



WORLD LOCALIZATION DAY JUNE 21 2020

www.worldlocalizationday.org

#WorldLocalizationDay

Global to Local -

World Localization Day is an initiative of hope, set to inspire lasting structural change for the wellbeing of people and planet.

Localization? A simple idea with far-reaching potential.

As the hugely popular local food movement has made clear, bringing the economy closer to home has all sorts of benefits. It's a **win-win solution**, impacting on problem areas as diverse as **poverty, climate change, addiction** and **species extinction**.

For decades, the localization movement has been emerging at the grassroots on every continent, under the radar of the mainstream media and with virtually no support from government. People have been reweaving the fabric of place-based economies that are human-scale and human-paced: economies that can serve as cornerstones for community and personal wellbeing. By shortening the link between production and consumption, they have reconnected both to each other and to the Earth. This is the **economics of happiness**.

Localization is about **supporting local shops, local farms and local businesses**. It's about **keeping money within the community**. It's about **investing in the place where you live** – financially, emotionally, practically. It's about building on the resources of the area (both human and natural) and **living within ecological limits**. It's about **saying no to giant unaccountable corporations**. And it's about **pressing for political change**: to move taxes, subsidies and regulations away from supporting a few global monopolies towards a multitude of place-based businesses and industries.

We are at an unprecedented moment in world history. As COVID-19 stalls the global economic system, there is a widespread recognition that key elements of that system have failed us.

There is a collective determination not to fall back into 'business as usual', and a realization that rapid, large-scale change is possible.

AFTER COVID-19

Back to business as usual?



- Corporate control
- Dependence on global supply chains for basic needs
- Climate catastrophe
- Connectivity through technology
- Bigger is better
- Competitive and stressful lives
- Centralised power

Or Going Local?



- Real democracy
- Moving towards community self-reliance
- Restoring environmental health
- Person-to-person connection
- Human scale, human pace
- Stable, meaningful livelihoods
- Strong resilient communities

World Localization Day will include an impressive array of individuals from a variety of backgrounds: public figures like [Noam Chomsky](#), [Annie Lennox](#), [Joanna Macy](#), [Iain McGilchrist](#), [Alice Waters](#), [Brian Eno](#), [Johann Hari](#) and [Charles Eisenstein](#); internationally respected activists like [Vandana Shiva](#), [Gail Bradbrook](#), [Camila Moreno](#), [Alnoor Ladha](#) and [Bayo Akomolafe](#); filmmakers, including [Damon Gameau](#) - along with economists, mayors and dozens of concerned citizens from every corner of the world.

Talks and discussions will be interspersed with [music](#), [celebrity endorsements](#), [animations](#) and [political humor](#). There will also be a [live Q&A/discussion](#) forum and a [Global-to-Local Declaration](#).

Crucially, World Localization Day will present participants with [concrete steps of engagement](#): helping to set up community-scale localization hubs; campaigning for strategic shifts in economic policy; and much more. It will be followed up by a week-long online course.

We hope you will want to be part of this progressive, inspirational and life-affirming movement for change!

