Youth are political

- Youth do care, remember “Arab Spring”
- In the region, youth do not have the means of expression.
- The old ways of politics do not fit youth anymore.
- When youth are not enabled politically, they take it to the streets.
Where and how IEC approached youth

- We looked for youth, we found them everywhere.
- We looked for youth to engage, we found them nowhere.
  - Weak engagement in politics
  - Weak and mostly unattractive political parties
- So how and where did we find them?

70% Youth
We found them online!
What IEC did to engage with youth online

The investment:
- Investment in Digital Media (it costs)
- Trust in youth to talk to other youth
- Trust in new and untraditional ideas

The management style:
- Autonomy
- Flexibility
- Trust
Did it work?

- Reach
- Engagement
- Growth
- People’s responses
- Numbers and percentages

it worked!
The secret of engaging with youth

- Honesty
  - Language
  - Answers to people’s questions

- Engagement with everyone
  - 99% response rate in 7 minutes to all questions
  - 70% response rate to comments

- Creativity
  - Approaching youth with all the possible ways through their mobile devices.
  - Videos as priority, then infographs as well apps and games.

- Youth were in charge to communicate with youth in the process of creating content and making decisions.

- The management only interfered in the general direction to preserve the outcome in the institution standards.
Challenges

- Investment
  - Financial investment
  - Cultural investment
- Management
  - Within the team
  - Within the institution
- Keeping it realistic
  - How not to go too far
Moving from online to the physical world

- From the online sphere, young people started interacting in the street.
- They became our ambassadors among their peers.
- Our experience here is **volunteers**.
  - In the parliamentary elections, September 2016, only 800 volunteers enrolled.
  - One year later, in the municipality/decentralization elections, 30,000 did.
- The challenge in this is huge!
  - An institution should be more than ready to take this to the extreme.
The future

- More investment in youth, and youth talking to youth.
- More investment in creativity.
- Generalization of this experience to other institutions