

# WHAT REALLY RUNS THE WORLD – OR HOW YOU GET 99.93% OF THE ACTION!

When I returned from our latest refugee aid effort in Iraq shortly before summer, I should have been content. Content that we actually managed to [give aid](#) to children whose fathers and brothers had been massacred, and to [women who were held as sex slaves](#) in the hell ISIS have created for them in Mosul. Content that I've at least contributed, if only in some small way, to help a tormented world that in some not-so-far flung places [that are unable to enjoy the benefits of modern society](#) but are instead inflicted with the highest numbers of consistent conflict since the fall of the Berlin wall. As, for the first time ever in the history of the world, an astounding 65 million people were classed as refugees and lead their lives in refugee camps as a result – with every 113<sup>th</sup> person in the world being a refugee, 51% of which being children. :-/

I should have been content and grateful for all the hundreds of people here at home, backing us in our efforts, holding my friends and I in high esteem, labelling us “heroes”. Content for what we actually accomplish, even though we have no real financing to speak of, even though none of us is accepting a single penny for

our efforts, and even though we all have other jobs to do – some of us working 16-hour days, no less.

So I am. Content, that is. ;) I have emerged from the pits of hell back onto the greener pastures of heaven and I've spent this summer in the heart of all beauty in the world – by my family's side. <3 <3 <3 At the same time, I am so awfully tired. Not of the rigors of my life, I am a tough customer who can handle most of what the world can throw at me, as they say. Nor am I tired of the nightmarish hell I've been so routinely exposed to in the Middle East, that only serves to strengthen my resolve, even in the face of such immeasurable sadness and disappointment.

No, I'm tired of all the rhetoric, all the meaningless bullshit. I hear it every single day. Both in casual conversation with your average neighbor, colleague, friends, family, as well as in my capacity as a representative for RHEB, where I'm more often than not perceived as some sort of authority figure in the field, even though I'm no different from you or from John Q. Citizen walking down the street. I say no different, but there is one, crucial thing that sets us apart however. I am, as with everyone I work with, a person of action. Some may act only in small ways, others a bit more than that, but one thing I share with all of these wonderful people is that I'm tired of talking about our problems and have begun to act on it.

I have even grown so weary of talking that I have all but completely lost the will to do so. I just want to act.

Everything else is BS. I hear friends repeating the same talking points – the politicians should do this, the EU should do that, the authorities should step in wherever possible – whether it be Saudi Arabia or the United States, the aid organizations should do more, politicians should do more still.

And I get so GODDAMNED TIRED OF IT!

For one day, deciding the fate of the next 4 years, you have a chance to act on it, to change politics and politicians alike. One day!!!

And the following 1460 days (99.93% of the time), best case, you choose to waste your time speculating, arguing and fantasizing? Worst case, what? You're stuck babbling the same bullshit rhetoric for 4 years straight with the politicians as your scapegoat, their names serving as the whipping boy of your failing conscience and bruised ego?!

Aside from the obvious fact that politicians can neither hear your voice nor listen to your words as you spew your sage observations and opinions all over your kitchen table, it's been decades, if not centuries since politicians held any sort of real power in the world. Today, that power rests not within the halls of government but split between the individual and the corporations.

That means you, and the consequences of your actions. That means you and who you choose to give your hard-earned money to.

People can say whatever they want about it, but we are, since decades past, living in a consumer society, through and through. If you don't like a company or how they treat their employees, animals or the environment itself, then stop buying their products – destroying the company in the process. If you don't like a country, how they wage war, handle the environment, treat their citizens or their neighbors, then stop buying the products of the country – destroying the country in the process.

A company works the same way – if they don't like the conditions of a country, they just stop investing in it. Cease all production. Leading to both lack of capital and lack of employment – the company destroys the country.

What about the politicians though, what can they do? Well, they can try to govern the companies and corporations for one, but then the companies will bail in short order and then the politicians know they're in trouble. They can try to govern their constituency, but then you're starting to look more and more like a dictatorship and then they either know they're in trouble or they remain until ousted.

Even the so-called fourth estate, the media, is as of late completely behind the curve compared to social media that have grown to dominate everything. More than 80% of all online content is user generated (UGC) and social media in

Sweden in particular have a drastically higher rate of public consumption than anything else. And who lords over social media?

Precisely – you. You and your actions, and those you transact with (name companies).

And the politicians can't do a damn thing about it, and their friends in traditional mainstream media are soon to be just as toothless. Companies can do much more, but above all, YOU can accomplish the most of everyone. Either passively or through active actions.

The passive approach is by “voting with your feet” so to speak, letting your consumption guide companies and nations alike.

The action part is by taking the first step from thinking and discussing to acting on it and making a difference yourself.

A difference for something you believe in, where you actually accomplish something rather than generate more talking points and BS.

Action speaks louder than words. What is done is truth. Factum Verum. And if there's anything that defines you, as a person and as a human being, what you will think of yourself, looking in a mirror or riddle your mind when you're on your deathbed, what people will remember you as and what they think of you now, it's your actionable deeds. Never the talking points, never the rhetoric or discourse.

So forget the politics of old, at least 1459 out of the next 1460 days. If there were more of us go-getters that used 99.93% of the time for action instead of talking, we wouldn't have any problems in the world today. On the contrary, this would be a better world for all of us, a great one for everyone, from the lowliest thankless working bee to the kings and queens.

And it's exactly that all the angels and heroes I've been so fortunate to meet through RHEB represent. Action. They're the real heroes, because they act. Less talk, more action, and it pays off in the difference they make, if even in the smallest ways.

No one can do it all, but everyone can do something. It's just a matter of everyone getting it. That you get it. And I believe that you do, deep down. That's why I say thank you. Thank you for existing. <3 <3 <3 YOU'RE the hero we both deserve and the one we need!