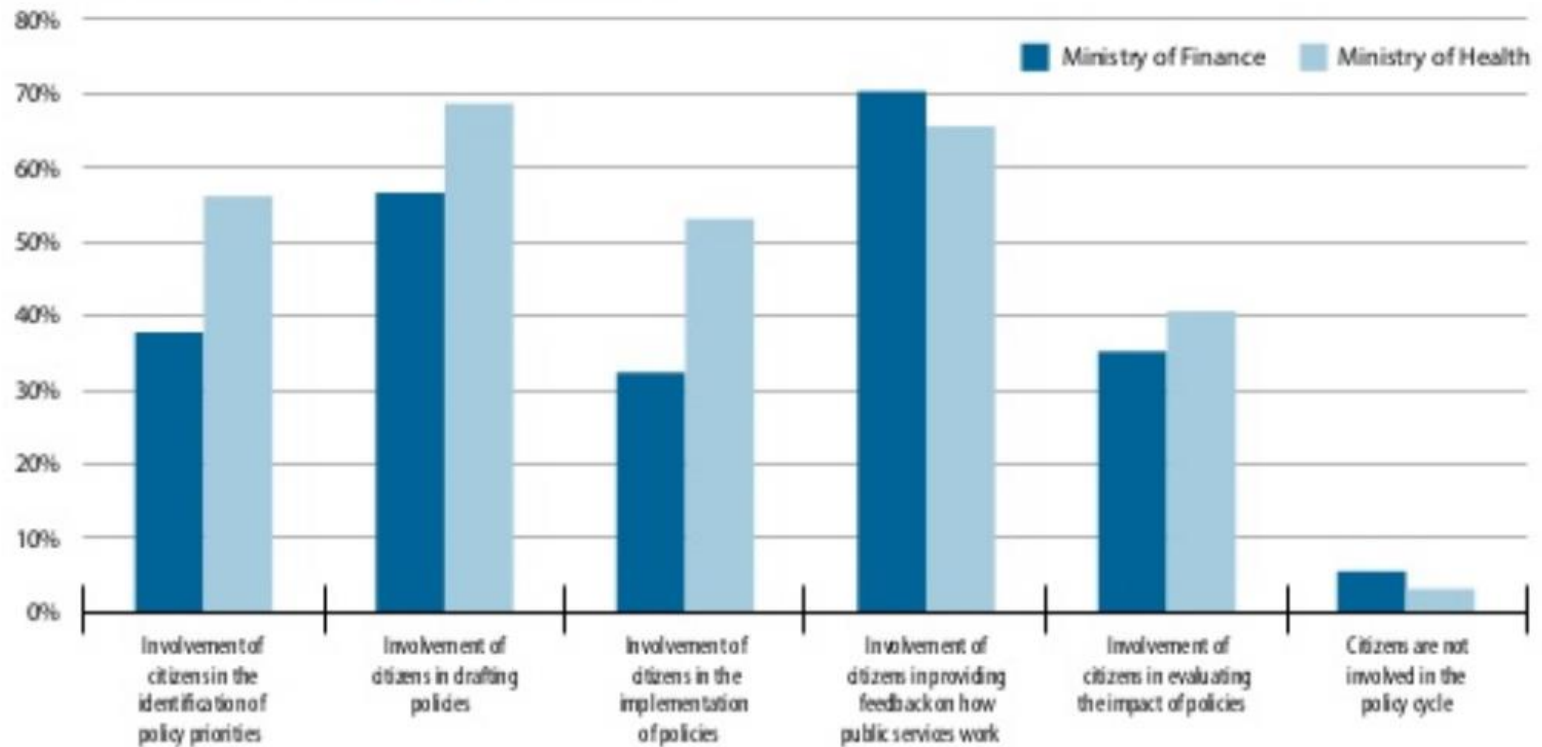
but

bottom-up affaire

participatory politics

OECD stats

Involvement of citizens in the policy cycle at sector level



Open Government Partnership





participatory fatigue

participatory cynicism

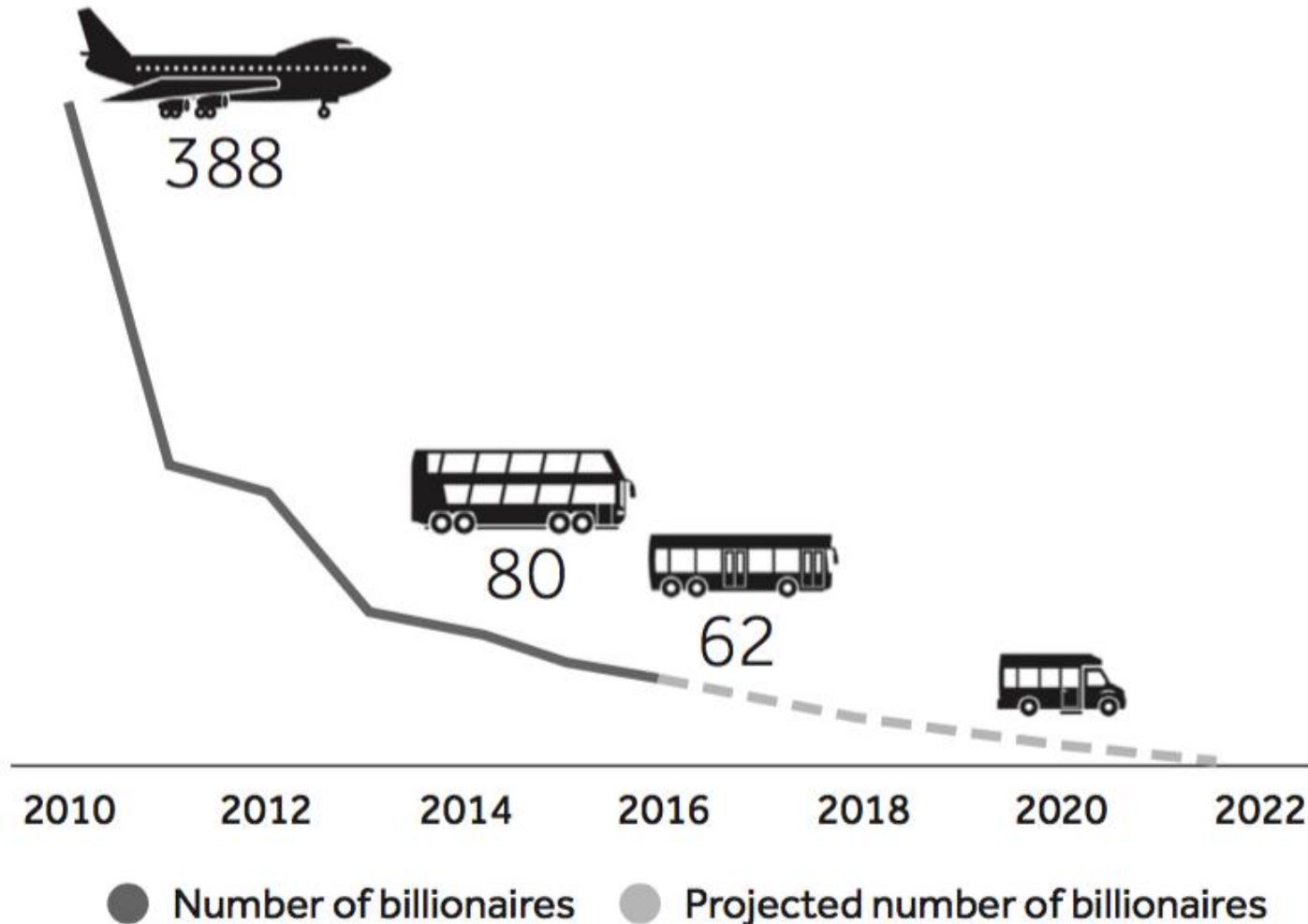
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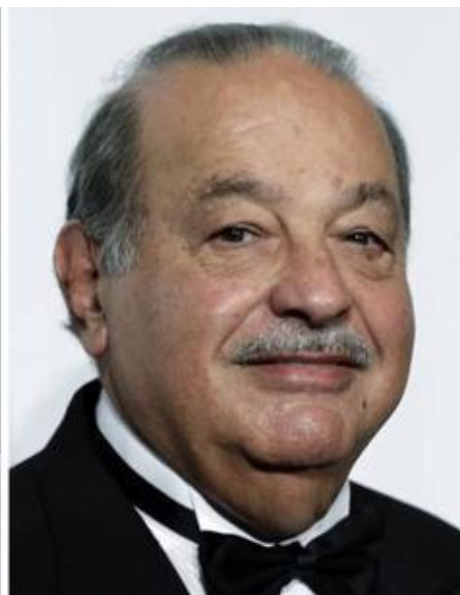
stakeholders

FOCUS ON THE FEW. NOT THE MANY.

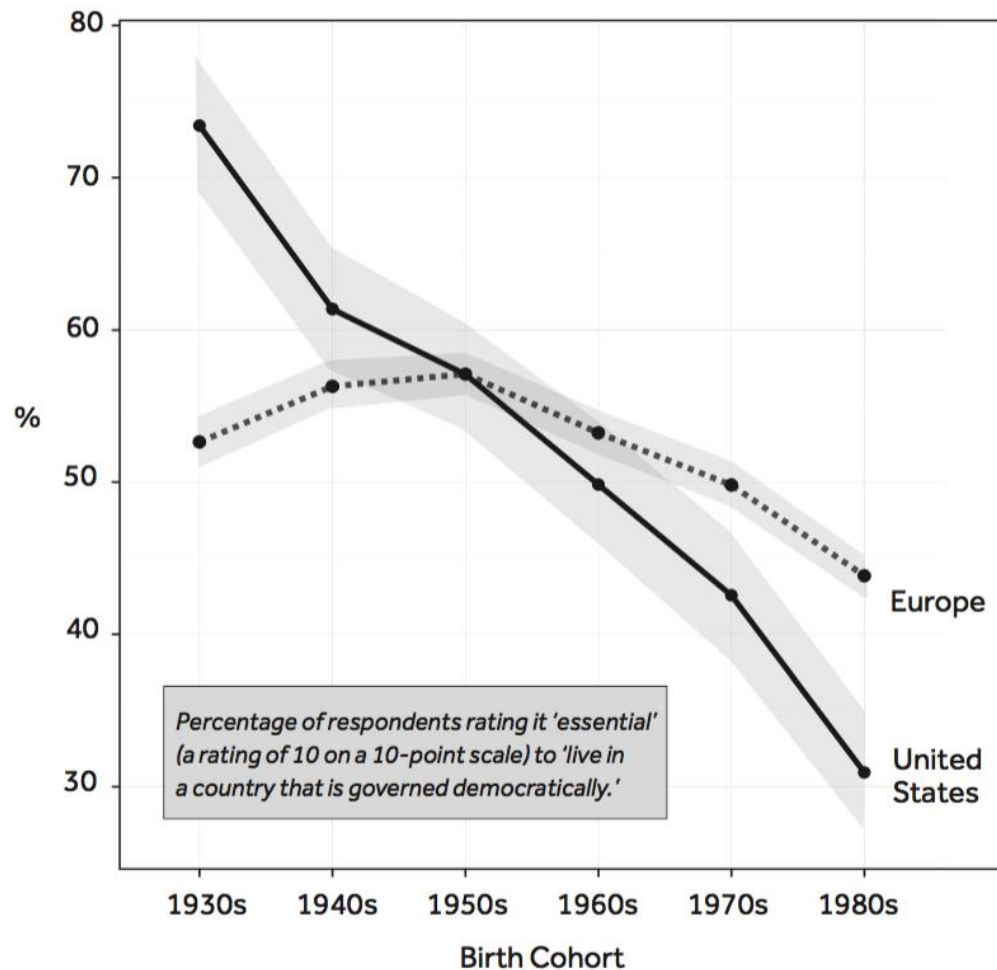
inequalities

Billionaires who own the same wealth as half the world
And what transport they would fit on





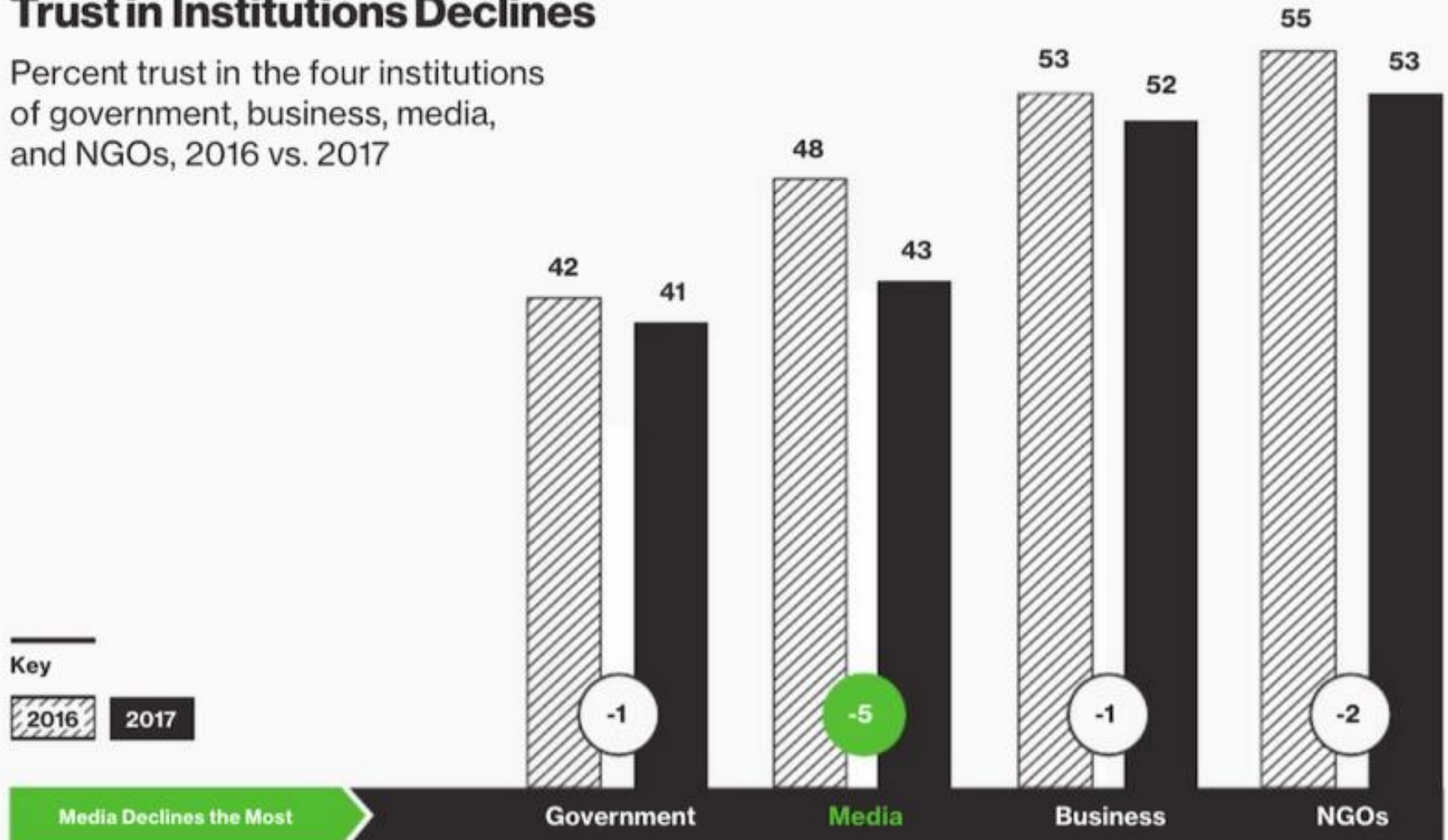
distrust in political system



Source: World Values Surveys, Waves 5 and 6 (2005–14)

Trust in Institutions Declines

Percent trust in the four institutions of government, business, media, and NGOs, 2016 vs. 2017



not the **few** to be **over-represented** but the
many to be **under-represented**

How to move from
formal equality
to **substantive** equality?

Our Method



+



+



+



= The Good Lobby

citizen lobbying



"Es posible que funcionarios, en contubernio con las empresas, tengan acceso a influir a que ese sistema de espionaje se montara en nosotros".

-Alejandro Calvillo Unna,
fundador y director de
El Poder del Consumidor.







CLIMATE

An illustration showing several hands holding up white protest signs against a teal background. The signs are for 'CLIMATE', 'RACE', 'GENDER', 'TOXICS', and 'INEQUALITY'. The hands are wearing dark suit sleeves with white cuffs. The signs are arranged in a cluster, with 'CLIMATE' at the top center, 'RACE' at the top right, 'GENDER' in the middle right, 'TOXICS' in the middle left, and 'INEQUALITY' at the top left.

RACE

INEQUALITY

GENDER

TOXICS

Equalize Participation

- opening of parliamentary research services
- skill-sharing and pro bono
- voucher system to contribute to CSOs
- 'lobbying stimulus' enabling citizens to contribute a % of their taxes to CSOs

need alternative & complementary
unconventional forms of participation
channeling citizens' pluralistic, chaotic input
into political conversation
to bring us closer to our representatives - and
to do so in between elections