

# Democracy: Capitalism's Achilles Heel

How to terraform the political and economic landscape by voting every single day

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## What To Do?

### The Political Realm is No Longer Designed for Democracy

**“It's not a democracy, it's an elected dictatorship,”**

I said, to my very politically-enamoured father about a decade ago. It's easy to see how I got there. We make a forced decision every four or five years, choosing between which rich people we want to run the country. We do this in an election system that produces such skewed results you might not believe it if I told you.

In the UK general election of 2019 for example, 67% of the registered voters came to vote, and of that 67%, 43.6% voted for the Conservative party. This was enough to form a majority government.

**So the UK was being run by a political party that only 20.8% of the total population actually voted for.**

Each time a party gets hold of the reins, they alter the laws to accommodate their friends and campaign donors, personal business interests, and wage packets.

The next election rolls around and a bunch of lies are spread, promises are made, then once in office, it's all taken back or changed. There isn't anything anyone can do about it because the government owns the armed forces and the police, who have been trained to follow orders, not to

align with a 'higher' moral code. So, it seems like the political realm is actually a façade: a show for the poor people. How can we, the masses, ever make a real difference?

We can **storm the capital**.

By which I mean, given that *capital* is the mechanism by which control is exerted, how can we affect the capital?

## Storming The Capital

We know that **capital** is that from which control can be gained in this ugly economic machine we have created. Resources and their trade, fund this terrorism on wellbeing that we now call neoliberalism, nee capitalism. **Here is the Achilles heel: *The Market*.**

*The market* is the weakness of the system, precisely because it is a strength of the people.

Advertising is the attempt to manipulate the market with the sole aim of making a company or individual, richer. I've [spoken about this before](#), so I won't go into much depth on this point, but I make it again for one simple reason: If you want to alter the direction of the culture, do not be fooled or sucked-in by advertising.

Advertising is what brings you to the store, and then *you as a responsible member of humanity and the planet*, assume the chair of authority as you question their operation to discover if you will in fact, **invest in their cause**.

## The Chain of Causation & The Rising of Power

Whatever you buy, you are investing in the company that sells to you—the ethos, practices, global impact, human impact, product standard, all of it.

Investment is funding. You, the buyer, fund the operations of the company you buy from. You get, in return for your investment, not just the product or service, but a share in the responsibility for the actions of the company you buy from.

### Example: Coca-Cola

To make 1 litre of Coca-Cola, it takes 3 litres of water. To get that water they have been seen to dehydrate communities in India and Africa<sup>[1]</sup>. But, at least you get a plastic bottle full of caffeinated

sugar-water that gets thrown in the ocean to choke a dolphin, and ruins your health in the process... you know... upsides... Roughly 11% of all branded plastic pollution worldwide is from Coca-Cola [3].

Coca-Cola also lobbies for 'free trade' (deregulated markets) which always comes at the expense of animal welfare, human rights and the environment[2], and there are rather alarming *allegations* of Coca Cola murdering its workers in Columbia [4].

If you buy a bottle of Coca Cola—or anything from [any company owned by Coca-Cola](#) since the profit will feed back into their system—you'll get a world like this, because this is the kind of activity you're investing in *and funding*.

Now perhaps you can see that activism is not solely about walking down the streets with a protest banner.

Activism is about being aware of what you're doing and why you're doing it. Activism is about making choices in the awareness of the consequences.

We know that Coca-Cola tastes quite nice, but we also know that the ingredients are bad for our bodies. We also know the process of making it is bad for people and the planet at large; the process of shipping it all internationally is also bad for the planet and other animals; and the entire ethos of the company isn't encouraging.

**Each time you buy a bottle, you're buying more shares in the responsibility of those actions.**

## It Doesn't Stop There...

It's a train wreck of brand images when you look at it all. Fast fashion like Primark and H&M have been caught up in modern slavery scandals[5][6]; McDonalds chips are made from potatoes so heavily sprayed with pesticides (**which is poison let's not forget**) to prevent aphids eating them, that the farmers don't go outside for 5 days after they've sprayed the fields, and the potatoes need to 'off-gas' for weeks after they're harvested [7]. The oil company Shell has created "*the most polluted place on Earth*" in Nigeria according to Amnesty International, and Shell simply refuses to clean up the Niger Delta River [8]. It goes on, and on, and on.

It isn't everywhere, but it certainly does seem to be that the larger companies are *that* large and that... '*successful*'... precisely *because* they have done unethical things to get ahead, or rather, trample over others.

If you're willing to kill as many people as you need to –as the British were back when North America was being colonised – in order to acquire that capital, that land or those resources, you will become richer than those unwilling to do so.

### However

It is only by keeping the consumer ignorant of the negative impacts of the seller, the product, the means of production and so on, that those resources and that product have **value**.<sup>1</sup>

And here, we're arriving at the punch line.

## Stopping It, Right There.

At the beginning I painted a picture suggesting that capital is a route to control. But it's clear that knowledge is a power far greater that can overwrite capital, and it's through things like '*a positive brand image*' and good ol' fashioned lying, that the truth is obfuscated and replaced with an engineered image.

By educating yourself about what you're buying, you will see that you aren't just buying yourself a fizzy drink, a new t-shirt, petrol, or meat for dinner; you're potentially buying plastic pollution, modern slavery, animal cruelty, environmental destruction, community impoverishment, human rights abuses, and on and on.

It isn't just about the product you're buying, it's about *who you're buying from and what their practices are*.

All we need to do is educate ourselves and decide if that company should continue to function based on how they are behaving, not just on what they're making. If not, don't invest; if yes, invest. Investment means proliferation and what proliferates, shapes the world.

So what does this have to do with politics? Well, politics is becoming more and more an ego-circus of reactivity in servitude to the flow of 'market demand'. As the 90-99% of the population, we have the overwhelming weight of power to redirect the flow of the market, and of culture.

So if you want to change the world in the midst of a capitalist neoliberal system, **you have to start by first playing the game of capital against itself.**

In a capitalist democracy, your money is the way you *really* vote.

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<sup>1</sup> [2025 edit: We're seeing this now with the disastrous actions taken by Elon Musk and the direct effect this is having on the value of Tesla et al.

## The Choice Is Yours

You vote every day. You say you want more of some things and have no use for others by intentional utilisation of your money. In this economy, money inflates things and the absence of money deflates them.

You stop buying fast-fashion. You stop buying from Coca-Cola. You stop buying from companies that destroy the world for selfish gain, and by the beauty of the failsafe built into capitalism, these companies and those out for selfish gain will shrivel and die. If there is no one buying their product or service, there is no way they can afford to keep making it, and so have no alternative but to shut down.

## Some Alternatives

Businesses like those of [BCorp](#) status offer much better alternatives to unethical products, pledging to do good. Buying organic food means you're investing in better soil health, better ecological health, better human health, better *you* health. Signing up to utility companies that use renewable energy such as [Ecotricity](#) in the UK, will take money away from fossil fuel providers and again, shrink the fossil fuel business.

## In Closing

Your money is your ballot; it is the currency of economic change.

How will you use it?

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