



# Populism and Democracy Assistance

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# Questions

- ✓ What does populism mean for international democracy support?
- ✓ How can political party support organizations respond to the challenges of populism and new modes of political participation?



# Implications

**12-15 years ago:**

- ✓ Credibility
- ✓ Toolkit
- ✓ Approaches
- ✓ Relevance
- ✓ Coherence
- ✓ Short-termism;
- ✓ Learning on impact, no evaluations.

**Today?**



# Challenges

- ✓ **Out of sphere of influence** or control
- ✓ **Responsiveness** of party systems (shift focus)
- ✓ **Volatility** (tolerance to failure)
- ✓ **Personalization** (get political)
- ✓ **Polarization** (competition)
- ✓ **Integrity**



# How to respond

**Credibility**

**Approaches**

**Methods**

**Subjects**

**Agents**



# Implications

**Enablers:** structural conditions to be aware

**Triggers:** opportunities to seize upon

**Lockers:** tractable gain-keepers

**Agents:** game-changers



End

About International IDEA's work on elections, constitutions, **political parties, parliaments, money in politics** and **citizen engagement:**

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# Paradigm change

	PARTY DEMOCRACY	AUDIENCE DEMOCRACY
VOTER...	<i>Citizen</i>	<i>Consumer</i>
LEADER...	<i>Hero</i>	<i>Star / Celebrity</i>
LEADER'S ROLE...	<i>Interpreting needs; leading</i>	<i>Interpreting feelings; opinion polls</i>
COMMUNICATION'S GOAL...	<i>Persuasion</i>	<i>Seduction</i>
RELATIONSHIP...	<i>Face-to-face</i>	<i>Mass media</i>
POLITICAL SETTLEMENTS...	<i>Deliberation</i>	<i>Bartering</i>
POLITICAL MESSAGES ...	<i>Words</i>	<i>Images</i>
TYPE OF MESSAGES...	<i>Proposals</i>	<i>Ads</i>
TYPE OF PARTIES...	<i>"Organic intellectual"</i>	<i>Electoral machinery</i>

Own elaboration based on Manin, Bernard (1997) *The Principles of Representative Government*



# Why at the interface?



...when externally mobilized, a political party gets:

- ✓ A portfolio of policies, a constituency and organizational infrastructure

Very likely whole-system diffusion if successful