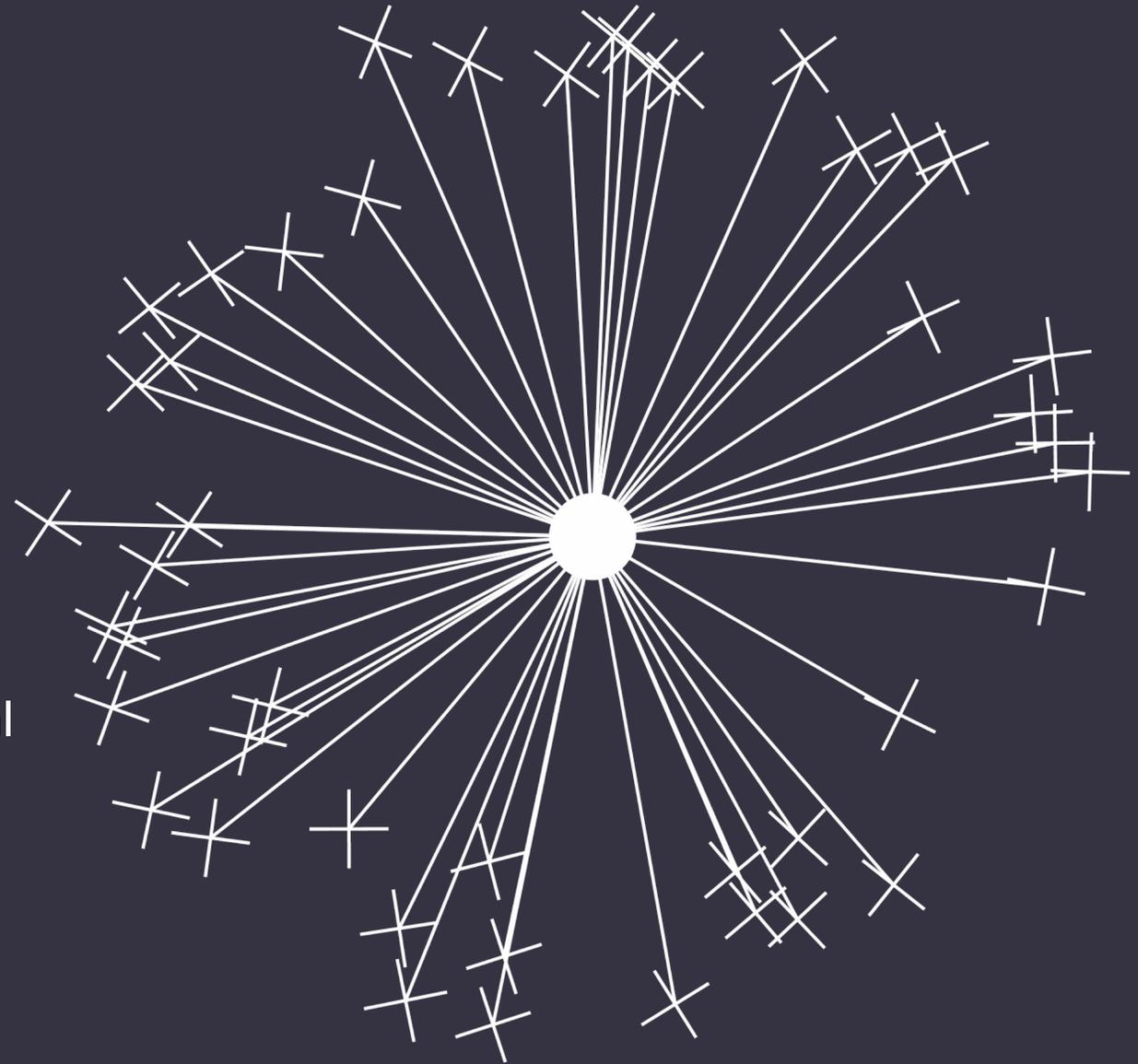


THETA
Democratic
Digital Infrastructure
for Civil Society

A proposal for how civil society and Danish foundations can sustain and safeguard digital democracy



Content

- 1 Five well substantiated claims
- 2 The State of Democracy: Good and Bad News
- 3 The Proposed Solution: A New Digital Infrastructure for Civil Society
- 4 Democratic Ownership and Operation
- 5 A new and Democratic Business Model



Five well- Substantiated Claims

Claim 1

The digitalization of civil society and citizenship in Denmark is more extensive than previously understood – and it is here to stay.

Claim 2

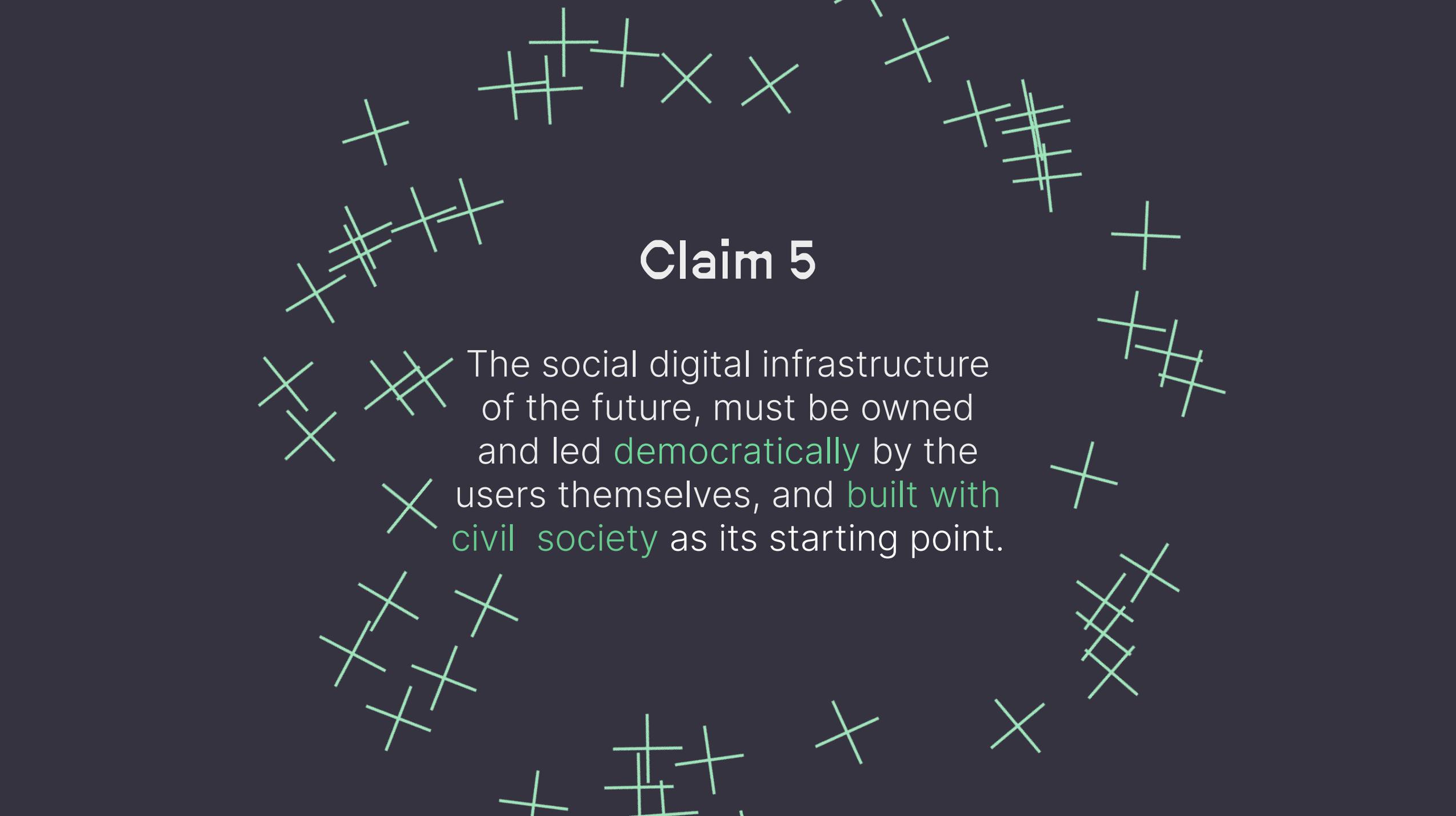
Digital civil society already plays a leading role in sustaining democracy, public debate, civil society and social cohesion in Denmark

Claim 3

Digital democracy is not broken, but there is mould in the foundation.

Claim 4

Civil society and Danish foundations have a role to play on Denmark's digital sovereignty – and can make a decisive difference for digital democracy.



Claim 5

The social digital infrastructure of the future, must be owned and led **democratically** by the users themselves, and **built with civil society** as its starting point.

**According to
Whom?**

Line Pommerencke-Vildmand
Sociologist specializing in
vulnerable groups

Niels Chemnitz
Computer Scientist with
focus on robust and
secure digital
infrastructure

Mikkeline Skjerning Thomsen
Rhetorician and expert in digital
civil society



The cooperative NGO Os & Data

Asger Neesgaard Sand
Data Scientist and
Algorithm Engineer

Tali Mørch
Sociologist, statistician,
facilitator and expert in the
value of digital communities for
vulnerable groups

Mira Rosen Sørensen
Sociology student with
focus on qualitative
analysis, administration
and economics

And our scientific partners:



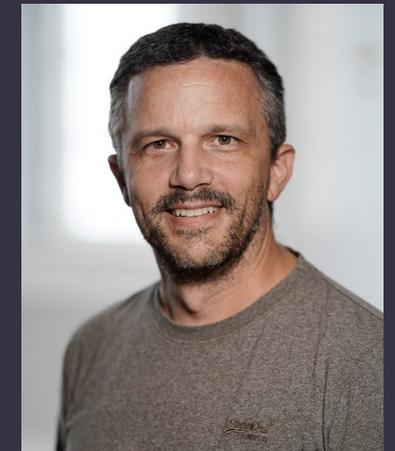
Karen Rønde
Lawyer and CEO of
DPCMO, Expert in big tech
and rights



Rebecca Adler-Nissen
Professor of Political Science and
head of centre at CAISA, the
National Centre for AI in Society



Sarah Steinitz
Chair of the Board at Os & Data
and expert in power and digital
democracy



Serge Belongie
Professor in Data Science and
chief of
Pioneer centre for ai

On what basis?

Angreb i den offentlige debat på Facebook

Analyse & Tal F.M.A. har med støtte fra Trygfonden udklædt den mest alvorlige udviklingsstrategi til detection af angreb i den offentlige debat på Facebook. Baseret på assisteret maskinlæring og deep learning-teknologi er det nu muligt at kortlægge angreb af ihu, angreb, anstødeligt og hadfuldt sprog i kommentarspor på offentlige danske Facebooksider.

&#

Ytringsklimatet for skeive på Twitter & Facebook

Report fra Analyse & Tal på vegne af Foreningen Internationale Borgere og IT

&#

FFI Forsvets Forskningsinstitut

&# COMMON

23/00392

FFI-RAPPORT

Kartlægning af udenlandsk informations-påvirkning på sociale medier før, under og efter kommunestyre- og fylkestingsvalget 2023

Erik Grønbløt Sørensen
Paul M.H. Søgaard
Henrik Lundberg
Louise Madsen
Thomas Albrechtson
Mette K. Pedersen
Anna Sharma B.

Analise & Tal
Commons Consultancy

En hverdag af data

En kortlægning af digitale tjenesters datadensitet, og hvad befolkningen ved og mener om den.

Report udarbejdet af Analyse & Tal på vegne af Datacenter Told
Januar 2023

Social work in new media

The angry internet

A threat to gender equality, democracy & well-being

CFDP

For 10 years we have mapped the best and worst of the digitalization of democracy.

Unge oplevelser af online-risici på sociale medier

Kvalitativ analyse af, hvad unge oplever af risici på sociale medier. Hvordan det påvirker dem og hvordan det påvirker og forstærker uligheder og ulige oplysninger.

&#

Angreb & had i sportsdebatten på sociale medier

Undersøgelser af Analyse & Tal i samarbejde med Forening Internationale Danmark med støtte fra Trygfonden

&#

Boblberg: Et lokalt digitalt mødested

Analyse af udfordringer og fællesskabsopretning blandt borgerne på Boblberg 2023

&#

Byg selv eller GPT-4?

Identifikation af sproglige angreb i den danske offentlige debat på Facebook

En komparativ evaluering af GPT-4, Turbo og Analyse & Tal og Trygfondens AIHack-modul

&# TrygFonden

COMMON ANALYSE & TAL

TRACKING ANTI-VACCINE MOBILIZATION

Understanding online anti-vaccine mobilization across Scandinavian countries

September 2020

Danmarks Digitale Frivillige

— om administrators og ordstyreres frivillige arbejde i 9000 grupper på Facebook

Report udarbejdet af Analyse & Tal på vegne af TrygFonden

TrygFonden &#

The best, in particular, merits greater attention – and our support.

Angreb & hat i den offentlige debatten på Facebook

Trygt Digitalt Norge

Oplysningsskolen
Trygt Digitalt Norge
COMMON
Analyse & Tal

Angreb & had i den offentlige debat på Facebook

Marts 2025

Analise & Tal OS & DATA TrygFonden

Krig og kærlighed i coronaens tid

En kortlægning af debatten om corona i mediers og politikeres kommentarspor på Facebook

&#

Danmarks Digitale Medborgerhuse

Danske Netværk i samarbejde af borgerne Facebookgrupper, hvor de deler deres erfaringer og viden om lokale foranstaltninger og aktiviteter.

For første gang i samarbejde med Trygfonden og Analyse & Tal kortlægges danske medborgerhuse og digitale medborgerhuse. Kortlægningen inkluderer mere end 5.000 grupper på Facebook, der sammen har mere end 20 millioner medlemmer.

Undersøgelsen viser, at Facebook-grupperne udgør et væsentligt og mere digitalt offentligt rum, som både er et rum under redning i de kraviske samfundssituationer.

TrygFonden &#

Anerkendelse i den offentlige debat på Facebook

&#



Good and bad news

The good news is that digital civil society on Facebook alone consists of:

More than
48.000
Groups with
163 mio.
memberships

450.000
Posts and
comments are
written daily

The groups are run and
moderated on voluntary
basis by
100.000
Citizens, who
collectively contribute
more than
11.000
full time equivalents of
volunteer time

72%
of Danes are
members and
56%
Of Danes are active
on a weekly basis or
more often.

Denmark's digital community houses cover the entire country

72%

of the population over 18 are members of a citizen-led Facebook group

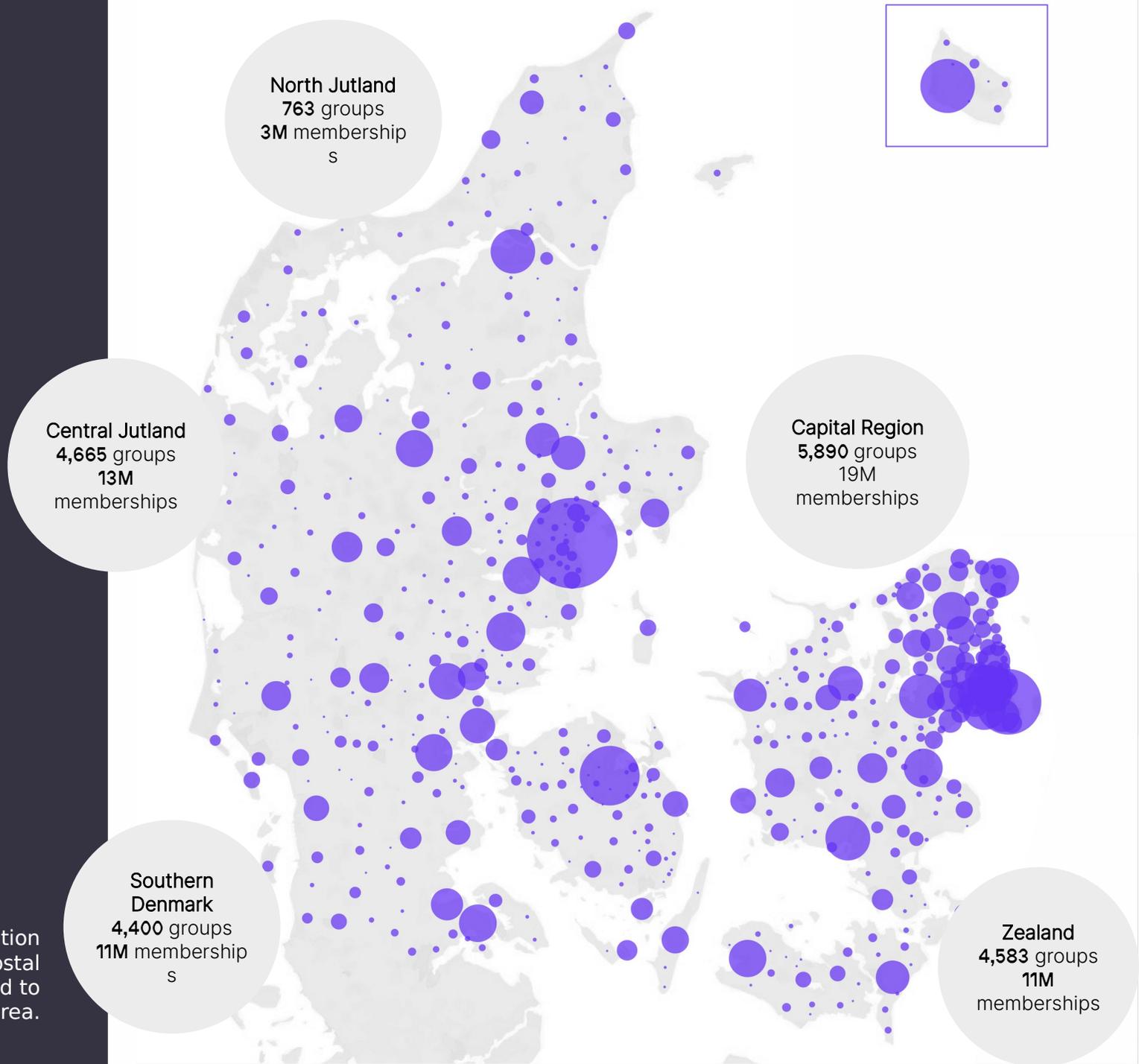
56%

of the population over 18 are active in a citizen-led Facebook group weekly or more often

Citizens

across genders, age, educational levels, and occupations use the groups

The illustration shows the geographic distribution of Facebook groups associated with different postal codes. The remaining groups are not connected to a specific geographic area.



We with the worst arthritis – rheumatoid arthritis!
5,600 👤

The Home Guard
900 👤

The angling group for people with disabilities and their helpers in Denmark
800 👤

Find a girlfriend in North Jutland #youarenotalone
5,500 👤

Safe space for people with mental vulnerability
4,200 👤

The healthcare system must also include dental treatment
122,400 👤

Babysitter and “reserve grandma” network – covers all of Denmark
19,100 👤

CS:GO Team Finder Denmark
7,800 👤

Girl talk 13+
1,700 👤

Placement of children outside the home – legally speaking
6,500 👤

Relatives against eating disorders
1,400 👤

Debate group for Danish international families
5,600 👤

Volunteers in the Danish Red Cross Youth
13,900 👤

Dating / Friendship for early-retirement pensioners and other interested people
12,000 👤

Confirmation transportation for vulnerable children (FREE)
11,000 👤

“KALAK” - Everything about Greenland and everything from Greenland
7,900 👤

Hiking with others
12,000 👤

Breastfeeding network for children aged 0-2 years
28,400 👤

All of us with dog(s) & Humor
30,000 👤

Drug-free people in Denmark
7,100 👤

Young Entrepreneurs
5,800 👤

Artist in Denmark
6,500 👤

Ragdoll kittens with pedigree
1,100 👤

Ragdoll / Sacred Birman without pedigree
2,400 👤

Digital Civil Society Constitutes Social Media's Largest and Most Overlooked Success Story

Whatever your area of interest may be...

- local communities • vulnerability • children and youth • health • mental well-being • participation • education • poverty • emergency preparedness • activism • professional organizing • crime and fraud • sustainability • public debate

... digital communities are a fundamental part of the infrastructure that enables

- help • advice • knowledge sharing • venting • boasting • mobilization • organizing • debate • protest and volunteering •

Meet JACOB



”

Unconventional individuals have a different opportunity to participate in local communities through the groups without being judged as much. For example, you can't see on Facebook what diagnoses you have, whether you're homeless, or if you're missing a tooth.

Digital community center:

Allerød Municipality - Help each other!

Remember no buying/selling

11,500 members

Created in 2015

Meet KIRSTEN



”

The small islands are losing more and more cohesion. The Facebook groups have truly been core infrastructure in that regard. Without them, I would be worried about areas like ours.”

Digital community center:
Lolland Falster Lovestorm
46,500 members
Created in 2015

The large digital civil society demonstrates:

1. Dedicated volunteers **willing to** take on the role of hosting and stewarding digital communities.
2. Citizens ready to **participate constructively** when the right conditions and structures are in place.
3. Digital communities, in a number of situations, succeed in **contributing** to improved life quality and welfare through voluntary action and civic engagement.
4. That the digital welfare society has in many situations succeeded in **heading core welfare tasks** on voluntary basis.
5. That digital communities can deliver the **democratic education** that everyone is longing for.

A grassroots movement that deserves a better home

In April 2024, we held Denmark's first summit for digital volunteers. We gathered 150 administrators and moderators of digital community centres. Their 150 groups have a combined total of 4.5 million memberships.

Both the Minister of Culture and the Minister of Digitalization delivered speeches.

In 2026, we will hold another summit.

One of the themes will be the digital civil society's future independence from tech giants.



The first piece of bad news is...

... there is mould in the
foundation underneath
the digital civil society.

1. Groups are shut down without warning and the content and community are lost
2. Groups are flooded with bots
3. The platforms prioritize quantity, interactions, and retention over quality on all parameters – and it shows.
4. There is more and more AI-generated and commercial content designed to keep users on the platform when they use the groups. The phenomenon is called "enshittification".
5. The major American social media platforms have "kissed the ring" and rolled back inclusion initiatives, fact-checking, and moderation.



”

"Big tech has become so large that they don't care about Denmark, the Danes, and Danish regulation. If we want platforms that protect and respect children, young people, consumers, citizens, democracy, copyright, etc., we must create them ourselves. Denmark has a unique opportunity to lead the way because the stakeholders here can actually collaborate."

- Karen Rønde

Media Lawyer and Director, DPCMO



”

We are in a vulnerable position from an emergency preparedness standpoint if Facebook suddenly shuts down. This is where we coordinate and share knowledge with each other in my squadron and the other Home Guard groups

- Administrator of several home guard communities



”

The security policy developments force us not only to strengthen our military, but also to strengthen our democracy. A large part of our democratic conversation today takes place on social media. Digital democracy is too important to be left to a few tech giants.

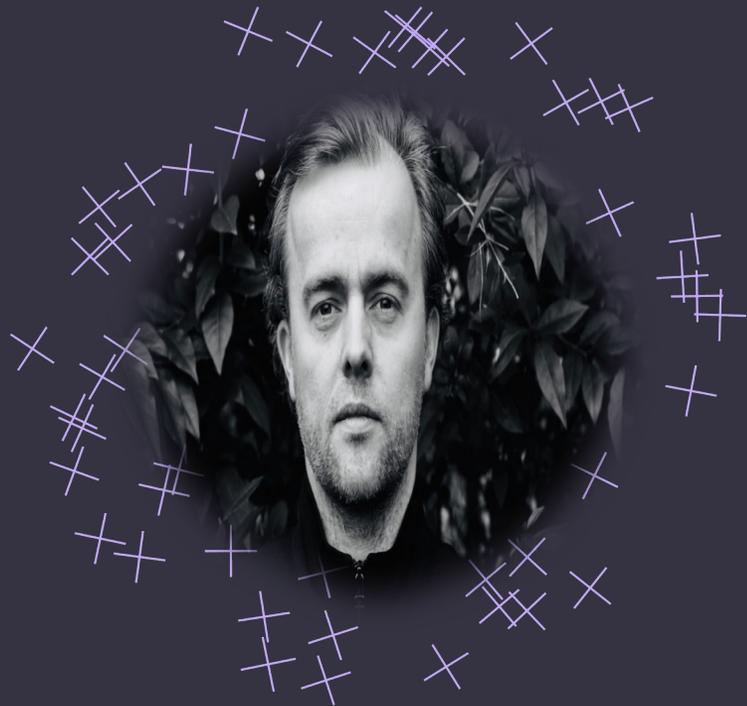
- **Caroline Stage**

Minister of Digitalization Caroline Stage

The second piece of bad news is...

... it is difficult to identify
good and sustainable
alternatives

1. There is still (with some justification) limited trust or support for state-owned digital infrastructure. And the government has itself announced that a state-owned social media platform is not a viable alternative.
2. Public IT projects like Aula (which cost ~500 million DKK to build and costs 70 million DKK annually to operate) have a poor reputation for being inflexible and expensive.
3. Several initiatives have started building alternatives, but all alternatives lack the bridge-building to Danish media, politicians, civil society actors, and not least the digital volunteers who drive the digital communities.
4. Waiting for a young guy in a basement with "good values" and enough private capital is risky (and has been tried before).
5. Foundations and private actors have gradually begun financing digital platforms for civil society (e.g., LuluTalk and Cyberhus), though each faces expenses for data security, moderation development, operations and maintenance, and struggles to attract enough users.
6. Many different platforms with different logins and interfaces are a barrier to participation for many (especially vulnerable) citizens.



”

I was 'forced' back onto Facebook because my son's cycling club has a group there. It's still 'the way' to be connected to associations and civil society. Artists, musicians, media, politicians, and civil society all exist today at the mercy of a few tech giants

- **Troels Abrahamsen**

Founder at BLCK and Continuous Engagement

But another really good piece of news is...

... the time, technology, and civil society are for ready alternatives

- Digital social infrastructure has (finally) been elevated to a security policy issue
- The EU is in the midst of a legal confrontation that could ultimately lead to tech giants pulling the plug on Europe.
- Digital independence is the main point in the recommendations from the government's expert group on tech giants' role as digital infrastructure.
- Technology that was very expensive just 5 years ago has quickly become cheaper and more accessible. It is therefore more realistic than ever to build a secure platform.
- Citizens and organizations are increasingly aware of the risks associated with being in the pocket of the big tech giants. 42% of citizens would like to switch to European alternatives.

Secure digitalization is tough nut to crack for civil society

Most people know that digitalization is here to stay, and that we are looking at a future with digital coordination, information sharing, counselling, and organizing.

30% of Facebook groups serve as gathering points for members of a formal association or organization. Civil society has thus largely embraced digital coordination and digital communities.

...And we hear the same concerns and are asked the same questions:

“Facebook cannot be our official strategy for dialogue with our target audience and volunteers”

- Digital Director at a civil society organization

"We cannot encourage our volunteers to organize via groups on Facebook. Both due to ethical issues, but also considerations about data security and GDPR. We know people do it anyway, and that is understandable. Almost all coordination happens digitally."

- Local manager at a large humanitarian organization

"We know that our target audience benefits greatly from digital communities, but it feels somewhat unsafe that Facebook is hosting them."

Our history, personal information, etc. will be stored there, and if Facebook suddenly pulls the plug, or the administrator passes away or forgets their password, the community could be lost."

- Communications Director at a patient association



"We see many citizen-driven groups whose content overlaps with our services and offerings, and which reach a lot of people. How do we make ourselves relevant in those communities?"

How do we establish collaboration with this 'informal' digital civil society? How do we integrate our offerings in a good way into these communities?"

- Manager at NGO



A proposed solution: Civil society's new digital infrastructure

(working name: Theta)

The core principles for Theta

1

Familiar User Experience

The infrastructure should (especially initially) mirror the functionality and navigation of Facebook groups with the purpose of ensuring the most seamless transition for users from one infrastructure to the other. It should look familiar.

2

Adversarial Interoperability for Easy Migration

We will use adversarial interoperability to ensure a smoother transition from Facebook to the new platform. This means offering a data moving service so Facebook groups can bring their historical content with them.

3

Co-Creation with Danish Group Administrators and Civil Society

Theta must be developed in collaboration with the administrators of Denmark's 9,000 Facebook groups and civil society organizations.

4

Democratic and Cooperative Ownership

Theta must be owned and operated in a cooperative democratic structure, e.g., through a foundation and/or consumer ownership with a representative assembly.

5

Interoperability with Digital Alternatives

Theta must build on interoperability with existing digital alternatives such as Boblberg, Cyberhus.dk. Different actors should be able to provide different modules into a Danish ecosystem of infrastructure.

6

Democratically Shaped Business Model

Theta's business model must be developed democratically together with users, but may be based on a mix of ethical advertising, sharing data with researchers, and discounts through membership from associations and businesses.

7

Transparent and Adjustable Algorithms

Theta's algorithms for moderation, recommendation, and content sorting must be transparent and adjustable and support the communities. The technology should also be used and activated to create access for the most vulnerable groups.

8

Exportable and Shareable EU-Ready Architecture

Theta's technical and design building blocks must be shareable with other EU countries with a view to expansion and possible interoperability.

9

Long-Term Foundation Support

The platform should be supported by foundations for the first 10 years (approx. 12 million DKK annually) so that the platform overcomes the notorious network effect and gains enough content to be valuable to users without retention mechanisms.

10

Meaningful Use of Time

Time spent on Theta should create value. Users, administrators, and contributors should only have to invest time on the platform when it genuinely serves a purpose.

The Platform's Target Groups

Target Group 1



The informal civil society

Existing informal civil-society organisations - such as city-based, interest-based, and peer-counselling groups on Facebook – include communities like *Find a Female Friend*, *Hike with Others*, *Early Retirees with an Edge*, *We Who Love the vegetable Garden*, *Carpooling Between Aalborg and Odense*, and *Free Stuff*.

Target Group 2



The formal civil society

Existing formal civil society organizations: DGI's and DUF's members, patient associations Red Cross, social organizations that need to organize volunteers, offer counselling, and engage in dialogue with their members and target groups.

Target Group 3



Danish media and politicians

Danish media and politicians who can share their news and host debates in the same way they currently do via Facebook pages.

Target Group 4



Professional organizations and democratic assemblies

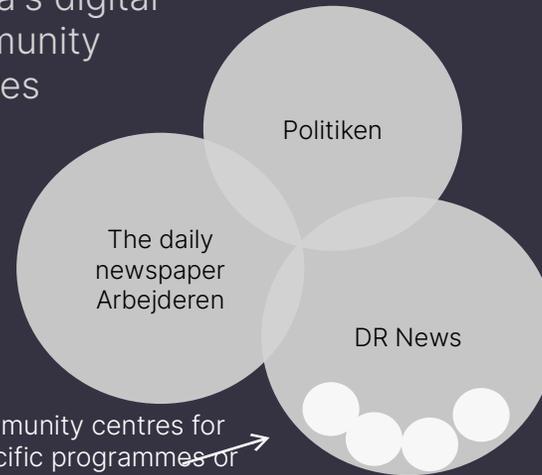
The labor movement and other professional and interest organizations that want to host debates among their members and need to communicate news and organize elections and general assemblies.

Examples of digital community centres that Theta can host

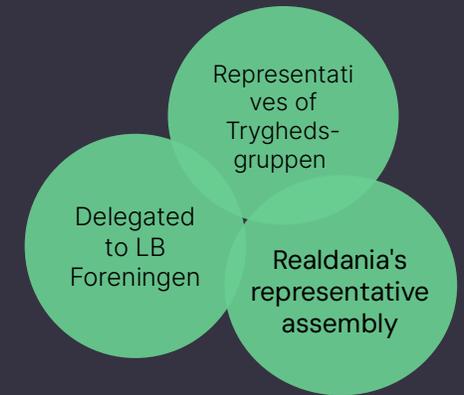
The informal civil society's digital community centres /Facebook groups



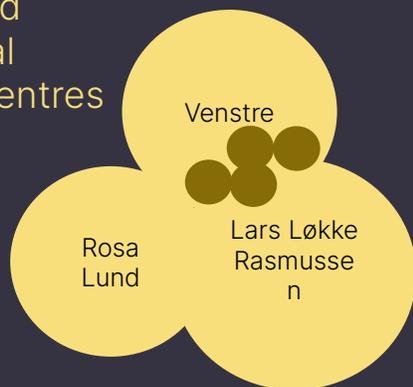
Media's digital community centres



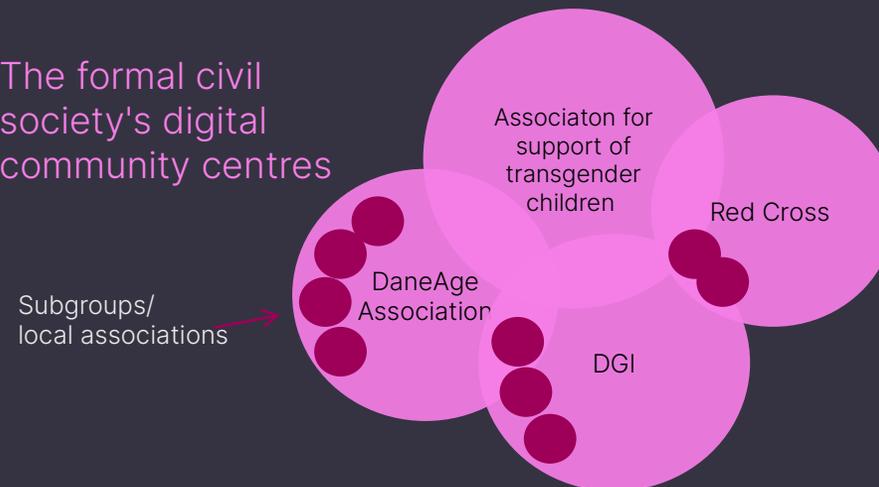
Community centres for representative bodies and delegate assemblies



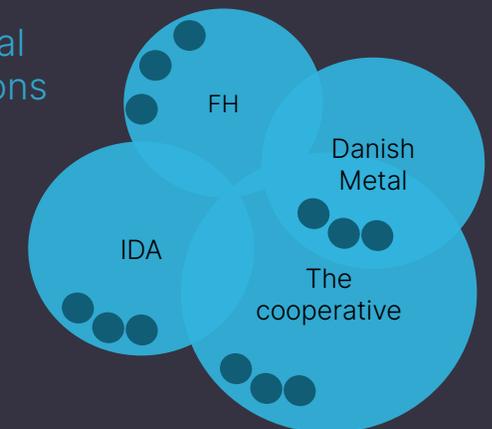
Politicians' and parties' digital community centres



The formal civil society's digital community centres



Community centres for professional organizations



THETA'S FUNCTIONALITY

What can you do in a digital clubhouse/community centre on Theta?
Create posts, comment, react, plan events, share images and share files - just like in a Facebook group.

Do you have a feed?
All the clubhouses you are a member of deliver content to a personal feed. Users can adjust between different sorting, suggestion, and content algorithms themselves.

Do you have a profile?
Each user has a profile, which they themselves decide how detailed and open it should be. All users are verified.

Can you not be anonymous then?
There should still be the option for anonymous participation in a community centre, if the community centre allows it – just like in Facebook groups.

What can you not do?
We do not build modules for video chatting, private chatting, or sharing video-based short formats. You do not share content from your personal profile in the same way and have "followers". You run or participate in communities.

DEMOCRACY-SUPPORTING TECHNOLOGY:

1. **Verification and authentication technology**
In the digital community centre, users must be verified, with the aim of minimizing bots and illegal use.
2. **AI-based moderation tool**
Our attack and hate algorithm is integrated to support administrators' moderation. Its role is to flag. There must always be a human in the loop. The algorithm will continuously learn from the individual's moderation practices and adapt its suggestions.
3. **Administration toolbox**
with requirements to formulate community centre/clubhouse rules, member approval, admission questions, etc. Users can report content to administrators.
4. **Integration with membership data:**
Associations and media should be able to approve members with membership number/subscription number if desired.

INTEROPERABILITY AS AN OVERARCHING PRINCIPLE

The infrastructure must be built so that multiple platforms can be integrated, and multiple actors can build modules for the ecosystem of digital alternatives.

FEATURES THAT CAN BE FURTHER DEVELOPED (BY US OR OTHERS)

1. Election module
for conducting digital democratic elections
2. Event and shift scheduling module
3. Private messaging module
4. Advisory chat with professionals
5. Video sharing module
6. Instagram-inspired visual content sharing module
7. Music sharing module

We dream of an ecosystem of interoperable digital alternatives...



THETA

– The new home for Denmark's digital community centres

BOBLBERG

– find someone to meet up with



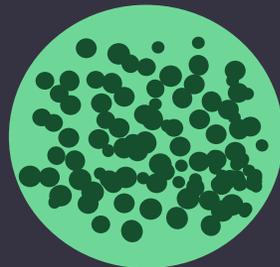
GIRLTALK

– communities and anonymous counseling for girls and young women



OASE

– The safer and better group chat



CYBERHUS.DK/

The Digital Clubhouse:

– The safe clubhouse for children and young people – No access for 25+.



... That users can navigate seamlessly between

Technical assistance for the difficult migration from Facebook:

How do we get digital volunteers and their Facebook groups to migrate to a new infrastructure?

Adversarial Interoperability: The migration will involve (legal) data activism

- We have developed technology that enables us to scrape the content of Facebook groups. This ensures that each community can bring its [historical data and content](#) with it in anonymized form.
- We are optimistic about the possibility of integrating the existing Facebook groups and ["mirrored" communities on the new infrastructure](#) in a way that allows communication and responses on both platforms simultaneously during a transition period while the migration takes place.
- In other words, we will offer a ["data moving truck"](#) for digital communities.

4

Democracy must be
built into the
ownership of Theta



”

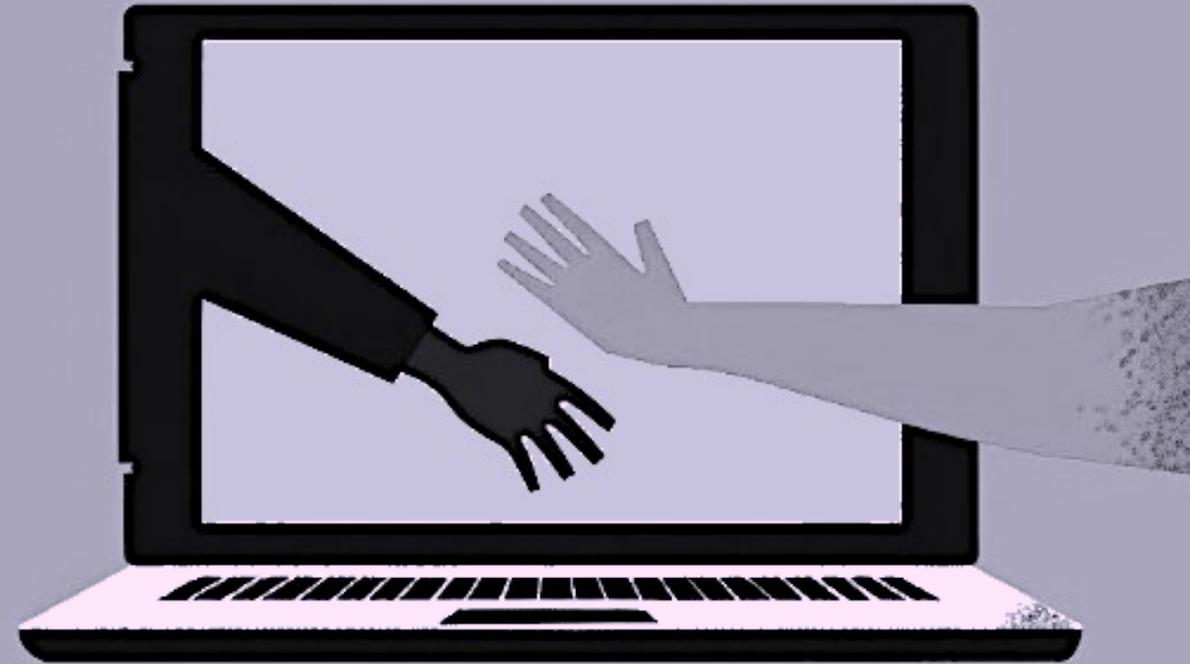
"My group has 120,000 members. Several people have written to me and offered their small, alternative platform.

But no one has been able to offer an alternative that is not owned by one or two entrepreneurs. And when we know that it is a strategy for big tech to acquire competitors, you really need to show me a democratic alternative before I consider it a real alternative."

- Mads Mouritzen

Administrator of "Boykot goods from The USA"

Democratic
ownership in
s.m.b.a-, f.m.b.a- or
a.m.b.a-structure



Why a democratic enterprise?

1. We do not believe in a public social media with state ownership and control.
2. We have not encountered any demand for a large public IT project that resembles a new Aula or Nets, which is both very expensive and can suddenly be sold off.
3. It is naive to think that the individuals Zuckerberg, Musk, and Altman are the problem in themselves. All three started out with idealistic intentions.
4. Gradually, it has dawned on us that communication infrastructure and social media should be classified as critical infrastructure.





”

“People often ask what products are needed in relation to tech. We should rather ask: what organizations are needed?”

- **Anders Søgaard**

Professor at the Department of
Computer Science

Example of democratic of organization

Associations and business in one

Theta F.M.B.A

The association's members consist of all who are members of the association and have paid membership fees. Use of Theta requires membership. Members may stand for and elect representatives to the Representative Assembly

Representatives

99 persons

Representatives from informal (51%) and formal civil society (49%)

Task: Ensure democratic legitimacy and democratic debate on relevant dilemmas and values in relation to the association. Appointment of board members

Association board

8-12 persons

7-9 democratically elected board members. Competency profile: in tech, cybersecurity, democratic organization, volunteering, law, freedom of speech, and civil society. One employee representative from the secretariat that operates Theta. One externally appointed.

Example of democratic organization:

Separated association and business

Theta- Association

The association's members consist of all who are members of the association and have paid membership fees. To be a user of Theta, you must be a member. The association's members can run for - and elect - representatives to the representative assembly.

Representative Assembly 99 persons

Representatives from informal (51%) and formal civil society (49%)
Task: Democratic legitimacy, debate on relevant dilemmas and values in relation to the association.
Appointment of board members to the association.

Association Board of the Theta Association

7-11 Democratically elected members.
One employee representative from Theta F.M.B.A. Task: The board appoints three of its members to the board of the operating company

Theta F.M.B.A?

Operating company consisting of programmers, designers, UX specialists, support staff, sociologists, finance managers, partnership managers, etc.

Business Board of Theta F.M.B.A. 8-10 persons

4-6 representatives from the association board, One employee representative from Theta F.M.B.A that operates Theta. Three externally appointed.



The business model behind Theta



”

"My members are quite aware of the disadvantages of big tech. So I have also explored a number of other alternatives: Oase, Telegram, Signal, etc. but none of them offer me the features my community needs, or I cannot figure out how they are owned and what their plan is for the future. I won't get tens of thousands of members to move to a platform that goes under in 2 years"

- Marie Amanda Fiskbæk

Administrator at Bornholm's Free Family Club
and 9 other parent groups

The Foundations' midwifery

1. The foundations are the lungs and innovators of the civil society. In 2024 they granted over 30 billion DKK to different purposes. The Danish foundations administer innovative capital in the space between the public and private sectors.
2. The Danish foundations will act as midwives in the critical establishment phase. The phase where the alternatives struggle and die. The future business model will be developed democratically, with regards to the maximal support among the users.
3. Historically no one have established a tech alternative with economic security in the first 10 years. Having this security means an opportunity to overcome the dreaded network effect, without retention mechanisms, monopolies, and buyouts of rivals.

Midwifery in the first decade must:

1. Provide stability and guarantee for users and organizations, so they dare to move
2. Overcome the network effect by ensuring that value consists of content – rather than in the retention mechanism.
3. Provide time to build a business model that has democratic support from users.

During the first decade, a flexible and democratic business model is developed together with users

It is a hope that the most economically vulnerable users (Users with an annual income of less than xxx,xxx DKK are exempt from their personal fee)

Compose your own contribution to the digital civil society

We are committed to transparency about Thea's business model .

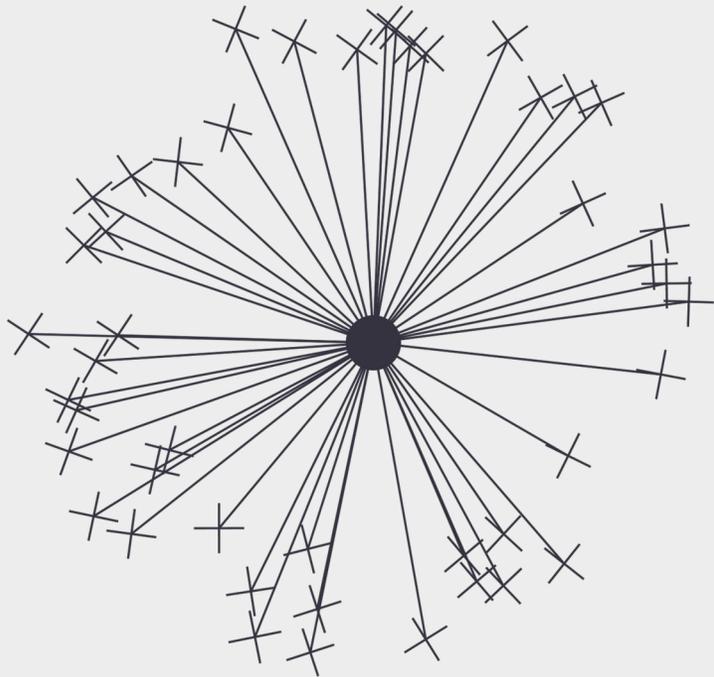
Our platform currently incurs DKK 12 million in annual operating costs. In addition, the Representative Council has allocated DKK 3 million to develop improved moderation support and an election module for associations that conduct digital elections. DKK 15 million / 298,000 users as of today = DKK 50.33 per user per year.

Below are the options for financing your use of Theta. It is voluntary how you choose to compose your subscription.

- 20% of the financing of my user may consist of advertising that is approved within the platform's ethical framework. These will constitute every 8th piece of content on your front page.
- 20% of the financing of my user can consist of me being a paying member of a trade union that uses the platform (see the full list here)
- 15% of the financing of my user can consist of me being a paying subscriber to one of the following media outlets that use the platform (see the full list here)
- 10% of the financing of my user can consist of researchers from Danish universities being allowed to use my data (in anonymized form) for research in areas including social dynamics and public debate. (See who and how your data is used here)
- 10% of the financing of my user can consist of me contributing to a citizen panel and answering questionnaire surveys
- I wish to self-pay

EXAMPLE

More about a sustainable business model



- Foundation midwifery and their large networks in civil society can beat the network effect.
- Independent democratic ownership enables pooling of public and private funds.
- Users "pay" - through affiliation with organizations.
- Larger scale ensures that the price becomes quite low per user.
- Democratic development of complementary financing models: advertising, data donation, panel participation.
- Mosaic financing: citizens compose their own contribution and keep control.