



New Value-Based Democracy (NVBD) – A Governance Model

"Stronger than all the armies in the world is an idea whose time has come." – Victor Hugo

Blue-and-White Manifesto – A Finland Without Politicians

What kind of governance model and society would you create if you could start with a blank slate?

Finland has many great ideas, organizations, and individuals who want to ensure citizen well-being, invigorate the economy, 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 system ever truly functioned efficiently?

A nation has the leadership it deserves. Is it time we deserved better leadership for Finland?

What is the NVBD Model?

NVBD is a proposal for a new governance and societal system. Its core principles include a solid national value base, freedom, transparency, fairness, honesty, equality, support for entrepreneurship, economic success, ecological sustainability, and democratic reform through civic participation. High administrative ethics and morality, as well as a lean but effective public sector, are also essential.

At its heart, the NVBD model seeks to replace the current adversarial party-political system—which often prioritizes power interests—with a system based on shared values and collective benefit. NVBD emphasizes innovation and breaking away from traditional bureaucratic structures. The aim is to establish a system where the public sector, businesses, and citizens work together toward sustainable well-being and success. Currently, these three actors are often in conflict.

The NVBD Model Is Simple

The government is composed of non-political, non-religious, neutral professionals who make decisions based on clearly defined rules and values—not ideologies or party politics.

Government decisions and actions must always, when possible, be patriotic—serving Finland's safety, economy, citizens, culture, and shared values.

Citizen Councils oversee government actions and decisions.

Many of Finland's and the world's problems stem from political infighting, party politics, and accelerating societal decay—especially from a lack of common sense in both administration and citizen decision-making.

How Can We Gently Pressure the Current Government to Examine the NVBD Model?

We are founding a support organization called "Friends of Finland Association" to promote public awareness of the NVBD model. The association includes governance experts, influencers from various fields, business leaders, politicians, and other interested parties.

Together with citizens, we will launch a massive email and social media campaign, encouraging citizens to email current and future elected officials.

Example message to election candidates: *"Dear Member of Parliament (or candidate) Mattila. I intend to vote for you in the upcoming elections if you publicly support the idea of appointing an independent committee to evaluate the feasibility of the NVBD model as a new form of government. If the committee deems the model viable, I hope you will vote to bring it to a public referendum."* Sincerely, Sirpa Suomalainen.

If hundreds of thousands send such messages, it will force candidates to support the NVBD model. **Candidates who don't support the idea will not be elected.** We will also see which individuals, groups, and parties truly support Finland's best interests—and which serve other agendas.

We must also pressure municipal and regional election candidates and encourage media, businesses, organizations, churches, and universities to support the movement. Naturally, actors, musicians, artists, athletes, and other influential figures should join as well. Best of all, they don't need to attend rallies; they can promote the NVBD model to their followers comfortably from home. I believe most Finnish public figures will support this idea enthusiastically.

The NVBD movement needs people to spread the idea on social media. If the people embrace it, it will spread organically. It is in the people's hands.

Foundations of the NVBD Model

NVBD is not technocracy. Technocracy is a form of government where some higher authority appoints leaders. In the NVBD model, the president, parliamentarians, and ministers are elected. Anyone can run, but those with proven expertise in governance and their field are more likely to be chosen. EU, regional, and municipal elections follow the same principle.

The future NVBD government defines the direction and decisions of the NVBD model, not me or others involved in its development—all of whom are unpaid volunteers. The only thing NVBD is biased toward is efficient governance and national interest.

Value-Based Decision Making. The new governance model is based on strong national values, culture, and heritage. As our values evolve, so too does governance. With healthy national defaults, anything is possible.

Democracy & Participation. Major decisions are made via direct online referenda. Citizen initiatives are a key element.

Citizen Councils monitor the government and have veto power. They can challenge decisions and monitor public spending, aiming to eliminate waste.

Public Service as a Civic 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 is currently composed of MPs. In the NVBD model, it is replaced by a neutral "Council of the Wise" to ensure just decisions. Finland's legal system is made impartial and rational.

Social Enterprise. Essential services like electricity and water must remain in public control, ensuring fair prices and reinvestment into the common good.

Free Market Economy. Prices and production are mainly determined by supply and demand, with minimal state interference. NVBD supports low-barrier entrepreneurship through training and microloans. The legal and regulatory jungle is streamlined.

Education Reform. New values are taught from elementary school. We will raise a confident, self-aware generation eager to live meaningful lives and contribute to Finland.

Finland Is Small. We can quietly forge our own path and remain neutral in global conflicts. Let's focus on managing our own house.

How Is the NVBD Model Implemented Practically?

- The government appoints an independent expert committee to evaluate the NVBD model.
- If the committee supports it, a practical framework is drafted.
- The Blue-and-White Manifesto is presented to the people, and a referendum is held.
- If approved, necessary constitutional and legal reforms are made.
- Most of the current administration continues during the transition but in neutral roles.
- The first NVBD elections are held after a few years, allowing time to implement the reforms.

The NVBD Model Is Not a Utopia

It is an achievable, practical alternative that can save Finland—spiritually, economically, and globally. It aligns the state, business, and citizens to rebuild Finland. It does not revert to outdated values but honors history and creates a bold, successful new Finland.

Some say it can't work due to entrenched institutions. But **NVBD's greatest strength is a new, value-based atmosphere that attracts a new generation of responsible, honest citizens working for the common good.**

Every minister, MP, and civil servant signs a values agreement. Violations lead to disciplinary action.

If we managed to join the EU and enact massive reforms, why wouldn't the NVBD model be possible? Launching NVBD is easier than EU accession.

Finland Is Managed Rationally Like a Great Company. Beliefs and ideologies are checked at the door. The only goal: Finland's well-being.

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

A Value-Based Revolution Is Looking for Leaders and doers

Do you want to earn better leadership for Finland? Join in making history. Let's make Finland a role model for happiness, freedom, and success for future generations.

You don't need to do anything more than share the message and pressure political leaders. This is not a left- or right-wing movement. It is a patriotic movement.

Life Should Not Be Only Misery

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

The job of the state and companies is to create hope, inspiration, and meaning. Societies and businesses that inspire give people a reason to rise in the morning and be proud to be part of them. They help people live valuable lives—a dream still far away for too many Finns.

The state should be an enabler, not a burden.

NVBD Is a Citizens' Movement

We welcome your constructive feedback and ideas to improve the model and Finland. We seek volunteers for web development, social media, PR, writing, etc. We also welcome groups advocating for specific issues—tell us how a NVBD government could fix your concerns.

If not NVBD, then what? Change does not come by waiting. It is up to you!

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Opinions expressed on social media are my own. The future NVBD government will define its direction—not me.

Revolution Must Happen in Minds, Not on Barricades