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WHY EUROPE



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Who we are...



Hans-Christoph Schlüter



@hcschlueter



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Who we are...



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Who we are...

Rising EU-scepticism



Brexit



WhyEurope
(July 2016)



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We believe in

Populism



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Populism

simple

emotional

concrete



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oversimplified

lies

misrepresentations

simple

negative

Populism

emotional

concrete



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oversimplified

lies

misrepresentations

Positive

Populism

simple

emotional

concrete



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If you think we should
appreciate peace more
often, react with .



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simple

emotional

concrete

REASON

#14



YOU GET REIMBURSEMENT
IF AN AIRLINE MESSES
UP YOUR FLIGHT



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simple

emotional

concrete

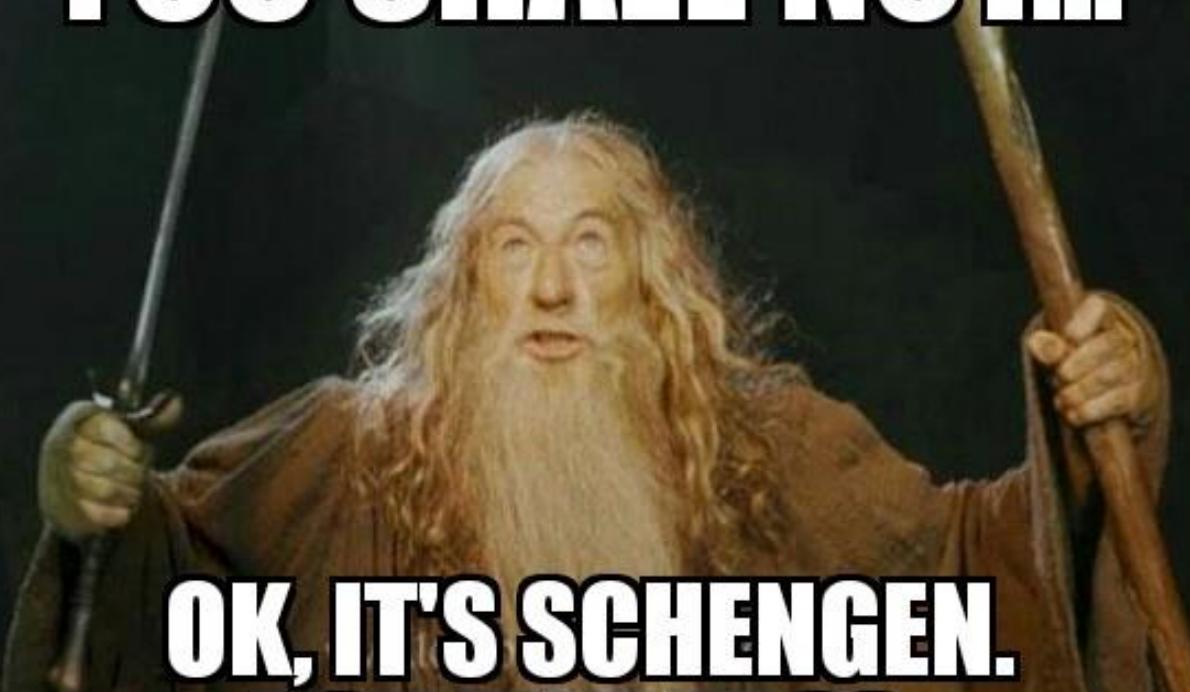


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YOU SHALL NOT...



OK, IT'S SCHENGEN.
YOU MAY PASS.

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Number of potential boy/girlfriends

18
million

single country
average

EU

511 Million



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That moment when
you go **shopping** and
see that there is a
two-year guarantee
on all products.



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simple

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concrete

independent



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