



# New Value-Based Democracy

## What if we had a One-Party Government?

No party politics. No arguing. No polarization.  
Just wise decisions made by elected professionals, in the name of the  
common good – for Finland, its citizens, businesses,  
culture, and shared values.

Finland has an abundance of good ideas, organizations, and people who want to take care of citizens' well-being, invigorate business, and uphold freedom and democracy. Unfortunately, the current governance model rejects almost all new thinking, as it often threatens entrenched power structures.

Pause for a moment and consider: **Has our political governance model ever truly worked efficiently?**

What kind of governance model would you create for Finland if you could start from scratch? Would you choose the current bickering party-political model – or a system built on reason, professionalism, and shared good values?

## **– What is the NVBD model?**

The model is a proposal for a new Finnish governance system, whose core principles include a strong national value base, freedom, transparency, fairness, honesty, equality, support for entrepreneurship, economic success, ecological sustainability, and the renewal of democracy through citizen participation. High civil service ethics and morality, as well as a lean but effective public sector, are also key.

At its heart, the model replaces the current quarrelsome party-political system – which often pushes its own power interests – with one based on shared values and collective benefit. The NVBD model emphasizes seeking new ideas and breaking traditional bureaucratic structures. Its goal is to create a system where the public sector, businesses, and citizens work together toward sustainable well-being and success. At present, these three forces often work against each other.

## **-The NVBD model is simple**

The government consists of non-political, non-religious, and neutral professionals elected by the people: the president, prime minister, ministers, and members of parliament – just like now. The only difference is that all ministers would also be elected by direct public vote.

The government's decisions and actions must, whenever possible, be patriotic – beneficial to Finland, its security, business, citizens, culture, and shared values.

Citizen councils monitor government actions to ensure they adhere to agreed rules and values – not ideologies or party politics.

Much of Finland's and the world's problems stem from political infighting, party politics, and the accelerating decay of society – and especially from the lack of common sense, both in governance and in citizens' own decision-making.

## **– How can we gently pressure the current government to explore adopting the NVBD model?**

We will establish the *Friends of Finland Association* to represent and promote the NVBD model. The association will include governance experts, influencers from various fields, business leaders, politicians, and other interested parties.


We will launch, together with citizens, a massive email and social media campaign encouraging people to send messages to all influential individuals, politicians, parties, companies, etc.

**Our first goal is for the government to establish an independent committee to study the feasibility of the NVBD model as Finland's new governance system.**

**Example message:**

*"Hello. You are one of the influential people in Finland. I greatly appreciate your work and achievements. I hope you can give your public support to the NVB model so that we can pressure the government to establish a committee to study its feasibility as a new governance system. Thank you for your support for Finland. Finland and our children will thank you."*

**Short and concise message:**

*"Hello, I hope that you, as an influential person, will support the government in establishing a committee to study the NVBD model. "* Patriotic regards, Mrs. Finn   
[www.uad-malli.org](http://www.uad-malli.org)

The exact content of the message is not so important – the key point is to ask for their support for establishing the committee. **We are not asking for support for implementing the model.** This is important because establishing a committee does not sound as intimidating as launching an entirely new governance system.

**When hundreds of thousands of people express their support for the committee, it will force the government to create one to study the NVBD model.**

At the same time, we will see which individuals, organizations, and parties support the formation of the committee and which do not. We will know who is working for Finland's best interests – and who is serving other agendas.

**Our second goal is that if the committee concludes that the NVBD model is a viable option, we will launch a new large-scale email and social media campaign.** Its purpose is to encourage citizens to send messages to current and future election candidates.

**Example message to a candidate:** *"Dear Member of Parliament (or candidate) Smith, as you know, the state-appointed NVBD committee has concluded that the NVBD model could work very well as Finland's new system of governance, replacing the current divisive party-political model. I intend to vote for you in the upcoming elections if you publicly declare your support for adopting the NVBD model."*  
Patriotic regards,  
Mrs. Finn

**Candidates who do not support the model will begin to fear they will not be elected. This way, we can gently but effectively pressure representatives to back the adoption of the NVBD model.**

Just as with our first goal, we must also encourage organizations, businesses, the media, and public figures to send these messages and support the movement.

**Another way to study the model is for a democracy-promoting organization to fund a think tank or university-level research project.** However, the most effective option would be for the government itself to commission the research, as this would make its implementation easier to justify. At the same time, to ensure thoroughness, a private organization could also carry out its own study alongside the government's research.

The beginning of the NVBD movement requires nothing more than spreading this idea on social media. If the people embrace it as their own, it will spread organically by its own weight. It's up to the citizens!

*"More powerful than all the armies of the world is an idea whose time has come." – Victor Hugo*

## **– The pillars of the NVBD model**

The NVBD model is not a technocracy, where some higher authority appoints decision-makers. Nor is it a meritocracy, where one's position in society is determined solely by skills and achievements.

The UAD model is a civil service government model, but with the difference that the civil servants or individuals are not politically motivated. The government is run as if it were a large company, but decisions are not made by the CEO or board of directors, but by members of parliament who vote on them, as is the case today.

In the NVBD model, the president, members of parliament, and ministers are elected by public vote. Any Finnish citizen can run, though those with strong governance and professional expertise are more likely to be chosen. The same principle applies to European Parliament, regional, and municipal elections.

The future NVBD government – not myself or other volunteers involved in developing the model – will determine its direction and decisions. The only bias NVBD has is toward effective governance and the national interest.

**Value-based decision-making.** The model is grounded in our strong national values, culture, and heritage. As values change, so too will the direction of government and society. When a nation's core values are healthy, anything is possible.

**Democracy and participatory society.** For major decisions, direct national referendums are held (online voting). Citizen initiatives are central to the system.

**Citizen councils** oversee the government and have veto power; they can challenge decisions if the government strays from its course. They also monitor government spending, aiming to eliminate waste.

**People's governance** is a public service as a trust-based duty. Citizens can participate in governance in various ways. Power and responsibility rest with the people.

**What is political, what is legal?** The Constitutional Law Committee, currently composed of MPs, would be replaced by a neutral “council of the wise” to ensure fair decision-making. The entire justice system would be depoliticized and rationalized.

**Social enterprise** means businesses whose primary aim is to advance public good or solve societal problems. Critical services like electricity and water should remain under public control, keeping prices fair and reinvesting profits into the common good.

**A free market economy** allows supply and demand to guide prices and production, with minimal state interference. It relies on private ownership, free competition, and entrepreneurship. The NVBD government would support low-threshold entrepreneurship through education and loans, simplifying regulations and laws.

**Education reform.** New values would be taught in primary school. We would educate confident people who know their path, want to live meaningful lives, and contribute to Finland's success.

**Finland is small.** We can quietly chart our own course and remain neutral in international disputes, focusing on managing our affairs.

## **– How is the NVBD model implemented in practice?**

The state establishes an independent expert committee to assess the feasibility of adopting the NVBD model.

If approved, the committee creates a practical framework for implementation.

The *Blue-and-White Manifesto* is then presented to the people, and the model is put to a national referendum.

If chosen, constitutional and legislative changes are made.

During the transition, most existing officials remain, but in neutral expert roles. The first NVBD elections would be held a few years later.

## **– The NVBD model is not utopia**

It is fully achievable, practical, and capable of saving Finland – mentally, economically, and against global threats. The state, businesses, and citizens would rebuild Finland together.

Many may say it could never work here because bureaucratic networks and old power institutions control everything. But its greatest strength is a new value-based climate attracting a generation of responsible, honest, and public-minded citizens.

Every minister, MP, and official would sign a binding value agreement; violating it leads to immediate disciplinary action.

If we could join the EU and make all the massive legislative changes it required, why not implement the NVBD model?

### **-Finnish small political parties**

Most of the small parties are very patriotic. They advocate for things that are in the best interest of Finland and its citizens. The problem, however, is that they have a very small chance of getting enough MPs to implement the important goals in their programs.

**NVBD is not a party, and it does not have any individual proposals of its own that it advocates. It is a governance model.**

By helping NVBD to become the next governing model in Finland, the chances of small parties getting their own goals through will increase significantly, because the basic idea of NVBD is precisely to support proposals that are patriotic and promote Finland's interests.

Therefore, I hope all small parties spread the idea of the NVBD model to their own supporters. However, NVBD cannot ally with any party, because it could easily appear biased. NVBD must remain completely impartial and neutral.

### **– Finland runs with reason and efficiency – like a great company**

Government representatives' personal beliefs are left at the door. There is only one goal: Finland's good.

Big Finnish companies operate with smaller leadership teams than our government yet succeed in harsher environments. Why? Because they act on business logic and shared success, not ideology.

Just like in the corporate world, members of the UAD government are held accountable and can even be dismissed if they fail in their duties. This sense of responsibility in their work already raises the overall standard. In the current government, such accountability does not exist – and the results speak for themselves.

### **-Government without elections – an alternative hybrid model**

What if we had no elections at all? Instead, a professional state HR team would recruit leaders, as in large corporations. This wouldn't be a traditional democracy, but could be highly effective.

This election-free hybrid could work as well as the electoral NVBD version. Both would outperform the current quarrelsome party system.

**The only strange thing about the NVBD model is that it hasn't been done yet.**

### **– A value revolution seeks builders**

Do you want better leadership for Finland? Join us to make history – and turn Finland into a global example where happiness, freedom, and success thrive. Spread the message and press political leaders. This is not a left-wing or right-wing movement, but a patriotic citizens' movement.

### **– Life must not be only hardship**

*"Life cannot be just about solving one miserable problem after another – it must not be the only thing. There must be things that inspire you and make you happy to wake up in the morning, glad to be part of humanity." – Elon Musk*

The state and businesses must inspire, giving people a reason to rise each morning and be proud to belong. This allows citizens to live dignified, meaningful lives – a dream still distant for too many Finns.

The state should enable, not hinder, through needless nannying and senseless regulation.

### **– NVBD is a citizens' movement**

We welcome constructive criticism and ideas on how to improve this model – and Finland – together.

We seek volunteers for tasks like website management, social media updates, PR, and writing.

We also invite ideas from various professional groups on how the NVBD government can support your sector – and how you can contribute to Finland.

If not the NVBD model, then what? Change won't come by waiting. It's up to you!

*Timo Ylä-Soininmäki – [www.uad-malli.org](http://www.uad-malli.org) – [info@uad-malli.org](mailto:info@uad-malli.org)*

My social media opinions are my own. The future NVBD government will set its direction – not me.

**Finland has the leadership we citizens deserve.  
Is it time we finally deserve leaders who stand with us?  
The NVBD model could be the start of a new governance system.**

**Revolution must happen in people's minds – not on barricades.**

**The Blue-and-White Manifesto – Finland without politicians**

***"At the threshold of hesitation, ask yourself how much courage you  
dare to leave unused today." – Tommy Tabermann***