

Economic Storytelling



ECON FOR EURO CHALLENGE
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Storytelling Principles



- Understand subject matter and be able to give examples in vivid detail.
- Create interest!
 - Better: create a gap in understanding that someone is compelled to fill.
- Use words that belong to your audience.
 - “...jargon masks real meaning. People use it as a substitute for thinking...clearly about...the direction that they want to give.”
(Chatman, UCal)
- Make answer compelling enough to share with someone else.

The Challenges behind Euro Challenge



Macroeconomics Focus

- High Unemployment
- Slow Growth
- Fiscal Policy & Growth
- Promoting Investment
- Single Monetary System
- Banking Union & Financial Stability

TIP: *Easier to ensure you cover all the competition's requirements but is more economics driven*

Social Studies Focus

- Globalization (Micro and SS)
- Demographics & Aging

TIP: *Easier to incorporate into a social studies class but requires some additional time on macroeconomics to ensure you do well in competition.*

Cheat Sheet – What to Know?



Macroeconomics Focus

- **High Unemployment**
 - “Lagging” indicator
 - Labor Force “participation”
- **Slow Growth**
 - Long-run “average growth” rate
 - “Real GDP growth rate” of economic partners
 - Components of GDP formula
- **Fiscal Policy & Growth**
 - “Government spending” in GDP formula
 - “Government bonds” (sovereign debt)
 - Relationship between “Investment” and economic growth
- **Promoting Investment**
 - All items under *Fiscal Policy* above
 - Different types of investment (Residential, Government, Commercial)
- **Single Monetary System**
 - The positive and negative of not having control of own credit & money supply
 - “Transaction costs” lowered
 - Monetary vs. fiscal policy
 - Current ECB policy (if chosen as challenge)
- **Banking Union & Financial Stability**
 - “Credit Spreads” as an indicator
 - “Sovereign Debt”
 - EU and EBC current mechanisms
 - Risk of “Runs”
 - ECB policy of purchasing bonds

Cheat Sheet – What to Know?



Social Studies Focus

- **Globalization**
 - “Trade” and “comparative advantage”
- **Demographics & Aging**
 - “Labor” market and “social welfare” costs
 - ✦ Demographics of “labor market”
 - ✦ Emigration vs. immigration
 - “Productivity”
 - “Fiscal” health of country vs EU standards

What “Economics” should you consider analyzing at first pass?



Look at the EU's

- GDP (incl. growth rates)
- Inflation
- Unemployment
- Labor situation
- ECB policy rate
- Trade situation
- Value of Euro

Look at your countries'

- GDP (incl. growth rates)
- Inflation
- Unemployment
- Labor Situation
- Trade Situation
- Housing
- Banking
- Government Bonds



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