#15MpaRato

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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
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. Crowdsourse to gather legal evidence.
6. Go To #1
How things usually work

Institutions

- collective
- reactive

- regular / project
How they did it

- Fosterers
- Stockholders
- Funders
- Individuals
- Citizen media

- regular / project
- proactive
- collective
- individual
- reactive
- punctual

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