

SOS

# POWER OF PEOPLE

LET'S SAVE OUR DEMOCRACY

**Democracy is a form of political life.  
Three quarters of people are not  
interested in politics.  
However, they are interested in their  
own lives. If we understand democracy  
as a way of life, we can save it.**

# Survival Formula for Democracy identified.

Based on 30 countries, people living in democracies are more educated, happier and wealthier!

Why did Professor Thomsen (Hamburg, Miami) launch this large-scale research project five years ago? He noticed that his personal appreciation for life within a democracy wasn't reflected worldwide. Citizens had begun to take their lives for granted, as if it were a

The danger that citizens will abandon democracy is greater now than ever before. Far too many deniers of democratic pillars were elected, and more than half the world's people live in countries that are holding elections 2024. **The erosion of democracy worldwide calls for an SOS!** All this even though, among every country in the world, most of those ranking highest in every category (from social upward mobility to digitization) are the most democratic. Why is the survival of democracy at risk then? The "crisis of truth" is one of the leading factors in the division of society, which ultimately leads to the destruction of democracy. This research project has confirmed these statements. **After many waves of research over the course of five years, a solution has been identified.**



Research methodology: Preta Research, it represents the fusion of primary and meta-research.

long marriage - lacking mutual commitment, minimally appreciative, and destined for divorce.

Mistakes made by politicians (such as those that created dependencies on totalitarian regimes), a lack of action against social division, and a declining awareness of the advantages that a democracy offers its citizens, are aiding opponents of democracy. The dangers are greater than ever - for the economy, for individuals, and for the planet.



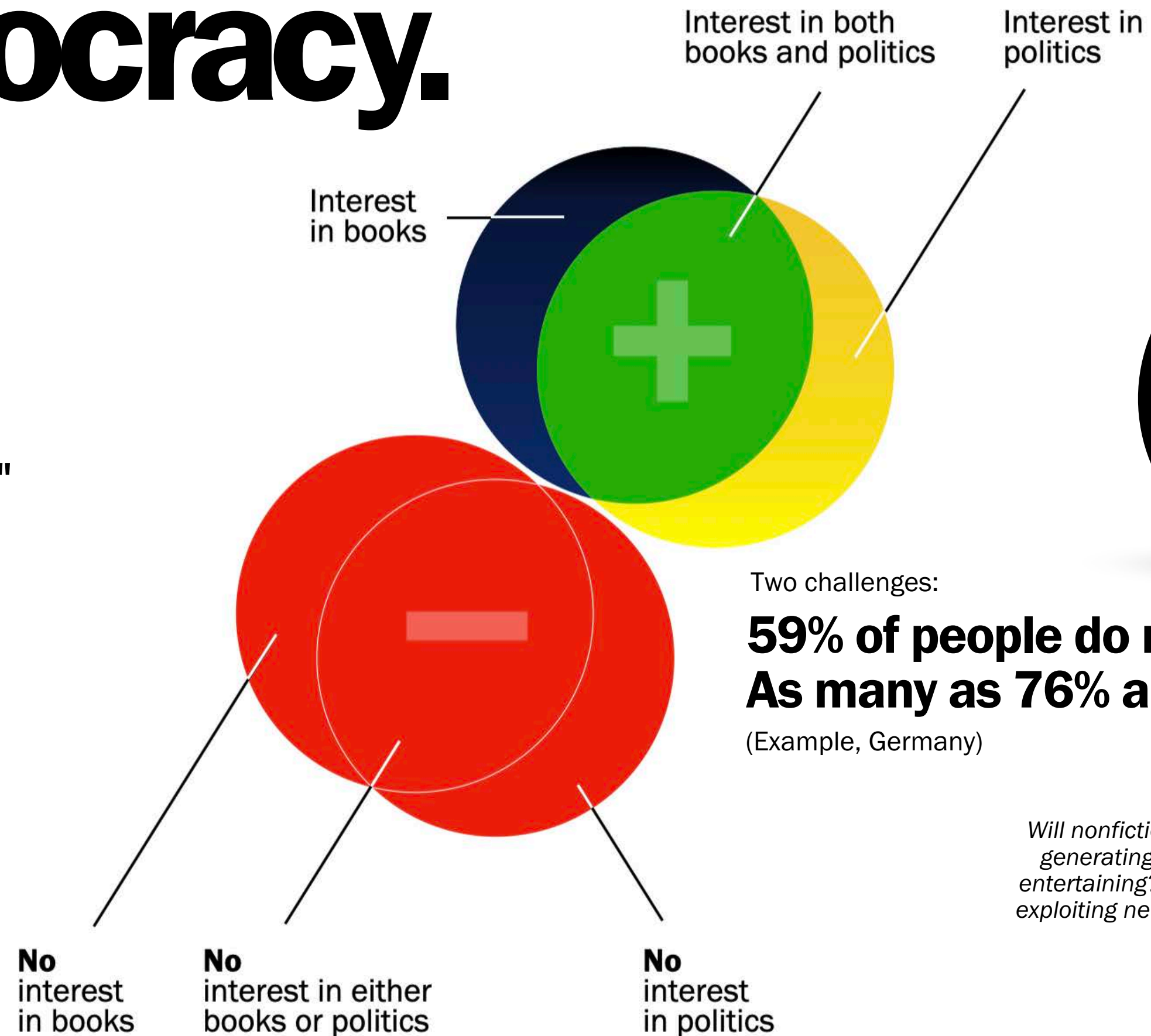
It's a formula that works within democracies, between them, and outside them.

Specifically, for everyone whose business is politics. The path to success follows three letters: P.O.P. Democracies will survive when they make decision-making more accessible (= **p**articipation), foster an honest appreciation for themselves, their (life) achievements, and their communities (= **o**vation), and offer shared prosperity (= **p**rosperity). Nevertheless, it remains a significant challenge.

# Challenge: The majority remains out of touch with democracy.

## The two parts of challenge to saving democracy.

When you think of democracy, it's immediately associated with politics - and most people aren't interested in politics. A serious problem and the first part of challenge: **Exactly 75.8% are "not really" or "hardly" interested in politics.** The second part: Books contribute significantly to the preservation of democracy through education, opinion-forming, enthusiasm, and much more. This is a tremendous advantage, but what about those **who don't buy books? That's a whopping 59%.** And people who avoid reading altogether? The Börsenverein des Deutschen Buchhandels (German Publishers and Booksellers Association) announced at its 2022 business press conference that 43% of people read books less than once a month or not at all. **How can both challenges be solved?**



Two challenges:

**59% of people do not buy books.**  
**As many as 76% are not politically inclined.**

(Example, Germany)

*Will nonfiction books, for example, be more effective in generating acceptance in the future if they are more entertaining? Can they enrich the future of publishing by exploiting new digital and analog spaces for opportunity?*



If political scientists think of democracy primarily in terms of free elections (which are, of course, a great good), many people's attitude towards life reflect the values that POP stands for.

# Solution: Way-of-life rather than form-of-government.

**A global movement focusing on personal arguments, not political ones, is needed.**

54,6% of the world population lives outside a democracy – often lacking freedom, surrounded by injustice, and occasionally faced with crimes against humanity.

At the same time, democracies are under tremendous pressure. Through various initiatives and backed by a lot of money, countries, organizations, and the media seek to promote democracy. The UN, for example, has hosted its International Day of Democracy on September 15th for fifteen years in a row. If you look at the number on the first line, it's all in vain - political arguments are used over and over again. Up to 76% of people are politically uninterested.

However, if people are aware of issues that threaten their daily lives, they become active. This realization underlies everything, it is:

**The new, worldwide non-profit foundation.**



*POP keeps democracies fresh and healthy - strengthens their defenses. Irresistible, isn't it? Like the red apple of paradise.*

## The Foundation's goals:

Prevent 1 war, Encourage democracy in 10 countries, Take 100 transformative actions, Reach 1,000 million people.

Wisely, the word "democracy" is avoided. Those to be won over often negatively associate the word with. But aren't there far too many people?

Social change doesn't happen abruptly, but step by step. POP reaches people at every stage of the process: People in the U.S. Rust Belt who fear for their economic future, students in Mumbai who are concerned with widespread religious disputes, and also residents of Hamburg, Berlin and many other German cities who are worried about democracy due to extremism.

### State and Politics.

→ Marriage and family enjoy special protection under the state order.

→ Constitutions grant rights concerning occupation.

→ Right to express one's opinion freely in speech, writing and image.

→ Right to own property.

→ Communications Confidentiality: State-guaranteed Inviolability.

### Way of life.

→ Marry if, when, and whom you like.  
→ Live with equal rights.  
→ Have children if, when, and with whom you want.

→ Pursue a profession you're passionate about. No one should be forced into a particular job.

→ Think and say what you want.

→ Yours remains yours. Stealing is frowned upon.

→ Reading strangers' e-mails is not an option.

*„Demokratie ist die schlechteste aller Regierungsformen, abgesehen von allen anderen.“ — Winston Churchill*

*„Demokratie ist die beste aller Lebensformen, für jeden selbst und alle anderen.“ — Professor Bernd Thomsen*

# We need only 3.5% of the people to win.

**Power of People is impressive, noteworthy, in no way dull... and all around us!**

**H**ow many people does it take to initiate change on key political or public policies? Whoever succeeds in mobilizing a threshold of 3.5% of the population is bound for success. "The Success of Nonviolent Civil Resistance"

study conducted at Harvard University confirmed this theory by examining 323 uprisings and protest worldwide between 1900 and 2006. Nonviolent movements are especially



The global platform **ourpowr.com** will prove that the people have the power. It offers a variety of decision-making opportunities. Grassroots voting opportunities for the smallest of communities, including marriages, families, and sports clubs. Just one example: Want a new type of beer at your favorite bar? Simply vote for it at ourpowr.com. In no time, it will appear on the menu. Have the vote, have Democracy...

successful. POP is a global force that is not limited to democracies. In such instances, it focusses on towards life that are in alignment with democracy and the will of the people. In Germany, many citizens had to learn about democracy after the fall of the Third Reich. At the the end of the war, reorientation was the term used by the Allies for denazification pro-

*With Michael Jackson, there was "USA for Africa. Now there's "POP for Globe" by world stars.*



*Pop and jazz music contributed more to denazification than any other educational programs.*

*Right: Celebrities build bridges as ambassadors for POP.*



*Influencers are an important building block. Lisa and Lena, for examples reach an audience of 18 million followers.*

*POP as a resource for schools. Not only for learning, but also for fostering a democratic community. Instead of violent games, ourpowr.com offers fun, values-based games.*

grams aimed at overcoming National Socialism. POP has learned from this. With a POP song by the world's most gifted artists, with an unavoidable media presence, and – above all – with a global web platform that translates the advantages and benefits of democracy to people worldwide. Ourpowr.com (under construction) also will offers digital pen pals, reading challenges, and informative videos about life around the world.



*The crisis of truth continues to intensify. POP will be an early mover - where fiction would otherwise be the business model.*

