



CALL FOR ACTION

TO OUR LEADERS

&

TO ALL PEOPLE

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#demandglobalchange
#bethechange



Earth, March 24th, 2016

Dear leaders,

Dear every other temporary resident of the same tiny place we call Earth,

I have been watching how horrible terrorist attacks cripple the lives of many. Some of these attacks happened close to my home. These attacks triggered a lot of feelings, but also came with some important observations:

1. A strong **feeling of injustice**, partially because the terrorists are killing innocent people, but even more so because we don't seem to care about similar attacks that happen in other countries. **Dual standards** are part of our media apparatus, are part of our way of thinking. **Dual emotions** are part of the values we're trying to protect. Empathy died many years ago, together with our clear views on reality.
2. Responses by our leaders are focused on the **symptoms** of terrorism. People respond to those responses, but very few people take the time to look at the big picture. We're locked inside a vicious circle of **symptom-solving** reactive approaches, instead of zooming in on the **root causes**, and we are certainly not solving the root causes, because we're neglecting our own role and responsibility in those problems.
3. Global leaders are **not working together**. Even on a global scale, we're fighting symptoms. We are not united; we are not organized. Terrorists are. They are driven by it, take advantage of it.
4. **We are at war**, but it's not a traditional war. Rather than joining forces to win the war and to recognize the true enemies, people resort to questioning the word 'war' instead.
5. The enemy is not a religion nor individual terrorist cells. The real enemy are the reasons why an **ideology** was able to develop itself, eventually evolving into hate and destruction. We have to look for and acknowledge our role in this, and finally agree on what and who the enemy is.
6. **Our leaders are not doing enough**. If they don't make fundamental changes to the approach and tactics, if they don't start focusing on the global root causes, focus on the common goals and willing to design new solutions, we won't win this war.

I took some time to put my rationale on paper and to provide some insights on many unspoken feelings. I'm sure you'll recognize some of them. Most importantly, I have tried to provide context and backgrounds behind the statements above. I have tried to make all of us aware of our own behavior, of how our leaders behave, and why I believe we need to Demand a Global Change in the approach to fighting terrorism. An approach that is based on defining and eradicating the root causes behind the ideologies.

You can find the entire document here: http://bit.ly/demandglobalchange_full

Although it is a lengthy document, I encourage you to read it, without prejudice and with an open mind, in order to fully understand this call to action.



Dear fellow citizens,

The children of the world need your help. As a first step, we have to create awareness about our behavior and of the lack of global initiative to deal with the real problems.

Please share it with as many people as you can. Translate it. Educate our leaders. Create a debate that goes straight to the point. Create a sense of urgency. Provoke thoughts. Become a leader and lead the leaders. Tell your leaders to forget what they were doing and to focus on the future. Tell your leaders that their approach makes you afraid, and that you are sick of their lack of desire to change. Tell them that you expect them to do better.

Tell them why. Do something, even if you don't fully agree with all statements in this document. Keep the document as is or summarize it. Put your own ideas, thoughts & solutions on paper. Publish it on social media. But don't lose your focus on the lack of addressing the root causes.

If you want to raise your voice and support the initiative of demanding global change, there is a lot you can do with very little effort:

1. Share this with the media. Demand consistency. Demand them to report all incidents in the same way.
2. Share this with the press. Ask them to help to make sure our leaders get to see this. Ask them to confront our leaders with it. Ask them to be critical and to ask questions to raise awareness.
3. Visit & like our page on Facebook - <https://www.facebook.com/demandglobalchange/>
Set a new Facebook "likes" world record, making it impossible to ignore that this is a global demand for global change.
4. Download the "Demand Global Change" logo from the Facebook page and use it as your own profile photo, to indicate your support of the initiative.
5. Share this initiative on Twitter. Link to the Facebook page, and get #demandglobalchange or #bethechange trending. Link people to <http://bit.ly/demandglobalchange>
6. Send it to your friends & family, to your neighbors & co-workers. Ask local celebrities to use their network to reach more people and to help out. Share it as much as you can. It just takes a brief moment to do so. The impact however, can be huge.
7. Send this document to your leaders, or other global leaders. Use social media and/or e-mail, make sure they get to see this. Build a new website. Add a link to this on your existing website.
8. Keep it alive. Share it again next week. The week after. And so on. Never give up.

Build an ideology of hope for everyone, be the change.

#bethechange

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Dear Leaders,

Since the future of our planet depends on your decisions, since our so-called democracy depends on your individual initiatives, what are you going to do?

Do you really know what the problems are? Are you bold enough to admit what they are? Are you capable of being a true leader, ready to take a strong position and courageous enough to call out the others that only care about themselves?

Are you waiting for someone else to call for a united multi-faceted approach, where conditions are removed, interests and forces are combined to change the world into a better place? To reshape the world, redraw boundaries and to create brand new countries, great places where everybody would want to go to? Where everyone has a place they can call “home”? To acknowledge that there is enough money in the world to support it, and that there are enough skilled people in the world (including amongst the refugees) to build such a place, that there is enough power & technology to protect it, and enough business reasons to involve the corporate & capitalist worlds too, and to boost global economy.

To remove those that preach violence in the name of terrorism, those that preach terrorism for whatever reason, those that look for a reason to throwing the next rock, rather than using it to build a safe place for their so-called enemies.

To remove selective protection & policy of favoritism, to ensure we change the course of the world.

To treat everyone with dignity and look for ways so everyone can save face.

Are you able to stop focusing on the failures of others, of putting efforts into highlighting the incompetence of other countries, of rating each other's intelligence services, but neglecting the bigger picture and minimizing your own role in the story?

After all, if you're not going to do anything different, you will get the same results. In this case, that means that things will get worse for all of us, including yourself, your children, your legacy. If you don't know what to do, ask the people. Ask others. Ask me. Think out of the box.

All you have to do in order to become a great nation is to take initiative to do the right thing and to inspire others to leave the differences behind. The number of inhabitants, the size of your country, the strength of your armed forces, the quality of your jokes, the sound of your voice doesn't matter. Nobody cares. If you want others to agree that you're a great leader, you'll have to start leading. A nation is not great because its own leader says it is. It's great when others agree it is.

The time is ticking for the children of the world and for the planet itself. The longer we wait, the more difficult it becomes to fix the problems.

Either you go for it, or we all lose. Either we unite or we will be united in failure.