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#15MpaRato

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Kettering Foundation

Dayton, OH, 8-12 July, 2013



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What's in a name

- #15M – the Spanish *indignados* movement
- Rodrigo **Rato** – former president of
 - Caja Madrid (rescued bank)
 - Bankia (“bad” Bank)
- “paRato”
 - for Rato
 - for a long time



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What they did

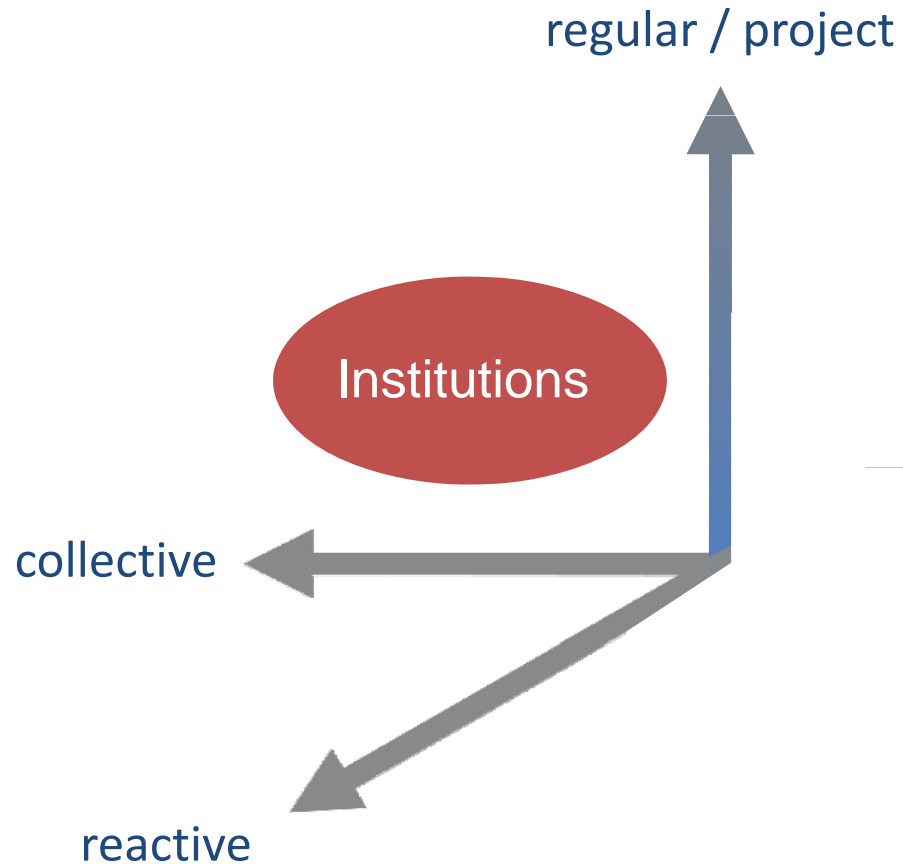
1. Raise awareness.
2. Set the public agenda.
3. Replace political parties and MPs.
4. Crowdfund to pay for court fees.
5. Crowdsourcing to gather legal evidence.
6. Go To #1

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How things usually work

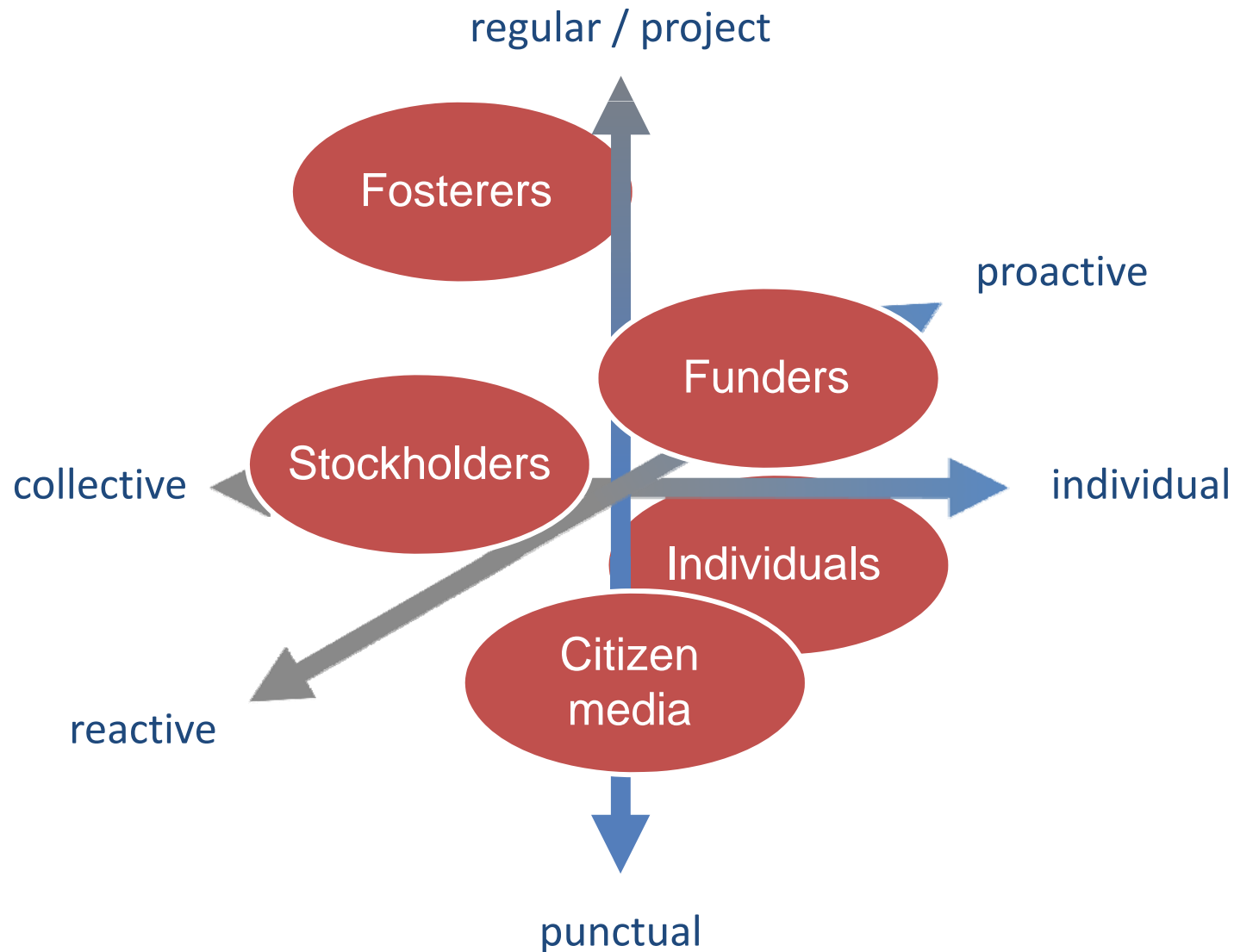


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How they did it



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