



A Citizen Manifesto: Towards a Politics of Participation

Kennedy Center Featured Title Lecture

Join us for a lecture by Jon Alexander, author of the Kennedy Center's fall 2025 featured title, *Citizens: Why the Key to Fixing Everything is All of Us*. He will share how shifting from a “consumer” story to a “citizen” story opens up new possibilities for our communities, institutions, and democracies. Drawing on examples from around the world, he shows how unleashing the power and creativity of ordinary people can change how we respond to climate crisis, inequality, and polarization. Come explore how *Citizens* invites us to see this moment not as one of collapse, but of opportunity—and what it might mean for the way we study, lead, serve, and belong.

Jon Alexander is co-founder of the New Citizenship Project and author of *Citizens: Why the Key to Fixing Everything is All of Us*. A former award-winning advertising strategist who worked with major global brands, Jon now helps organisations like *The Guardian*, the Co-op, the National Trust, and the BBC rethink how they relate to the public—not as consumers, but as citizens.

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