

NEW VALUE-BASED DEMOCRACY

If we had no political parties, we would have no party politics, political infighting or political polarisation.

In an NVBD government, we would have professionals elected on the basis of their CVs making wise decisions in the common interest - for the benefit of Finland, its citizens, businesses, culture and values.

Finland has plenty of good ideas, organisations and people who want to look after citizens' well-being, revitalise business, and uphold freedom and democracy. Unfortunately, the current model of governance rejects almost all new thinking because it often threatens established power structures.

Consider this: has our political model of governance ever worked efficiently?

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

Finland and its people need a new common goal!

At the heart of the NVBD model are individual freedoms, entrepreneurship, a free-market economy and minimising the role of the state.

Under the model, the people elect members of parliament by voting on the basis of candidates' expertise and experience - their CVs.

Finland's interests always come first, the influence of lobbying, political ideologies and religious views on decision-making is minimised, and citizens' councils oversee the government's activities.

What is the NVBD model?

The model is a proposal for a new system of governance for Finland. Its basic principles include a strong foundation of national values, freedom, transparency, justice, honesty, equality, support for entrepreneurship, economic success, ecological sustainability and renewing democracy through citizen participation. High ethical and moral standards in public service, and a lean but effective public sector, are also important.

The NVBD model emphasises seeking new ideas and breaking down traditional bureaucratic structures. Its purpose is to create a system in which the public sector, businesses and citizens work together towards lasting well-being and success. At present, these three groups are fighting one another.

The NVBD model is simple

The government consists of elected, non-political, non-religious and impartial officeholders: the president, prime minister, ministers and members of parliament - just as it does today.

Whenever possible, the government's decisions and actions must be patriotic - beneficial to Finland, its security, businesses, citizens, culture and shared foundation of values.

Citizens' councils led by the president oversee the government's activities and ensure that decision-making follows jointly agreed rules and the NVBD model's predefined values - rather than party-political or ideological objectives.

The citizens' councils, selected by lot from willing citizens, have a strictly limited right of veto in situations where a decision conflicts with the constitution, NVBD's previously established basic rules, limits of authority or transparency requirements, or breaches rules on impartiality or preventing corruption.

A large proportion of the problems facing Finland and other countries stem from political infighting and party politics, as well as the accelerating deterioration of society. And especially from a lack of common sense, both in government and in citizens' own decision-making.

What is meant by the expert members of parliament in an NVBD government?

Under the NVBD model, ten elected members of parliament work in connection with each ministry. They are experienced experts in their respective fields.

Take the Ministry of Transport, for example. Someone elected as one of its parliamentary representatives might have started their career as a taxi driver, later established their own transport company and, over the years, progressed into management positions at a major transport company, VR or Finnair.

Now, at the age of 50, they may have decades of practical experience. They want to put this expertise at Finland's disposal and stand for election as a parliamentary representative for the Ministry of Transport. They are joined by nine other experts whose skills complement one another across all transport-related activities.

Expertise alone does not guarantee good decision-making. That is why perspectives from different fields, independent research, impact assessments, civil servants' expertise, consultation with citizens, and strict rules on impartiality and conflicts of interest are also needed.

Is it not reasonable to assume that ten elected transport experts with extensive experience and strong professional skills could make good decisions about Finland's transport system - especially if party discipline, ideology and political power games did not interfere with decision-making?

Under NVBD, the people elected to parliament are not politicians, but skilled individuals who serve Finland and its people.

The first goal

We will establish a registered association to support the NVBD model, represent it and raise public awareness of it. The association will include governance experts, influential people from different fields, business leaders, politicians and others interested in the subject.

Launching an entirely new model of governance might sound utopian and even frightening to many people. Therefore, the association's first goal is to put pressure on the state authorities to establish an impartial committee to examine the NVBD model's potential as Finland's new model of governance. Establishing a committee is neither frightening nor insurmountably difficult.

How can we gently but effectively put pressure on the current government to investigate adopting the NVBD model?

Together with citizens, the association will launch a massive email and social media campaign encouraging people to email all influential individuals, politicians, parties, businesses and so on.

Example message: "Hello, I hope that, as an influential person (politician, business), you will support the state authorities establishing an impartial committee to examine the potential of the NVBD model as a new model of governance."

With patriotic regards,
Sirpa Suomalainen
www.uad-malli.org

The exact content of the message is not so important - what matters most is asking for their support in establishing the committee. We are not asking for support for adopting the model, only for establishing the committee.

When hundreds of thousands of people demand a committee, the state will have no choice but to establish one.

At the same time, we will see which individuals, organisations and parties support establishing the committee and which do not. We will see who is working in Finland's interests - and who is not.

We must also put pressure on candidates in city and provincial elections, and encourage the media, businesses, organisations, churches and universities to support the movement. Naturally, actors, musicians, artists, athletes and all other influential people must also be brought on board. Best of all, celebrities do not need to attend benefit concerts or events: they can comfortably promote the NVBD model to their followers from their own sofas. I believe that most Finnish celebrities will enthusiastically support this idea.

This massive email and social media campaign is the central point of NVBD. Through it, we can put pressure on the state to yield to the will of the people - especially once we have influential Finns and public figures supporting the NVBD movement.

The second goal

If the committee finds the NVBD model to be a viable alternative, we will launch another massive email and social media campaign encouraging citizens to send messages to current and future election candidates.

Example message to an election candidate:

“Dear Member of Parliament (or candidate) Mattila,

As you know, the state-appointed NVBD committee has concluded that the NVBD model could work very well as Finland’s new model of governance, replacing the current contentious party politics. I intend to vote for you in the upcoming election if you publicly announce your support for adopting the NVBD model and holding a referendum on it.

With patriotic regards,
Sirpa Suomalainen”

Candidates who do not support the model will begin to fear that they will not be elected. In this way, we can gently but effectively put pressure on members of parliament to support adopting the NVBD model.

Some might say that, by supporting the NVBD model, members of parliament would be putting themselves out of work. However, this is not the case. The transition period will last several years, during which the members of parliament serving at the time will remain in government. After the transition period, they will also have excellent opportunities to be re-elected in the first NVBD elections.

Starting the NVBD movement requires nothing more than spreading this idea on social media.

Of course, peaceful demonstrations and similar activities, such as citizens’ initiatives, gatherings and other civic activities, are also part of the process.

If the people embrace the NVBD movement, it will spread organically under its own momentum. It is vox populi - it is up to the citizens!

“More powerful than all the armies in the world is an idea whose time has come.” - Victor Hugo

The foundations of the NVBD model

The NVBD model is not a technocracy. Technocracy is a form of government in which some higher authority selects the decision-makers.

Under the model, the people elect the country’s leaders by voting on the basis of candidates’ expertise and experience - their CVs. The NVBD model is a fusion of classical liberalism, meritocracy, a civil-servant government and the corporate model. The best and most sensible ideas from all of these are incorporated into the new model.

Under the NVBD model, the president, members of parliament and perhaps ministers as well are elected. Any Finnish citizen may stand for election, but people with strong expertise in

governance and their own professional fields are more likely to be elected. European Parliament elections, regional elections and municipal elections will follow the same principle.

At the heart of the NVBD model are individual freedoms, entrepreneurship, a free-market economy and minimising the role of the state. In a sense, it is also a professional civil-servant government model, but with the difference that civil servants and other individuals are not selected on political grounds. The government is run somewhat like a large company.

The direction and decisions of the NVBD model of governance will be determined by its future government, not by the undersigned or the people involved in developing the model. The only things NVBD leans towards are effective governance and the interests of the nation.

Values-based decision-making. The new model of governance is built on strong national values, culture and heritage. When our choices of values change, the direction of government and society changes too. When a country's underlying values are sound, anything is possible. Value-based democracy attracts leaders who share those values.

Rule by the people, a participatory society. Direct referendums will be used, especially for major decisions. Voting will take place online.

Citizens' councils oversee the government and have a right of veto; they can challenge government decisions if the government moves in the wrong direction. The councils also monitor government spending. The president leads these citizens' councils.

Rule by the people - a collective national effort - means participating in government in a position of public trust. Willing citizens can take part in governance in various ways. Under the NVBD model, the people can put any questions directly to the government, and the government must answer them. For example: Why does the government never make savings by reducing public-sector staffing? Power and responsibility belong to the people.

What is political, and what is legal? The Constitutional Law Committee is a permanent committee of Finland's Parliament whose members are members of parliament. It assesses the constitutionality of forthcoming legislative proposals and other matters. An impartial "group of wise people" will be selected to replace the members of parliament on this committee and ensure fair decision-making. Finland's entire judicial system will be made impartial and rationalised.

Social enterprise means business whose primary purpose is to promote the public good or solve social problems. Electricity, water and similar essential services, in particular, should be under public control. This keeps service prices reasonable and allows profits to be invested in advancing the common good.

A free-market economy means an economic system in which prices and production levels are largely determined by supply and demand, without significant state intervention. It is based on private ownership, free competition and entrepreneurship. The NVBD administration will make it easier to start businesses through education and loans. The jungle of business regulations and laws will be cleared.

The school system will be reformed. The new values will be taught from primary school onwards. We will educate a nation whose people are confident, recognise their own path, want to live dignified lives and do their part for Finland and its people.

The best ideas and practices from different countries' models of government will be selected for the NVBD government.

Finland is a small country. We can quietly chart our own course and remain as neutral as possible in international problems. Let us focus mainly on looking after our own affairs.

What will happen to the existing parties after an NVBD government is introduced?

The purpose of an NVBD government is not to destroy political parties or silence their supporters. On the contrary: in a functioning democracy, different views must be heard.

The role of political parties will change fundamentally. Their state funding will end. Parties may continue operating as political civic organisations. Their costs will decrease considerably because they will no longer need to run election campaigns or maintain such extensive party organisations. This will allow them to operate with funding from their members and supporters.

The NVBD government will have a direct proposal channel through which former parties, organisations and citizens can submit suggestions to the administration. This would be an important part of the NVBD model's citizen democracy.

How will the NVBD model be implemented in practice?

The state authorities will establish an independent expert committee to assess the possibilities for adopting the NVBD model.

If the committee supports the model, it will draw up a practical framework for implementing it.

The Blue-and-White Manifesto will then be presented to the people, and the new model of governance will be put to a referendum.

If the people choose the NVBD model, the necessary constitutional and other legislative changes will be made.

As the new model is introduced, most of the administration serving at the time will remain through the transition period, but their roles will become impartial expert positions in governance.

To allow all reforms to be carried out calmly during the transition period, the first NVBD elections will be held after a few years.

The NVBD model is not a utopia

It is an entirely achievable, practical alternative that can save Finland spiritually and economically, as well as in the face of global dangers. Under it, the state, businesses and citizens work together to put Finland back on track. Nor does it mean returning to conservative values, but remembering our history and our religious and cultural heritage, and creating a new, bold and successful Finland where life is good.

Many may say that the model could never work in Finland because civil-service networks and the institutions of the old establishment control everything.

The NVBD model's greatest strength is a new atmosphere based on values, attracting a new generation of people ready to act - responsible, honest citizens working for the common good, rather than politically motivated individuals, as is the case today.

Every minister, member of parliament and civil servant will be required to commit in writing to a values agreement and new regulations. Breaching the agreement will lead to immediate disciplinary action.

If we were able to join the EU and make all the enormous legislative and other changes it required, why would implementing the NVBD model not be possible?

Researchers Erica Chenoweth and Maria J. Stephan examined 323 civil wars, rebellions and uprisings between 1900 and 2006. At the peak of a movement for social change, it is enough for approximately 3.5% of adults to commit to change, forcing the majority to adapt to the new situation. We need to engage only one person in 29 - just 157,000 people - and this could trigger the replacement of the current system with the NVBD model.

Only by joining forces can we succeed

Finland has a wealth of good ideas and capable people with a burning desire to improve Finland's governance and bring our country renewed success.

But we have one major problem. Under the current party-political system, it is impossible to push through reforms, especially if they would change the system itself or reduce the power of political parties.

An individual, an organisation or a small party cannot push ideas through alone, however good those ideas may be. That is why we must join forces.

We should not establish ten new popular movements, each trying separately to put its own ideas into practice. We need one shared platform through which we can bring together our best ideas and build them into a functioning whole.

I invite everyone who cares about Finland's future to join us: individuals, organisations, researchers, writers, small political parties, media representatives, entrepreneurs and other influential members of society.

Most small parties are strongly patriotic and promote causes that are in the best interests of Finland and its citizens. If small parties support NVBD and we succeed together in making it Finland's new model of governance, their chances of achieving their goals will increase significantly. NVBD's fundamental idea is to support proposals that promote patriotism and Finland's interests.

For an NVBD government, it does not matter whether a new proposal comes from the left or the right, as long as it benefits Finland and its citizens.

However, NVBD cannot form an alliance with any political party. It is essential that NVBD remains completely impartial and neutral.

Finland will be run sensibly and efficiently - like a large company

The NVBD model combines the best aspects of the current system with the operating and management models of large companies. It also draws on best practices from the models of many other countries. This could be called a hybrid model of government and business.

The backgrounds and ideological and religious views of NVBD government members may vary, but these are left at the door when they come to work, just as in companies. There is only one main objective: Finland's well-being.

If we compare Finland's three largest companies with the state, we find that their combined turnover and number of employees exceed the corresponding figures for the state. Yet these companies succeed - often in a much more challenging international operating environment than the Finnish state faces.

How can their management make good decisions even though they may hold different religious or political views? The answer is simple: they work not for ideologies but for sound business judgement and shared success. Ideologies and religion are left at the door when they come to work.

Just as in the business world, members of an NVBD government will be held accountable and may even be dismissed if they fail in their duties. This accountability itself improves the quality of their work. The current government has no such accountability - and the results show it.

Do we have alternatives?

Since no better idea is in sight that could make Finland's governance more efficient, should we not put pressure on the government to assemble an impartial expert committee to investigate the possible adoption of the NVBD model?

The only strange thing about the NVBD model is that it has not yet been implemented.

A change in values needs people to make it happen

Do you want to earn Finland better leadership? Join us in making history - together, let us make Finland an example to the whole world, where happiness, freedom and success flourish for future generations. All you need to do is spread the message of the NVBD model and put pressure on the political leadership. This is neither a left-wing nor a right-wing movement, but a patriotic citizens' movement.

Life must not be only misery

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

The state and businesses also have a duty to create hope, enthusiasm and meaning. A society and businesses that inspire give people a reason to get up in the morning and be proud to be

part of them. They offer people the opportunity to live dignified lives on their own terms - something that, unfortunately, remains only a distant dream for too many Finns.

The state must enable, rather than obstruct through unnecessary paternalism and a senseless jungle of rules and laws.

NVBD is a citizens' movement

We welcome your constructive criticism and ideas about how we can work together to make this model - and Finland - even better.

We are looking for volunteers to help with tasks such as maintaining the website, updating social media, communications, writing and other activities.

We are looking for a charismatic dynamo to lead the NVBD association and bring this citizens' movement into the media spotlight.

We also want to hear ideas and proposals for change from different professional groups: how an NVBD government could help your particular field, and how you, in turn, could help Finland.

If not the NVBD model, then what? Change does not happen by waiting. It requires action!

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Naturally, this summary cannot explain everything the model contains. More information is available on the website's blog, but all details will be worked out with professionals in public administration.

The opinions I express on social media and in other media are my own. The NVBD government will eventually determine its own direction - not me.

The Finnish name Uusi Arvopohjainen Demokratia will first change to Uusi Arvodemokratia, so that we can retain the existing Finnish abbreviation UAD and the website. Later, it will be changed to Arvodemokratia.

Finland has the leadership that we, its citizens, deserve.

Is it finally time for us to deserve a government
 that stands up for us?

Change must take place in people's minds, not on the barricades.

The Blue-and-White Manifesto - Finland without politicians

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