

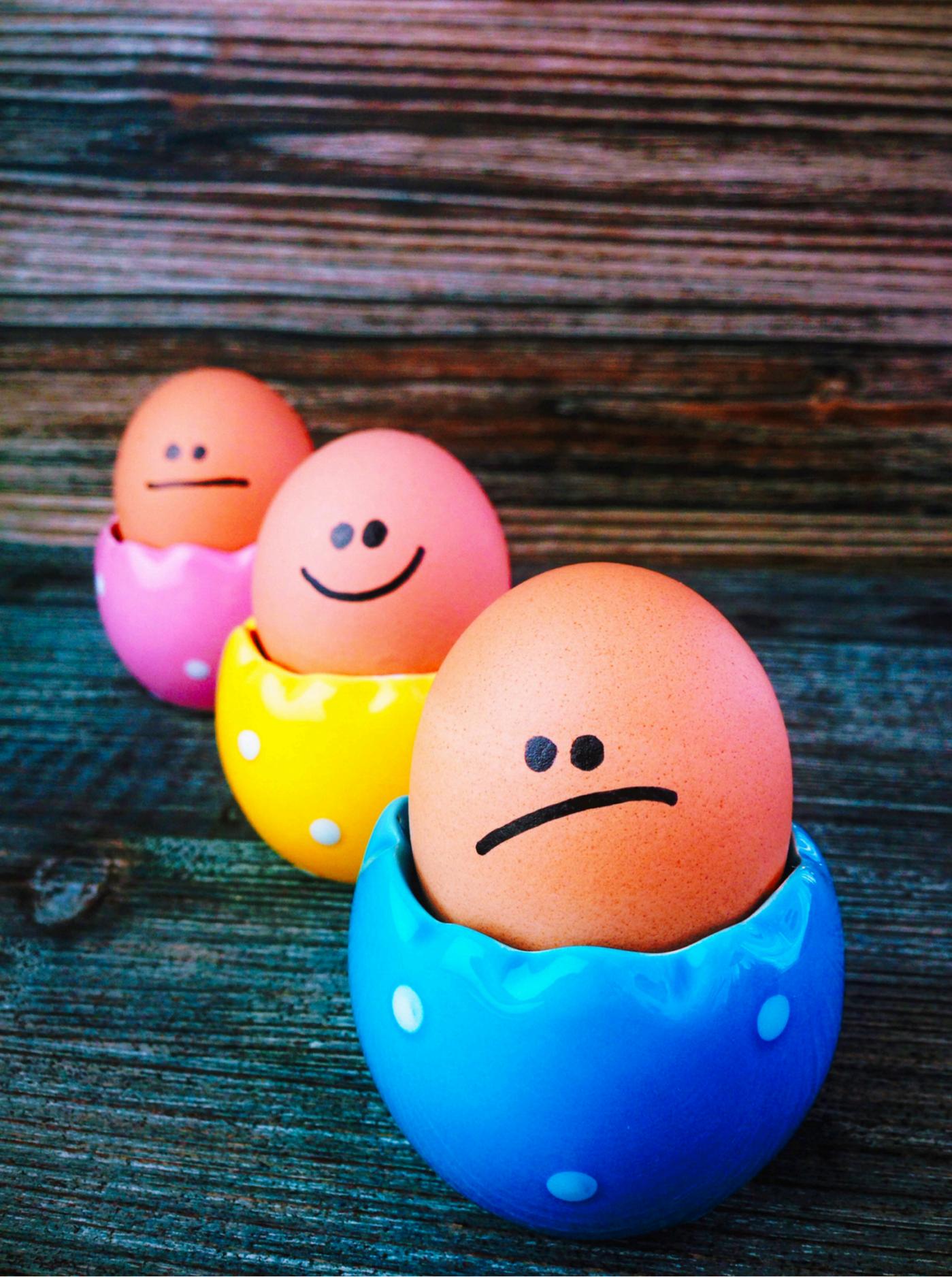
August 2025

BetterPolitics *Accelerator*

Better Leaders, Better Politics

How to accelerate political talent?

Ximena Docarmo, Head of the Better Politics Accelerator



One-word feeling



Opinion Line



How much do you like coffee?



How tired are you right now?



**How optimistic are you about
democracy in your country?**



**How optimistic are you about
AI's role in politics?**



**How confident are you that
your party is recruiting good
political leaders?**



**How supported do you feel if
you wanted to grow as a
political leader in your party?**



Political Leaders

on the Spot



What do you think a typical day in the life of a political leader looks like, from the moment they wake up to when they go to sleep?

Join at menti.com | use code 3199 5665



Politician with a Family and 2 Kids	Politician Single	Politician Caring for Elderly Parents
05:00 Wake-up 05:15 Work-out 05:45 Shower and get ready 06:00 Breakfast / Reading news 06:30 Read briefing book for the day 07:00 Wake up kids and prepare breakfast for the family 07:30 Remind kids to gather their school supplies and pack their lunches 08:00 Drop kids off at school 08:15 Realize one child forgot a project at home; quick detour to grab it 08:30 First briefing call of the day in car/transit	05:00 Wake-up 05:15 Work-out 05:45 Shower and get ready 06:00 Breakfast / Reading news 06:30 Read briefing book for the day 07:00 Visit neighbors for morning coffee and casual discussions on local issues 08:15 First briefing call of the day in car/transit 08:30 Surprise call from a donor wanting to discuss support for a new initiative 09:00 Quick radio interview about the upcoming AI debate and political priorities	05:00 Wake-up 05:15 Work-out 05:45 Shower and get ready 06:00 Breakfast / Reading news 06:30 Read briefing book for the day 07:00 Prepare breakfast and organize medications for parents 07:30 Coordinate with the nurse on morning care routines 08:00 Assist parents with their morning routine 08:15 First briefing call of the day in car/transit 08:30 Receive an urgent call from a healthcare provider regarding parent's needs
09:30 Arrive at the Parliament 09:45 Political Briefing 10:10 Coordination Meeting with Legislative Team 10:25 Participate in Parliamentary Commission Session 12:00 Recess and Quick Lunch (<i>while monitoring media, social networks, and addressing urgent personal matters</i>) 13:00 Debate at the Parliament 13:30 Coffee break and meeting with other Parliament Members 13:45 Assembly Meeting 14:45 Debriefing with Political Advisors 15:00 Meeting with Constituency Delegation (to discuss local development priorities) 15:30 Meeting with Party Leadership Team (to align on upcoming legislative agenda) 16:30 Strategic Planning (reviewing political goals, preparing future interventions, or documenting key insights) 16:45 Debriefing with members of the Parliament 17:30 End of the sessions at the Parliament 18:00 Meeting with Civil Society Representatives (to discuss policy impact and community concerns)		
19:00 Car to pick up kids 19:05 Arrive at the school just in time for the end of a school presentation 19:45 Attending a television interview 20:15 Review kids' homework and prepare for the next day's events 21:00 Spend time with family 22:00 Shower 22:30 Read pre-material for tomorrow & check social media 23:30 Sleep	19:00 Attend a social event or networking opportunity 20:15 30-minute Live Session or Review of Scheduled Posts on Official Social Media Channels 20:45 Preparation of a social media campaign with their communications team 22:00 Shower 22:30 Read pre-material for tomorrow & check social media 23:30 Sleep	19:00 Pick up medication for parents from the pharmacy 19:05 Go to pick up groceries for parents 19:45 Attending a television interview 20:15 Prepare dinner and spend time with parents 21:00 Help parents with evening routine 22:00 Shower 22:30 Read pre-material for tomorrow & check social media 23:30 Sleep

- How accurate do you think these agendas are?
- How much do they reflect what you wrote or imagined?
- What's missing? What surprised you?



Political Leadership Ready for..?



...Elections

As a Politician

prepared for campaigning and representing the people in elected office.

...Grassroots Work

As a Social Cause Mobilizer

engages citizens and communities, understanding their needs, and advocating for change.

...Family Life

As a Family Member

Navigating the personal impact of political leadership, balancing responsibilities, and building support networks.

...Community Engagement

As an Active Community Member

Collaborating with businesses, civil society, and local networks to gain firsthand insights into their needs.

...Party Politics

As a Political Party Leader

Shaping the political agenda, and strengthening party structure and strategic direction.

...Government

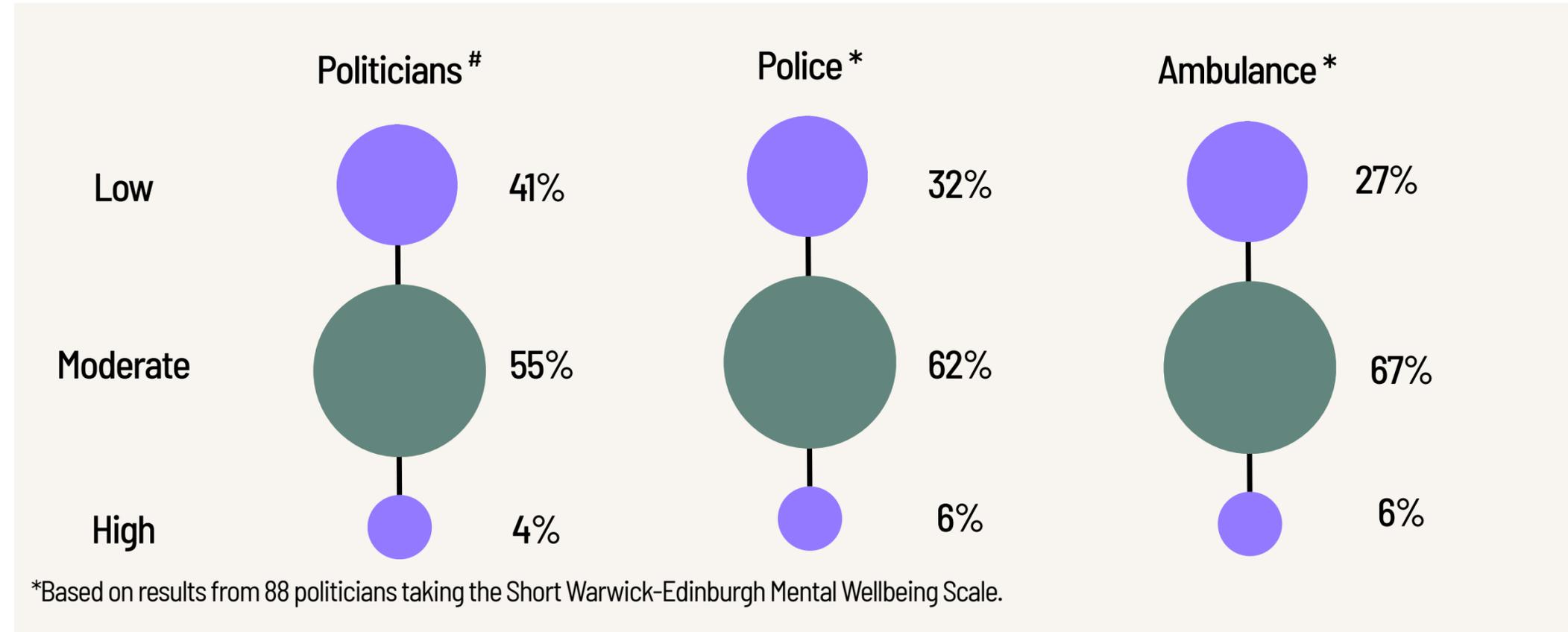
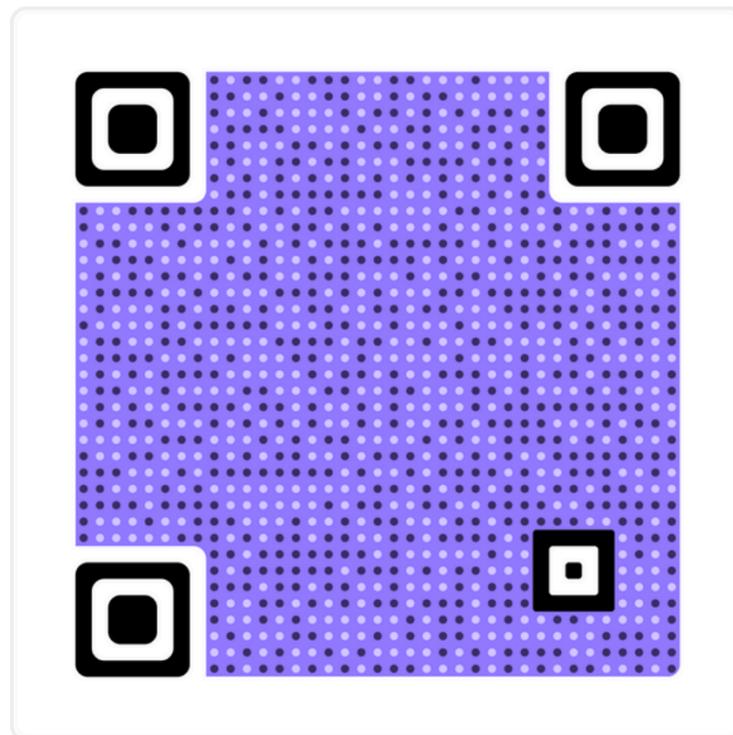
As a Public Servant or Staffer

Transitioning into public administration with expertise in governance and regulations.



MERE MORTALS

The state of politicians' mental wellbeing and why it matters



41%

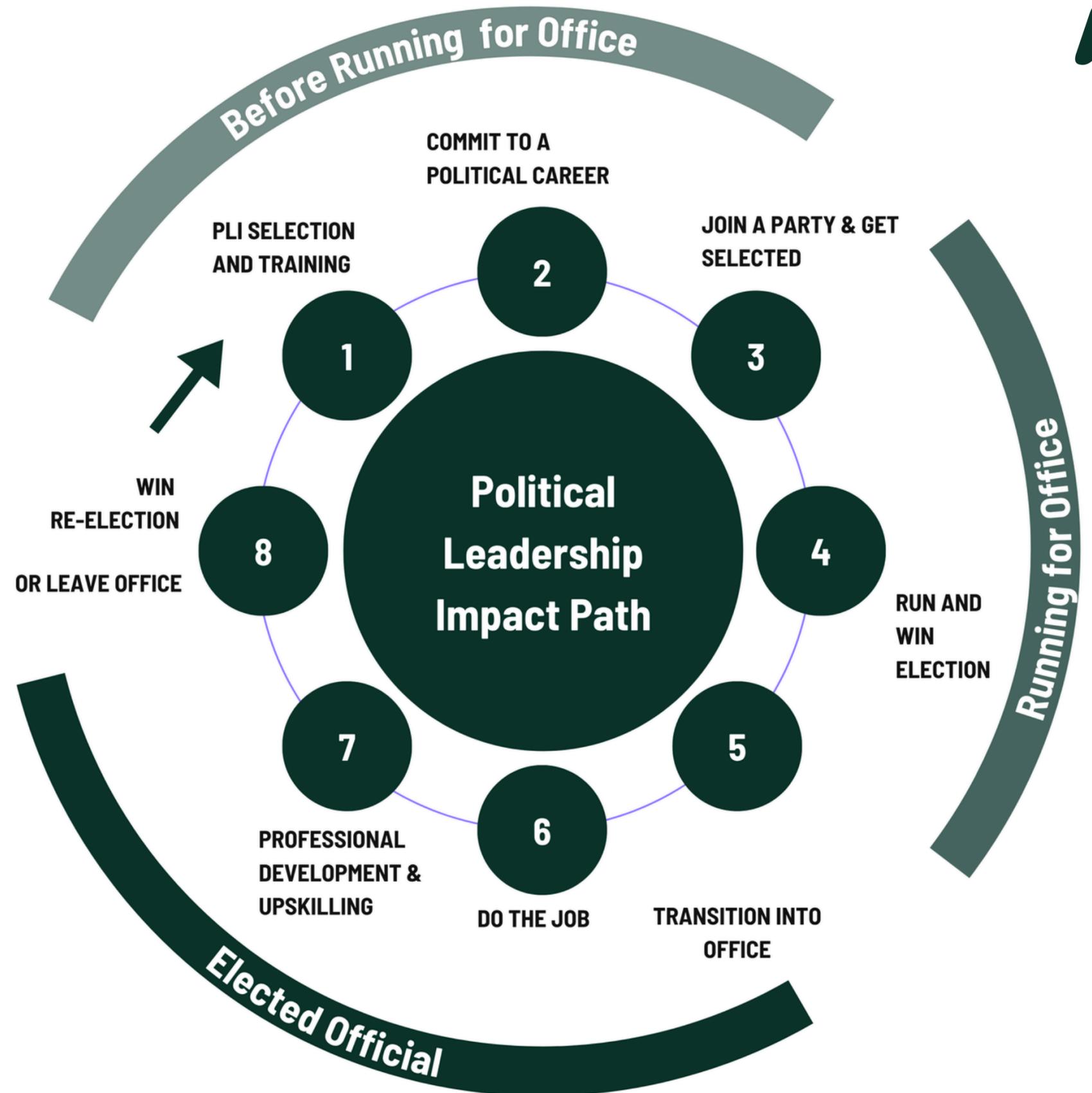
of the current politicians who completed our survey had low or very low mental wellbeing.



Political Leadership Impact Path



Join at menti.com |
use code 3199 5665





Political Leaders on the Spot

- Many of you hold positions of power in your parties or lead training/support for political leaders or will do so in the future.
- Who political leaders are in their daily life and leadership journey.
- User-center: Understanding their real needs, starting from where they are in their journey.
- These insights are key for designing tailored, effective training and support programs.
- How can we contribute to developing good political leaders?



Screening, Training,
Supporting



The Better Politics Accelerator (BPA)

The only global launch pad for political leadership entrepreneurs and innovators

Four-program portfolio:

Before running for office Political Leadership Incubators (PLIs)		Working with current politicians Political Leadership Accelerators (PLAs)	
1 Civil Society PLIs	2 Political Parties PLIs	3 Civil Society PLAs	4 Political Parties PLAs

Our target groups

Civil Society CSOs with capacity, either new or existing (funding, experience).	Political Parties Political leadership innovators within political parties and youth wings.
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Screened For

Trained For

Inner Work
Mindsets



Pro-Social
Motivations



Self-Awareness



Open and Growth-
Minded



Passion to Make an
Impact



Ethics & Integrity



Resilience

Outer Work
Skills



Communication



Community-Building &
Organizing

Systems Work
Knowledge



Democratic
Principles



Politics & Current
Events



Social, Economic &
Environmental Trends



Why Me, Why Us, Why Now

Motivations, goals, strategy, values & call to action



Learning, Growth & Wellbeing

Managing personal life & continued learning



Ethics & Integrity

Staying true to oneself & moral courage



Public Life

PR, speeches & responding to misinformation



Interpersonal Craftsmanship & Management

Negotiation, managing teams & stakeholders



Representation & Facilitation

Representing others & participatory practices



Analysis & Decision-Making

Systems thinking, working with evidence & critical thinking



Political Systems

Democratic principles & political systems



Policy & Policymaking

Using evidence in policymaking & policy topics



Context

Social, cultural, environmental, technological & economic factors

Curriculum approach



Transformational Leadership

- Ethics and integrity
- Personal goal setting
- Mental wellbeing and safety in office
- Pro-social motivation
- Personal values
- Cohort dynamics
- Political maturity (transitioning from activist to politician mindset)

40%

Political Skills

- Negotiations and Debate
- Communications Strategy and Speechwriting
- Grassroots mobilization, movement building, and political campaign
- Managing political relationships and stakeholders
- Evidence-informed policymaking
- Citizenship and political engagement

30%

Policy, Systems and Innovation

Systems

- How gov/pol systems work
- Political theory in context
- Social trends
- Political reform ideas
- Future Thinking and Strategy Foresight
- Circular Power Politics

Policy Topics

- Innovation & technology
- Artificial intelligence
- Climate
- Gender
- Economy
- Geopolitics and peace

30%

How to Design Impactful Adult Learning Experiences



10 Evidence-Based Considerations

Co-Design

Do you want to ensure the curriculum hits the spot for the learner? Co-design with them. It's that simple. Surveys, committees, sharing draft agendas, having them test activities are all good ways to get feedback on your learning program.

Adult Learning Theories

Consider and blend different methods, making sure to hit the 4D's: Doing, Didactic, Discovery and Discourse.

Un > Learn

"Unlearning is not about forgetting. It's about the ability to choose an alternative mental model or paradigm. When we learn, we add new skills or knowledge to what we already know. When we unlearn, we step outside the mental model in order to choose a different one." It's important to identify what the current mental model is before replacing it with a new one.

Better > Together

We learn better when we learn together. Research shows that social and emotional learning can change brain function and structure which allows for adaptive emotional and cognitive functioning. Build in opportunities for group work or projects. Behavioral science and research by Apolitical.co shows that peer-to-peer learning can be the most impactful because of its relevance.

Intrinsic & Fun > More Attention

People generally have a longer attention span when they are doing something that they find enjoyable or intrinsically motivating. Design for delight. Learn and prime the learner's intrinsic motivations.

1

2

3

4

5



6

Emotions > The Whole Person

Some believe that emotions get in the way of learning. The contrary is true. Emotions, even negative ones, when harnessed properly can improve attention, motivation and memory. The stress hormone cortisol, however, can be harmful to your function if it spikes and for too long. Anxiety can be a significant hindrance for learning and memory.

7

Scarcity > Interest

Behavioral economics shows us that scarcity makes opportunities more valuable. Similarly, adult learners are likely to have more interest in learning if the opportunity is or feels scarce. An application process is a good screening for motivation. You can't force people to learn; you want them to want to learn for themselves.

8

Make it Real

Adults need learning experiences relevant to and reflective of their own lived experiences and acute problems. Pre-learning surveys can be a good way to understand and plan for this. They may also identify a participant as an instructor.

9

Different Learning Styles

Recognize and design for different learning styles: Visual (spatial), Aural (auditory), Verbal (linguistic), Physical (kinesthetic), Logical (mathematical), Social (interpersonal), Solitary (intrapersonal). And don't forget to design for introverts and extroverts as well.

10

Blend it

A combination of 'classroom' (online or off) with self-paced learning often works best for adult learners. Why? Easier to fit into busy schedules, can be more personalized, provides for a more varied experience and takes advantage of tech (gaming, video content, VR, etc.). It can also be a cost and time saver (on space, food and travel time, for example).



What Makes a Good Political Leader?

1. How would you define a 'good political leader'?
2. What mindset, skills, and knowledge do you think are essential?

1. Describe a political role – any one you know
 - a. Mayor
 - b. MP
 - c. Political advisor
 - d. Party leader
2. What would this person need to do their job well?



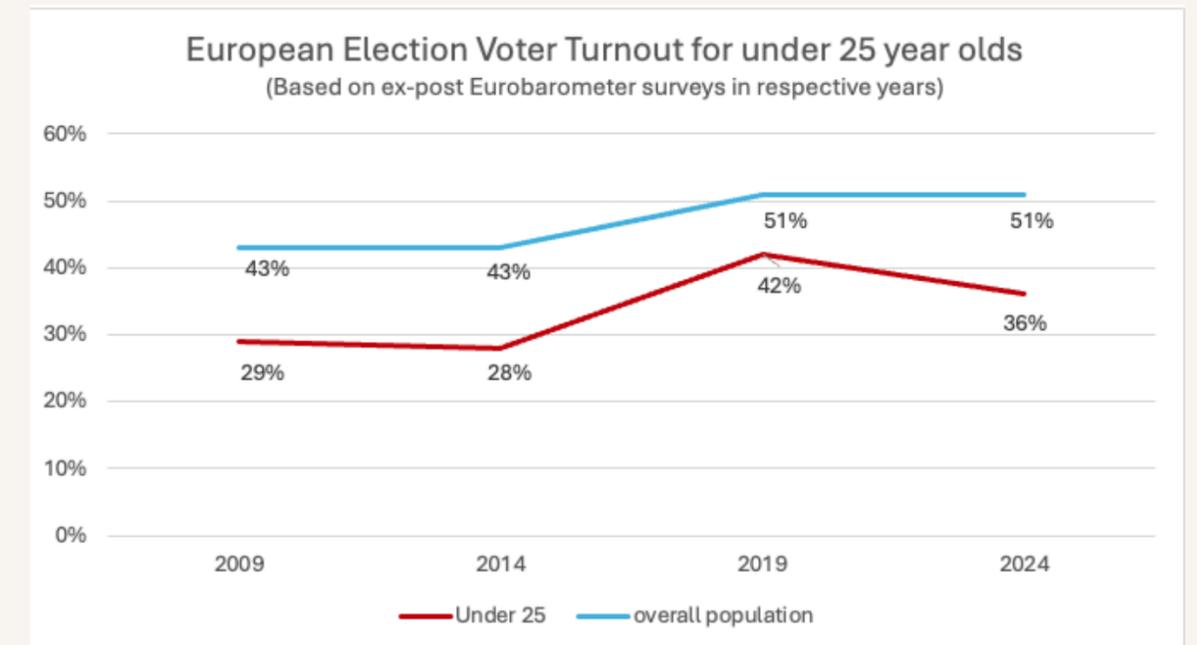
Beta Politics

How Youth Wings Prototype the Future of Engagement
CASE STUDIES

The Problem

Why this report – and why now

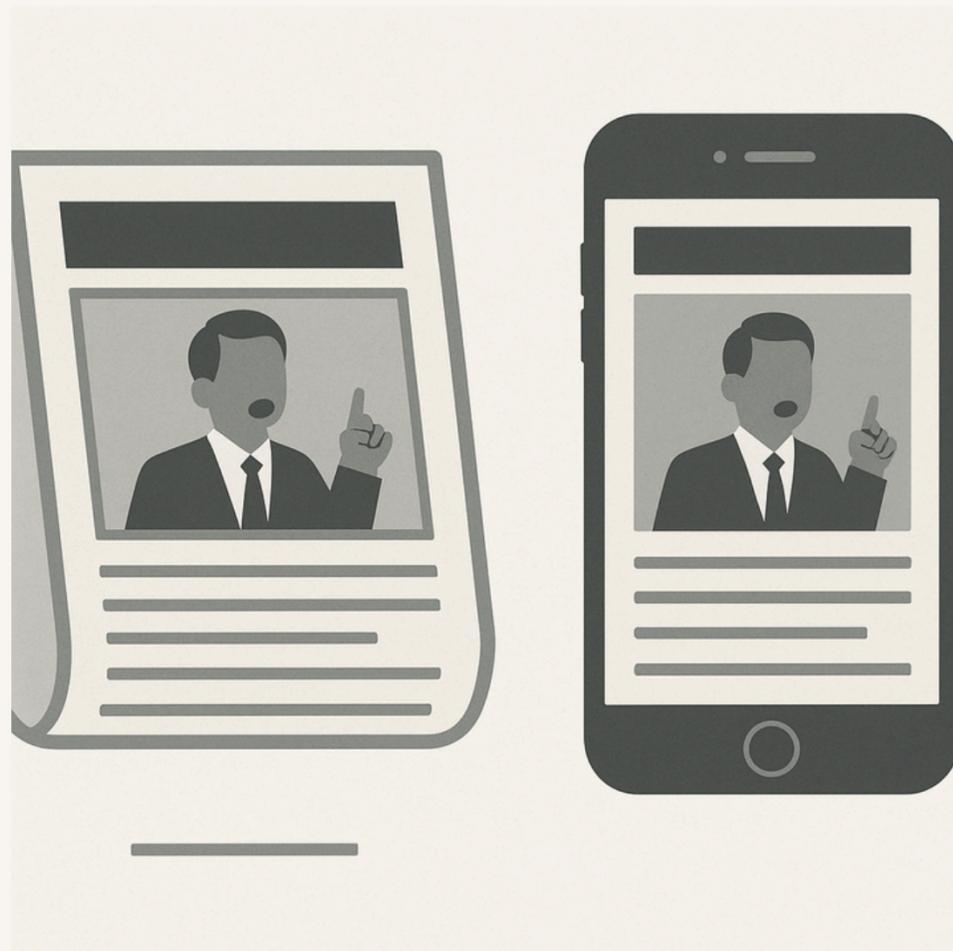
In 2023, nearly 70% of young Europeans stayed home on election day. But this isn't about apathy, it's about disconnection. Young people are politically aware, but parties feel outdated and distant. Traditional engagement no longer speaks their language or reflects their reality.



Sources: Eurobarometer Post Election Surveys 2009, 2014, 2019, 2024

The Quiet Power of Trying Something New

Small shifts, big potential



Youth wings are quietly reimagining political engagement, not by tearing systems down, but by tweaking how they present themselves. Through TikTok accounts, memes, local cleanups, and street theater, they're testing new tones, tools, and tactics that resonate with their peers. Sometimes innovation isn't disruption, it's just a smarter adjustment.

The Leadership Lab

Why youth wings matter

Youth wings offer many their first real taste of political life, from pizza-fueled debates to shaping public policy. They create space for trial, error, and experimentation, often without the high stakes of official party roles. When they're given room to operate, youth wings can quietly prototype what better, more inclusive politics might look like in practice.



Why youth wings matter

What do we know about political parties?

- Men more than women (Two thirds are men) Centre Right has more men than centre left, and there is no significant improvement from their mother parties numbers, for example the Junge Union, has the exact same percentage of Men like the CDU (their mother party)
- They are highly educated, Centre right members are higher than centre left members . They are far higher educated than their mother parties.

When do youth Join?

- They join in School (53%) and Uni (41%). Despite upper age limit go to around 30 yo
- **There's a gap for politically-engaged youth aged 23–35 who didn't join early.**

Why do you join them?

- Almost half agree that they join youth wings to advance their careers or to be a candidate one day. a huge contrast to their mother parties (which in some of the surveyed cases goes down to 1%)
- 41% have siblings or family in the party (friends also influence)
- Peer pressure plays a significant role in joining these parties.

What This Report Is (and Isn't)

What is

- A collection of applied examples
- A look at practical, creative, and sometimes unconventional efforts
- A snapshot of innovation in action
- A tool for reflections
- A way to highlight how small shifts inside youth wings can influence

What is not

- A scientific study or a global dataset
- An endorsement of any political party, ideology, or policy stance
- A judgment on the effectiveness or morality of any strategy
- A guide to “best practices”

Case Studies

Serbia: One Foot in the Streets

Green Left Front Youth – Still Organizing



- Kept up activism: LGBTQ+ events, tenant unions, cleanups
- Mandatory participation & intro sessions
- No budget = DIY resilience

“We don’t need spectators. This is about doing the work.”

South Africa: Listening Before Leading

Rise Mzansi – Hope as a Strategy

- Started with 200+ listening sessions
- Youth integrated, not sidelined
- “Youth chapter” given full provincial weight

“We didn’t start with a manifesto. We started with questions.”



Netherlands: Politics Gets Roasted

JOVD – A Comedy Central Documentary



- Invited satire: a roast-style show
- Reached new youth audiences
- 10%+ membership growth post-broadcast

“We wanted to look real, not polished.”

Sweden: TikTok Takeover

SSU – Reclaiming 'Sosse'

- Full-on TikTok strategy: memes, chaos, comments
- Aura farming = visibility
- “Sosse” turned from an insult into an ironic badge



“We didn’t want to feel like a party account. We wanted to be part of your feed.”

Philippines: Theater in the Streets

Akbayan Youth – Art as Activism



- Grassroots plays on community trauma & detention
- Low-cost, high-impact engagement
- Deepened trust through local collaboration

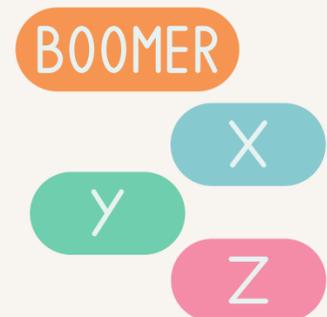
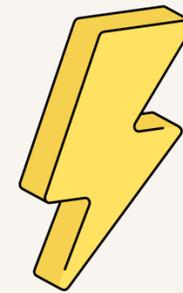
“People won’t read a report—but they’ll stop for a performance.”

Structural Challenges

What's Holding Youth Wings Back

Common barriers to innovation

- Many youth wings operate in symbolic roles without real decision-making power.
- Internal resistance, often rooted in generational divides around tone and tactics, limits experimentation.
- Without budgets or autonomy, even the most promising ideas struggle to move beyond the prototype stage.

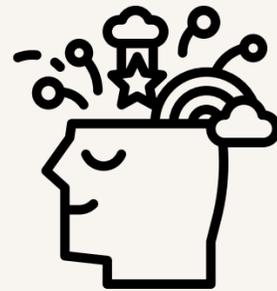


What Helps

Conditions for experimentation



Youth wings thrive when given the autonomy and resources to experiment.



A small budget paired with trusted senior allies can unlock creativity and reduce friction.



Quick, visible wins build internal trust, while partnerships with civil society or creative sectors expand skills and visibility beyond party walls.

Final Reflections

Insights from the Field

Lessons from Beta Politics



Meet people where they are: TikTok, memes, community



Culture + structure = sustainable engagement



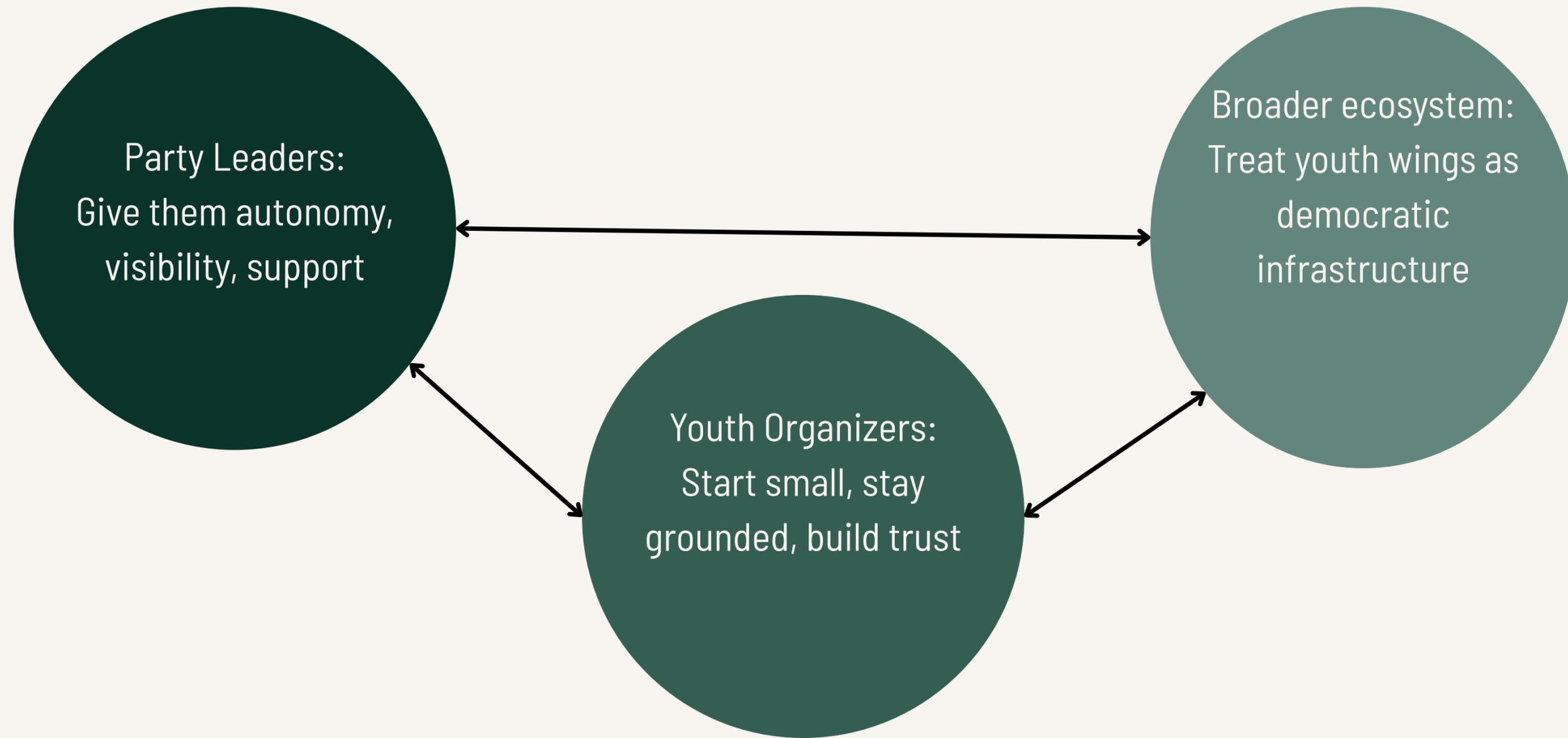
Build from lived issues, not abstract slogans



Humor ≠ unserious

The Case for Backing Youth Wings

Invest in youth to renew politics

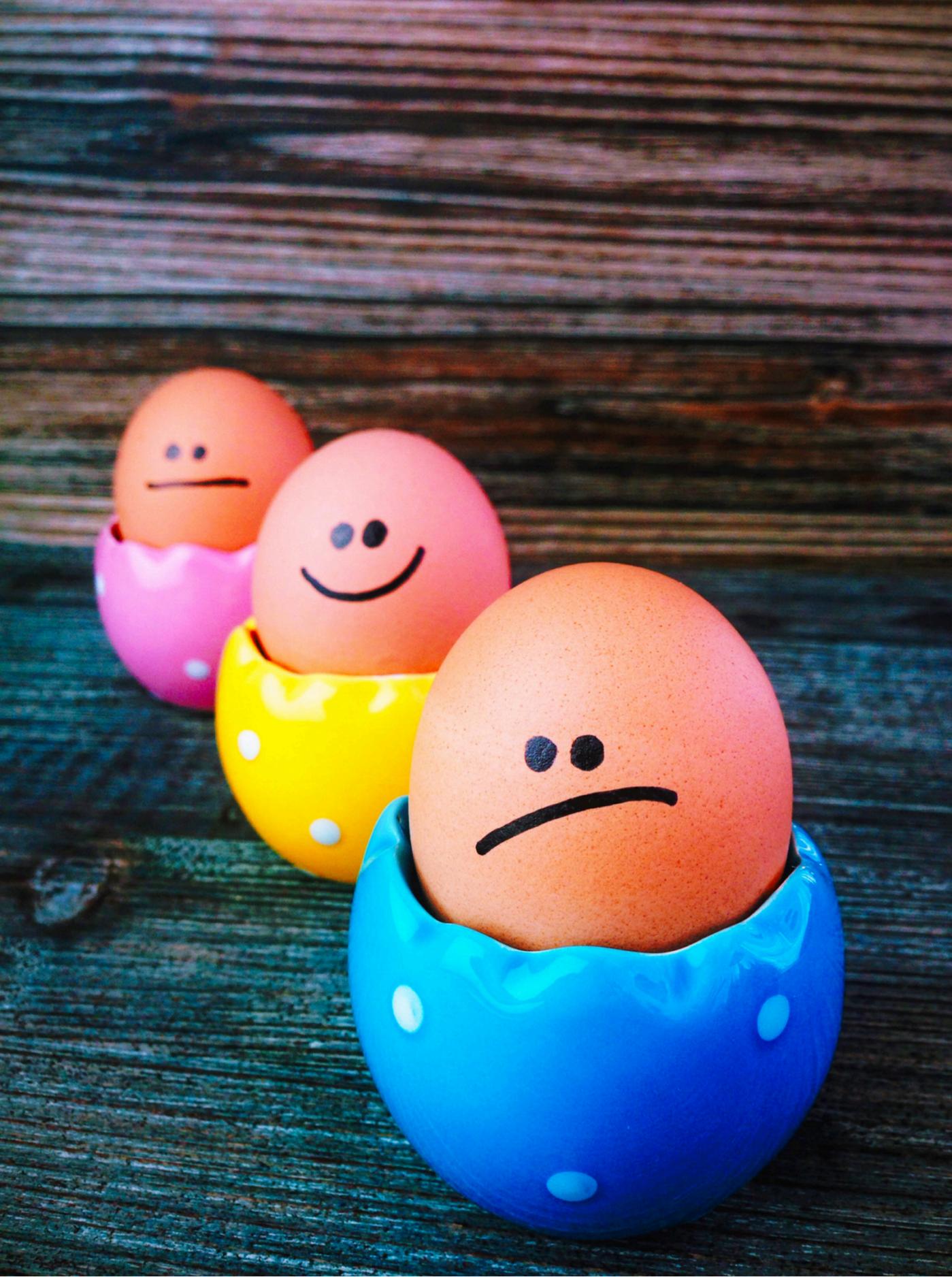




Rate Your Experience (So Far)



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One-word feeling

Contact Us

JULY 2025



THANK YOU

ximena@betterpolitics.foundation