



# GLOCALIZATION

KEY TO SUSTAINABLE DEVELOPMENT  
FROM LOCAL TO GLOBAL LEVEL

## **GLOCALIZATION**

## **METHODOLOGY**

FOR ENRICHMENT OF THE UNDERSTANDING  
OF GLOCALIZATION AND IMPROVEMENT OF  
THE GLOCAL EXPERIENCE

FOR OPINION LEADERS IN COMMUNITIES, PUBLIC ORGANIZATIONS,  
EDUCATIONAL INSTITUTIONS, FORMAL AND INFORMAL GROUPS

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2015

This material is developed within the framework of the project "Glocalization - local key for global development. European Year for Development 2015 and EU Presidency project for the ES Presidency of Latvia in 2015".

Implementation of the project is being financially backed by the European Union (90%), Society Integration Foundation (5.42%) and Ministry of Foreign Affairs of the Republic of Latvia (4.58%).

The project is being executed by the Latvian Platform for Development Cooperation (LAPAS) in cooperation with three member organizations - Country forum of Latvia, homo ecos: and Latvian Farmers Federation

Latvian Platform for Development Cooperation is responsible for the content of the material and it does not represent the official views of the European Union in any way.

Additional information - [www.lapas.lv](http://www.lapas.lv)



This project  
is co-funded by:



This project  
is implemented by:



Latvijas Republikas  
Ārlietu ministrija



Sabiedrības integrācijas  
fonda

Activities of the project  
are introduced by:



homo ecos:



Latvijas Lauku forums



LZP

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## INTRODUCTION

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In the first half of 2015, Latvia is the presiding country in the EU Council, and the Latvian Platform for Development Cooperation has an important role in these processes. When starting the discussions of the LAPAS EU presidency work group, we decided to base our work on the involvement of local communities in the activities of the Latvian Presidency period and European Year for Development (EYD2015), as the substantive basis of development cooperation and global education is the interaction of the global and local aspect. This interaction manifests as a capability to simultaneously think globally and act locally when making decisions related to everyday life in the local community. Thus, globalization as a tool to connect global issues with the everyday life of the local community is one of the political priorities of LAPAS in the Presidency and EYD2015 period, and, therefore, in the LAPAS Project for Presidency 2015 "Glocalization - local key for global development.

EU Presidency period is an important challenge in the life of Latvian rural communities. Understanding that we live in a global world and that our everyday lives are largely globalised regardless of our desire to acknowledge it or not, dictates a necessity to localise the global issues - make them recognisable in the everyday life of communities and personal lifestyle. Based on the successful activities and experience of the Country forum of Latvia (LLF) to emphasise /recognise the priority of local resources and products in the rural communities of Latvia, any event that covers a wider scale than a local and national context is a great challenge for rural communities. This brings new - wider scales into everyday life that have not been previously understood cooperatively.

Discussions in communities that call to simultaneously think globally and act locally are complicated by a social obstacle - discussions about the relation between the global and local context are more complex than discussions about the everyday life of yourself and the community, ethical obstacle - discussions about personal lifestyle open questions about civil liability and personal participation, and, therefore, a self-defence reaction based on insecurity manifests in the discussions, and a value-orientated obstacle - discussions about a positive view orientated towards a desirable future have not been used widely in the practice of community development in Latvia. These obstacles are being realised by the belief of the Pulitzer prize laureate, biologist of Harvard University E. Wilson, that we have entered the 21st century with emotions characteristic of the Stone Age, institutions characteristic to middle ages and almost divine technologies, which means that we are not ready for the world we have created.

To deal with these issues, we seek a method to make the improvement of understanding and experiencing globalization captivating, fascinating and helpful for everyone. Therefore, we have created this globalization methodology, the goal of which is to promote the improvement of understanding of globalization for the citizens of communities and the capability to simultaneously think globally and act locally by connecting global issues with the everyday life of local communities.

We created the glocalization methodology material to enrich the understanding of glocalization and improvement of the glocal experience by describing our vision in four interconnected sections.

In the first section - theoretical stops and viewpoints of glocalization for the longevity of everyday life and development cooperation - we share information about terms characteristic to glocalization and their understanding, about the processes forming glocalization, about the link between the terms describing glocalization and their understanding and about the concepts characteristic to glocalization in development cooperation.

In the second section - topicality of glocalization in politics, education, development of communities, society and everyday life in Latvia - we inform about the global dimension in the Millennium development goals and Sustainable development goals and about glocalization as the position of LAPAS in development cooperation and global education.

In the third section - diversity of substance of the glocalization experience and improvement of comprehension about glocalization - we describe a view of the glocalization method from a theoretical viewpoint and the methodical materials for the improvement of glocal comprehension, experience and participation.

In the fourth section - examples of good practice for the improvement of society's comprehension about glocalization - we describe glocalization examples in various contexts and inform about glocalization in individual and collective experience and in various purposeful activities.

We will be happy if the glocalization methodology is helpful not only to the members of the LAPAS idea community but also to opinion leaders in communities, public organizations, educational institutions, formal and informal groups that wish to realise glocalization issues in communities or interest groups.

We developed the methodology as an informative and educational tool that can be used as practical work material for discussions, to facilitate the improvement of comprehension about the interconnectedness and challenges on a global level, realization and enrichment of the existing glocal experience and stimulation for the development of new skills to simultaneously think globally and act locally when making decisions related to everyday life.

We hope that the understanding of this interconnectedness will realise civil liability, interaction and personal motivation in the society of Latvia to get involved and participate in the promotion of coordinated social, work environment and economic development of the mutual house - global village.

Best of luck!

**Inga un Ausma**

2015

# THEORETICAL POINTS AND VIEWS OF GLOCALIZATION FOR THE LONGEVITY OF EVERYDAY LIFE AND DEVELOPMENT COOPERATION

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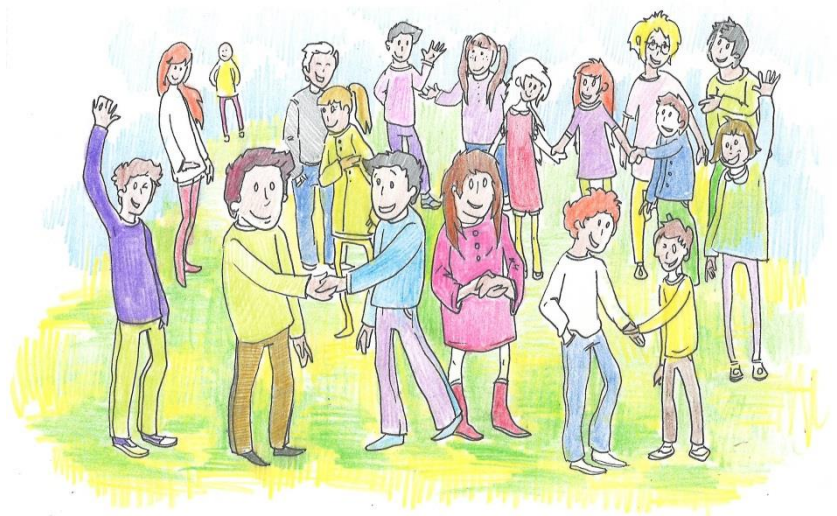
## ON CONCEPTS CHARACTERISTIC TO GLOCALIZATION AND THEIR UNDERSTANDING

Glocalization methodology is directed to facilitate changes in the sphere of comprehension, experience and attitudes. However, without purposeful realization, our mental activities, priorities and the ethical aspects of decision-making in everyday life, according to the director of the Columbia University Earth Institute, [Jeffrey Sachs](#), are not sufficient to deal with the challenges of sustainable development. Thus, when describing glocalization, we emphasise the improvement of your own awareness and enrichment of experience by exploring the world and self as a part of the world and participating in it.

**Glocalization methodology** is geared towards the facilitation of changes in the areas of comprehension, attitude and experience by exploring the world and participating in it.

Gaining comprehension and experience are ways that facilitate the acquaintance with new information, thus learning, development and change. Comprehension is brain activity. We utilise our comprehension when we wish to ascertain something: when we think of something specific or abstract, when we clarify our thoughts and divulge them to others, using terms already known to us. If our comprehension is helped by our observational capabilities and imagination, it gives richer information and brings comprehension closer to experience. But **experience** is gained not only by thinking, but participation as well, where not only the mind, but also emotions, direct contact and practical participation help one to get acquainted with new things. Thus, experience cannot be invented, it either exists or it does not.

These two ways of understanding the world and self can also be applied when we try to understand glocalization. What has been understood with the help of the mind gives a unified platform for discussions about glocalization issues - interactions between global issues and the everyday lives of communities. The experience gained helps to look at personal success stories, moments of doubt and uncertainty, to perceive various viewpoints about the sustainability of everyday life and development cooperation. Comprehension and personal participation, thus, are the most important ways of how to gain glocalization experience.



Theoretical points of the globalization experience mark the scale of understanding the world or levels or contexts of space mainly consisting of three concepts - *global*, *local*, *glocal* - and a diverse clarification of them in various situations and contexts.

## GLOBAL EXPERIENCE

A **global experience** is one that is characteristic to the planet as a unified entirety, thus, it is universal, found in a wide spectrum and is characteristic for the largest part of the world. Various global processes, events, things and items help to develop global experience. Content of the global experience can change in the course of time, but the part that remains unchanged is the scale of the planet.

**Global experience** – which is characteristic to the world as a whole - universal, detectable on a large scale and is possessed by the largest part of the world.

However, understanding the development of the world on a global level informs both of advantages and challenges. For example, three main problems related to global challenges are [climate change](#), [depletion of oil resources](#) and global [growth limits](#). The way in which all of us together solve these issues directly means that global challenges will shape a future that will completely differ from the present that is usual to us and has become routine.

- *What do I know about these issues? What are my sources?*
- *Which of them do I know more about? Why?*
- *Which of these global challenges are echoed in Latvia in general and in the local community that I represent?*
- *How are these global challenges related to personal life, career? Which ones are of top priority? Why?*

Experience of a global level for the overcoming of global challenges unifies various initiatives, for example, [ecological debt day](#), on 19 August, 2014, which was the date when we had already spent all the annual budget for natural capital. Ecological debt day has been calculated by the scientists of [Global Footprint Network](#) since the 1980s, when we started to spend more of the global natural capital per year than the planet could provide for sustainable life and absorb within a year in order not to disturb the global balance.



Comprehension of global challenges is relevant to each of us because these challenges affect not only the ecological, but all of the spheres of human life - social, culture, economic and political included. And the most important message for everyone is that if we continue to live as we have done so far, the global challenges will affect our well-being and the sustainability of the planet more and more. Such discussions are also being suggested by information about the various global development scenarios - [optimistic](#) and [especially the ones describing the development of Europe](#). However it seems that global insecurity is the main reason that we relate our safety capability to the global level less and less.



## LOCAL EXPERIENCE



Alongside global experience, local experience is being emphasised in the world as well. Local experience is experience that is characteristic to a specific location, situation, processes that differ on a local scale. Local experience creates local identity, which creates products and services of local importance, which are mainly based on the local lifestyle, traditions, knowledge, cooperation culture and resources. [Products and services of local importance](#) strengthen both local culture and the social, healthcare, environmental, employment and economic sphere in the local community. The most recognisable campaign in recent years is the [Latvijas labums](#) campaign of the Latvian Chamber of commerce to

**Local experience** – characteristic of a particular location, situation, processes that are different on a local scale. Local experience creates local identity, which creates products and services of local importance which are largely based on the local lifestyle, traditions, knowledge, cooperation culture and resources.

support local manufacturers. The local experience that forms the basis of these and other activities has transformed into local products and services and helps in the development of a sustainable social, economic, natural and cultural environment in the local community by ensuring that the resources we spend are investments in the further development of the community.

- *What are the unique traits of my local community? How are they being perceived by me? How are they being perceived by the community? How are they being perceived outside the community?*
- *What special services products and created in my local community can be enjoyed? What differentiates them from the offers of other communities? Which global products and services are they similar to? Which are the nearest and further communities whose members could be interested in them?*

## GLOCAL EXPERIENCE

It has been said that the more you move away from local traditions the more global your life becomes. However, when we describe our everyday experience as global or local, we cannot perceive the whole spectre of it. It can be especially attributed to the interaction of global and local experience. Thus, since the 80s of the previous century, global and local levels are being linked by a term - glocal. **Glocal experience** is a global scale experience that at the same time is related to the everyday life of each human in various locations and situations. It means that when describing glocal experience, it is as important to pay attention to the content as it is to the characteristics and context that describes it. Glocal experience is created by merging local, different and traditional with global in both directions: by localising global experience and sharing local experience on a global scale. Glocal experience is important for the preservation and enrichment of our security capability and well-being both in the local and global community.



Glocal experience facilitates a critical attitude and the making of accountable decisions in an everyday context because it provides the "big picture" - a holistic view of events that has a link between the most important components:

- o me-society-world;
- o action-attitudes-values;
- o environment-society-economy;
- o everyday life - sustainable development.

The journey of apples to the consumer and the store can be mentioned as one example of the aforementioned, where they are being grown on one continent, transported for waxing to another continent, usually Africa, and then transported back to stores in the country of origin. As a result of such an activity not only is the climate being contaminated - mainly, environment and waters in the process of transportation and waxing - but an economic dependency is also being maintained, where the inhabitants of one continent are being enslaved for the comfort of the inhabitants of another continent. That's why glocal experience is a successful viewpoint for the critical evaluation of global issues, because, as a modern aphorism states, global complicates everything, thus the local must be erudite or competent.

**Glocal experience** – experience on a universal level that is also simultaneously related to the everyday life of every human in various locations and situations. Glocal experience is created by uniting the local, different and traditional with the global in both directions - by localizing global experience and sharing local experience on a global scale.

- *What in my local community is borrowed from other locations? How well has it adapted?*
- *What in my local community should be learned from the representatives of other communities in the state, Europe, the world? Why?*
- *What could the representatives of other communities in the state, Europe, the world learn from my local community? Why?*
- *What is my role and the role of my community in the creation of a unified world?*
- *How could I enjoy a quality life in my local community in a way that avoids creating problems for those living in other parts of the world?*
- *How can I become an active member of the local community and participate in the preservation of the planet for future generations?*

## ON PROCESSES FORMING GLOCALIZATION

Explanations of the processes - *globalization, localization, glocalization* - can be derived from characteristics describing the glocal experience - *global, local, glocal*.

### GLOBALIZATION

Attempts to explain - *what is globalization?* - have been made since the 1960s. Globalization has been characterised in various ways - as a process, state, system, manifestation of power, the most pronounced characteristic of the age. However, by applying the existing understandings of globalization for the purposes of this methodology and needs, we can assert that **globalization** is an aggregate of different social processes that unifies us and helps us feel more and more connected in a unified society in the whole

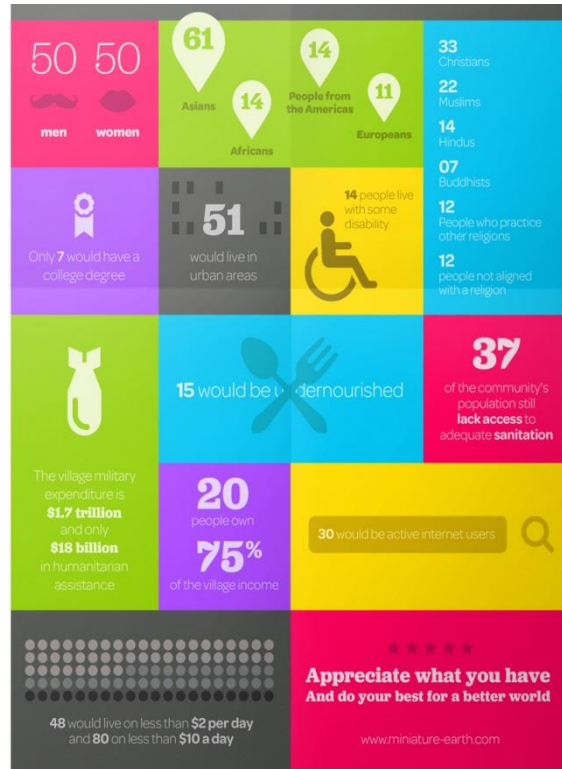
**Globalization** - is an aggregate of diverse social processes that connects us and helps the whole world to feel more and more linked in a unified community.

world. This feeling of community has often been called [global village](#) and the social, cultural, political and economic spheres are globalised and mutually integrated in this process.

***IF THE WORLD WAS A VILLAGE WITH 100 INHABITANTS...***

- **GENDER:** 50 - women, 50 - men
- **AGE:** 26 - children, 74 - grown-ups, 8 of which - older than 65
- **GEO** 60 - Asians, 15 - Africans, 8 - Americans (N and S), 11 - Europeans
- **RELIGION:** 33 - Christians, 22 - Muslims, 14 - Hindus, 7 - Buddhists, 12 members of other religions, 12 not representing any religion
- **LANGUAGES:** 12 - Chinese, 5 - Spanish, 5 - English, 3 - Arab, 3 - Hindi, 3 - Bengali, 3 - Portuguese, 2 - Russian, 2 - Japanese, 62 - other
- **EDUCATION:** 83 can read and write, 17 cannot; 7 - Bachelor's Degree, 22 - own a computer
- **LIVING CONDITIONS:** 77 - would have a location to hide from wind and rain, 23 - would not
- **FOOD:** 1 - dying from starvation, 15 - underfed, 21 - overweight
- 87 - have access to safe drinking water, 13 - have no access to safe drinking water

[http://www.100people.org/statistics\\_100stats.php](http://www.100people.org/statistics_100stats.php)



<http://www.miniature-earth.com/>

- How would you explain - what is globalization? What social processes are included in your understanding of globalization?
- What do you find interesting, unknown or surprising in the global village?
- What would your priorities be if you could change the situation in the global village? Why these specific priorities?

Globalization explanations created in the circles of theorists and practitioners differ, even contradict each other, but to create an overview, common features can be emphasised in this variety (Stiger, 26-29):

- New social activities and social networks, increase in the scale of current social activities and networks and their enrichment beyond the traditional borders of community, state,
- Increase in the speed and strength of social exchange processes,
- Increasing, expanding and strengthening of social interaction and co-dependency both in general and objectively and from a subjective perspective - as a globalization experience for each of us that widens our comprehension about our community, state and the world in general and ourselves as a part of each of these scales of space, thus, our participation in each of these contexts.

If these globalization characteristics bring hope for a new - global type of social benefit, then the other side of the coin for the globalization of social, culture, political, ecological and economical spheres raises worrisome questions:

- Will a national state system be sustainable in the future? Will a global cosmopolitan system replace it?
- How can manufacturing, exchange of goods and financial transactions survive? Will the world be completely taken over by a global economic order that will be controlled by global corporations?
- How will the loss of connection to the natural environment, contamination and degradation of the local environment, decrease of natural resources and biological diversity influence the local community and each of us?
- Will the traditional local culture survive and keep its individuality? Is a wide and integrated cultural identity sustainable?

However, although these characteristics are general and apply to each of us, globalization should not be generalised and perceived as a homogeneous process that proceeds in the same way all over the world. Globalization in different scales of space - *global, local, glocal* - manifests in different ways because of culture and social environment differences. Thus, when understanding globalization as a continuous social process, it is important to take its different manifestations in the different time and space scales of the social environment into account.

- *What information about the global context interests you the most? Why?*
- *How is the access to global networks and infrastructure in your local community? Does it provide equality in regard to access to information resources, and therefore, to global information? What do you base your conclusion on? Which of these networks and infrastructures is the most important for the development of your community?*

## LOCALIZATION

**Localization** is a social process opposite to globalization where general, wide issues that relate to everyone are being adapted (translated, adapted, connected...) to the local situation - characteristics and needs in the everyday life of an individual and the community. [Localization](#) does not mean separation from the global world, rather a transfer of liability and capability of making decisions to a local level.

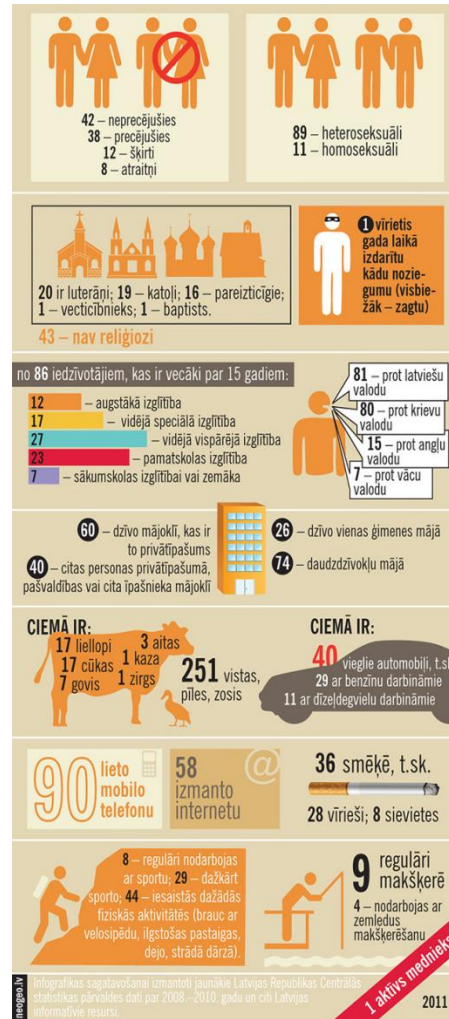
**Localization** – a social process where universal, widespread things that relate to everyone are being adjusted (translated, adapted, attracted, etc.) to the local situation - specifics and needs in the everyday life of a community and individual. Localization facilitates the transition of liability and decision-making ability to a local level.

- *How does the situation in the Latvian village differ from the situation in the global village? What is mutual?*
- *How do you evaluate the situation in the Latvian village as opposed to the situation in the global village?*

## IF LATVIA WAS A VILLAGE WITH 100 INHABITANTS...

- **GENDER:** 54 - women, 46 - men
- **AGE:** 14 - children, 66 - grown-ups, 20 pensioners > 62
- **RELIGION:** 22 - Lutherans, 19 - Catholics, 16 - Orthodox, 1 - Old Believers, 1- Baptist
- **NATIONALITY:** 60 - Latvian, 28 - Russian, 4 - Belarusian, 3 - Ukrainian, 2 - Polish, 1 - Lithuanian, 1 - Jewish, 1- Romany
- **NATIONALITY:** 83 - citizens of Latvia, 15 - non-citizens of Latvia, 2 - citizens of Russia
- **EDUCATION:** 12 - higher education, 17 - special secondary education, 27 - general secondary education, 23 - elementary education, 7 - primary education or lower
- **LIVING CONDITIONS:** 60 - live in housing privately owned by them, 40 - in a private property of another person, 26 - live in a one family house, 74 - in residential apartments

<http://neogeo.lv/?p=6839>



<http://www.miniature-earth.com/>

## GLOCALIZATION

When the experience gained in global and local context interacts, it facilitates the development of a new process - glocalization. **Glocalization** is a process that includes globalization and localization, the merging of global and local interests, where the ability to simultaneously think globally and act locally is used to make decisions related to everyday life. Such an explanation of globalization gives hope that special local experience and values can exist and develop when merging with the global situation. This means that glocalization can make us both similar and different.

**GlocalizationGlocalizationGlocalizationGlocalizationlocalization** – social process where we connect global issues with the everyday life of a local community, and the processes of everyday life of a local community - with global development.

- Which globally known experience has settled in your community? Who introduced it? Why? Who facilitated and hampered it?
- Has it remained unchanged and is it similar to the adopted experience, or has it been changed in the local community and adapted to its needs? Why?

The term *glocalization* was introduced in the 1990s by the sociologist [Roland Robertson](#) who wanted to point out that globalization and localization exist simultaneously and that the borders between globalization and localization have merged, exist in mutual interaction, thus are mutually enriching. This means that global processes are not destructive to the local characteristics, that the local community can gain from the influence of globalization, and that there is a foundation to perceive the global context as a source of opportunity. Characteristics of the glocalization process change according to the context of the space in which it is viewed. We can talk about the globalization of Europe; if the reference point is a global context, we can talk about the glocalization of Latvia and the glocalization of our own local community. Accordance to both global standards and local needs - these are basic requirements that determine the development of a local community in a globalised world. We can understand the interaction of these contexts if we imagine two different scales of space where our comprehension exists simultaneously, but we change the focus range of perception when switching from one to another.

The interaction of global and local experience that takes place in the glocalization process is characterised by borrowing from the sphere of culture. Thus, an opinion exists that the separation of local from global is inappropriate for understanding the world that we currently live in. [Robertson](#) even accentuates that the glocalization process should be a part of the range of interests not only for representatives of sociology, but also of the educational sphere. And, to understand various space scales, we can use methods that provide spatial information - cartography, travelling, moving - both physically and virtually.

It is impossible in the modern situation to hope that development in the scale of local communities could be unrelated to gains and challenges imposed by global development. Similar to the fact that any personal decisions influence the everyday life of the local community, the decisions made on a local level also influence national and global development either directly or indirectly. **Glocalization** is a process that includes globalization and localization, the merging of global and local interests, where the ability to simultaneously think globally and act locally is used to make decisions related to everyday life.

## ON THE LINK BETWEEN THE TERMS DESCRIBING GLOCALIZATION AND THEIR UNDERSTANDING

GLOBAL - REGIONAL - NATIONAL - LOCAL - PERSONAL

*If it were possible to change 8-10 issues, they would be: ...  
Write each on a separate post-it note..  
Task will continue after you have read the text.*

Each of us simultaneously belongs to several space scales or contexts - *personal, local, national, regional, global*. When characterising the link between these contexts, the most successful method is to use the entirety approach model - *nest structure*, where elements include each other. By combining various space contexts in this nest structure, we can see that each of them is an entirety on one level and an element of a structure on another - wider level.

**Global** - characterizes the whole world; we can call such an individual, interest group, organization, institution, community, state global that simultaneously thinks globally and acts locally.

**Regional** - characteristic to a specific region (usually in the methodology - applied to the cooperation priorities of Europe and the Eastern Partnership).

**National** - characteristic of the everyday life of a country (in this material, Latvia).

**Local** - characteristic of everyday life of a local community (municipality, village, city, institution, interest group).

**Personal or individual or subjective** - characteristic of self.

Space contexts where we express ourselves and which we identify ourselves with:

- **global** - characterises the entire world;
- **regional** - characterises a specific region (usually in the methodology - applied to the cooperation priorities of the Europe and East Partnership);
- **national** - characterises the everyday life of the state (Latvia);
- **local** - characterises the everyday life of the local community (municipality, village, city, institution, group of interests...);
- **personal/individual/subjective** - characterises yourself.

- Arrange the post-it notes with the desired changes according to their conformity to the contexts of space: global (world), regional (Europe), national (state), local community and personal

- Which context has the highest amount of desired changes? Which has the least? Why?

- Which context do you participate in the most? Why?

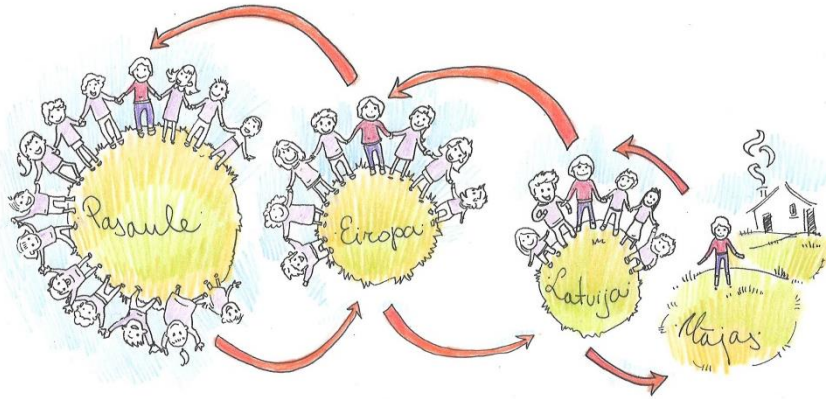
- And which other contexts are influenced by this activity? How?

But there is another space context - glocal scale - that includes all of these contexts without losing them. An individual, interest group, organization, institution, community, state that simultaneously thinks global and acts local can be referred to as **glocal**. To facilitate glocal comprehension it will be helpful to fill in both of these tables:

1 What changes? How does it manifest in each context?	Personal context	Local community context	National, state context	Regional, European context	Global, world context
My safety capability after 15 years (2030)					
Development of the local community after 15 years (2030)					
Sustainability of the world after 15 years (2030)					

2 What remains unchanged? What stays? How does it manifest in each context?	Personal context	Local community context	National, state context	Regional, European context	Global, world context
My safety capability after 15 years (2030)					
Development of the local community after 15 years (2030)					
Sustainability of the world after 15 years (2030)					

These various space contexts are different viewpoints or platforms for comprehension of the personal and community position and influence. Space scales are an integral part of the glocalization methodology because they provide a change of focus when moving from one scale to another in thoughts/comprehension, which widens not only the personal view, but also civil liability and participation, creating a significant basis for change in personal activities when making decisions related to everyday life.



These various space scales also inform us of the fact that the development of each human and community and the way we perceive our role in it and enrich our experience is significantly influenced by external circumstances - social relationships and the environment where they take place. The surrounding environment is varied not only in content - social, cultural, natural, political, economic - but also in scale -

local, national and global. The theoretical model, which still inspires to explain the interaction between human and environment despite being created in the 1970s, is [ecological systems theory](#), created by Urie Bronfenbrenner.

This viewpoint says that each of us explores the world and gains experience by simultaneously existing in five different interconnected levels or scales of the surrounding environment - microsystem, macrosystem, exosystem, mesosystem and chronosystem.

- **Microsystem** is the social environment closest to us personally where we have direct contact with the things we explore and cooperate with, for example, home, school, workplace, local community etc. Creation and enrichment of the most important experience happens in this environment because it exists in constant interaction.
- **Mesosystem** is the next level of environment. Interaction happens here between various players of the microsystem that are interconnected and influence each other, for example, the relationship of the family with work colleagues. It is important that the interaction is positive on this level and in a two-way direction.
- **Exosystem** as the next level is the environment that we do not participate in actively, but which influences us, for example, various decisions about life and work conditions. If we are happy or stressed about them, it can influence our experience in other life situations.
- **Macrosystem** is formed by the cultural, political, economic environment that influences our values, life skills and lifestyle.
- **Chronosystem** is the socially-historical context - the stages of the life cycle that contain the biggest changes.





How does this view work in practice? First, it helps to order our view on the variety of interaction between the human and social environment. This ecological system theory informs us that different factors influencing the enrichment of our exploration and experience operate on different levels of the surrounding environment. Besides, this theory can also be used as a communication device because it offers guidelines for determining how broadly and what exactly to concentrate on, which specific factors to pay attention to on different levels of the system. The most important, however, is the fact that this theory widens and enriches our view on different scales, their influence on development and our participation in our development.

- *How does this view help to understand the world that integrates various space scales in itself?*
- *Which one of these systems is the easiest to recognise in your everyday experience? Which is the most difficult?*
- *What practical actions could be taken in each of these systems to facilitate sustainable development?*

## ON THE LINK BETWEEN THE MOST IMPORTANT TERMS

### CONNECTING GLOBAL AND LOCAL INTERESTS IN PERSONAL LIFE ACTIVITY, THE COMMUNITY IN EVERYDAY LIFE AND SOCIETY

Connecting global and local interests is not an easy task because global and local are considered mutually exclusive contexts in society. Mutual dependency between local and global processes and tension between them continues to increase. We are informed about both social campaigns against globalism and street conflicts created by various anti-globalist groups. Although the unifying goal of these groups is to protect themselves and others from the negative outcomes of globalization, they can be divided into [particularists](#) - those who care about the traditional, local, national self-determination - and [universalists](#) - who wish for a new world order on a global scale, based on equality and social justice values (Stiger, 140-141).

**Particularists** – group of people that care about traditional, local, national self-government.

**Universalists** – group of people who desire a new world order based on the values of equality and social justice on a global scale.

Small communities even consider the globalization of a nation as a threat to the existence of their culture and the fulfilment of their interests. Protests against globalization politics is an everyday social event that, during the last ten years, has occurred more frequently in developed countries as well. It cannot be denied that globalization has given lots of good to the world - expanded way of thought, global communications, expanded scale of cultural spread, expansion and activation of interaction and mobility, expanded access to information, improved quality of life and

longevity, improved healthcare, expanded opportunities for trade, activation of a global civil society, etc. However, if we only perceive globalization as progress and the activity of development cooperation as the introduction of well-being in the less developed regions of the world, we have an erroneous viewpoint. An opinion exists that the benefits of globalization are smaller than promised, even if received with joy, and the price for globalization - much higher than expected (Stiglitz, 17), especially if we take into account the influence on the environment, traditional lifestyle and social structure, occupation, safety capability and culture, also - politics.

- *What is your attitude towards globalization?*
- *How is the interaction between global and local expressed in your community - positively, neutrally or with the creation of tension? What influences you and your community?*

The world is varied. By exploring your surrounding environment and your role in it and gaining participation experience in a location that is quite familiar to us, we most likely cannot create universal suggestions that could be related to all of the global community. However, our thoughts and actions will provide many more benefits if we will try to comprehend that which is different and gain cooperation experience with people from a culture and lifestyle foreign to us, instead of planning and executing changes for an unfamiliar society. It is impossible to love the people if you do not visit the country and participate there. Such an experience would expand our comprehension, and, therefore, our everyday decisions and participation in our local community would be more varied and important. Choice about the space of life and activities has to be made by each person for themselves. And support that is being provided from other life spaces must also be directed to expand comprehension and enrich the experience, if it is to have a sustainable outcome. Then, informed decisions may be made about the causes, consequences, advantages, risks and hazards of the actions by individual, community or outside supporters.



- *What would I want to study - information, skills and attitude - from others for the sustainable development of myself, my local community, the state, Europe and the world?*
- *Why? What would this information, skills and attitude offer me?*

## INFLUENCE OF GLOBALIZATION PROCESSES ON PERSONAL LIFE ACTIVITY, LOCAL AND REGIONAL PROCESSES

Although globalization is criticised and disputed nowadays, the globalization process itself is neither good nor bad by itself. It is like a door to various benefits. And different management and use of these benefits is the exact reason that gives a benefit to one group of people and a catastrophe - to another. Globalization, as a process that takes place on a global level - all of the planet - determines that a feeling of global community, mutual interaction, individual liability and participation, and collective actions are needed.

Thus, globalization is not the problem, rather its management is. If it continues in the same way, globalization will continue to create poverty, inequality and instability in social, ecological and economic spheres around the world (Stiglitz, 2002).

We can objectively see a unifying reason as to why the consequences of globalization differ so much. This reason is as follows: attraction of the possibilities created by the globalization process is not based on an understanding of the world as a global community that is our home. Rather, the understanding is based on a significantly narrower level - that of a local community or nation, thus, thinking about sustainable use of global resources and the global consequences of our own lifestyle and economic activities is not a priority. Thus, the responsibility before every human being, the community and the whole world is not being attributed to everyday decisions and lifestyle.

This problematic situation could be solved by providing balance in order for the activity and liability levels in our lives to harmonise. It is doubtful that there are many people nowadays that would maintain that they only operate in the local community and only use the resources of the local community. Life activities and the use of natural resources by all of us reaches into the global context, thus, we must learn not only to comprehend the global context and our role in it, but also to be jointly responsible and cooperate in the making of decisions on a global scale.

- *How can I participate to balance the scale of my everyday life activity and responsibility?*
- *How could my community participate or how does it participate in the making of decisions on a global scale? What are the possible challenges? How to overcome them? What could be learned from them?*

## CONNECTION BETWEEN LOCAL INITIATIVES AND GLOBAL PROCESSES, LOCAL REACTIONS TO GLOBAL ISSUES



Initiatives of a local level are characterised by the fact that the primary source of information in them is the context of local community - needs, interests and identity of the community. The LEADER approach - an initiative of the European Community (EC) financed from the EU structural funds, is based on the activity of such local activities and unites purposeful and mutually

coordinated activities for a country's development since the year 2000 with a goal to stimulate the local community to seek new solutions to existing everyday issues. The name LEADER is an abbreviation from the French language and means: purposeful and coordinated activities for the development of the rural economy. Improvement of life quality - social, economic improvements and

**Community** is a group of humans of any age, gender, profession, social, cultural, religious, aesthetic affiliation that is united by a common goal, and participation both in solving actual issues and the further development of the whole community. If a community operates within the borders of a local territory and promotes development on a local level, we can call it a **local community**, if a community associates its activity with a rural territory, we can call it a **rural community**, if the activity of a community is related to a specific area of content, we can call it an **idea community**. LAPAS can be named as an idea community because the platform unites non-governmental organizations and provides an exchange of ideas and the execution of initiatives in the sphere of development cooperation and global education.

opportunities to preserve the environment in the local country communities is the priority of the LEADER approach. The most important investment of the LEADER approach is the creation of a local development strategy based on the development priorities of the local community to solve problems that are faced by the inhabitants of the specific country community on a local scale.

The structure of the LEADER approach is based on the glocalization process characterised by seven interconnected parameters:

1. A territorial strategy for local development;
2. Reversed (also upper - or [bottom-up](#)) approach to decision-making which emphasises information, participation, the development of skills and abilities;
3. Partnership between the state and the private sector; local action groups (LAG) whose goal is to develop and implement local development strategy, to undertake decisions about the allocation of the financial resources of this strategy and to manage them;
4. Support for all types of innovations;
5. Integrated and multidisciplinary activities;
6. Creation of information networks;
7. Cooperation between various local territories, LEADER groups or other groups which employ a similar approach.

Each of the parameters complements and interacts beneficially with other parameters during the whole implementation process, thus they cannot be separated from each other. They create a positive influence on the development of local territories and their ability to solve their problems. Thus, the LEADER approach is a successful strategic investment in the development of the local community.

[Rural community movements](#) have been a globally known experience for approximately 30 years. It started in Finland to seek solutions to social changes in rural territories. Currently rural community movements are active in all of Europe and operate with a goal to self-organise life in local communities by being initiators of development that can also influence the decision-making powers and thus, the future in their communities as well, instead of being receivers of support. The most successful initiative of rural community movements is the [Rural community parliament](#) which significantly influences the creation of a civil society and facilitates the change to a participatory democracy in the rural territory of Europe (Shoster, Halheard). Such initiatives are those that build bridges, not only of local and national significance between the inhabitants of the community, municipality and representatives of the political power, but also between similar and different rural communities of other countries. The experience of the rural community network in the creation and enhancement of a civil society, involvement of the youth in the life of communities and cooperation with the decision-making powers, both in new and old European countries, is a significant investment in the development of the Europe as a whole, and thus, in global development (Dower, Lorenzen).

Activities of rural communities differ by states and regions. And these activities form the story of each community - smaller or bigger - about its unique development. [In the development story](#) of the Latvian rural communities, the most important needs that the members of communities have pointed out, are:

- Economic activity of the communities based on local resources;
- Constant learning in communities;
- Belonging to and interaction in communities;
- Resources and systems for community development;
- Life environment in communities.

Each of these need groups is characterised by experience of good practice, the most successful implementation methods and active organizations in the work with communities that can offer experience. Gathering such information is a source of inspiration to each member of a rural community when dealing with actual issues in their community.

Rural communities have a pressing need to strengthen the capacity of their human resources and organizations: to unify, gather their experience, make it available to a wider circle of people, develop cooperation networks, improve skills of communication and cooperation with various partners, develop and execute a mutual vision of a hopeful future. A successful example of solving these issues is the [European citizens for the welfare of](#)

[communities](#) by the *Education Support Program – ESP of Open Society Foundations – OSF*. The goal of the initiative is to provide support for local community organizations working in the sphere of state educational issues (*grassroots organizations*) in the activation of their community, the formation of a civil opinion about the threats of exclusion in education and the provision of support for the least defended groups of society.

Local community organizations are both the most important resource and the target group in this initiative. Thus, although the experience, point of view and knowledge is used comparatively rarely, they are the nearest to each person and his/her needs. Thus, local community organizations have experience in seeing the person and his/her needs as an entirety, based on practice. Local community organizations are suited for the development of specialised holistic strategies, because the diversity of community members is a basis for the cooperation of intermediary sectors. Because of the importance of their activities, the local community organizations often become a symbol of improvement and hope in their communities, simultaneously being a source of support, safety, encouragement and an incentive to create a hopeful future for your community.

Support for the enhancement of the human resource and organization capacity, development of a civil society and realization of the local educational institutions as a resource of the community is being successfully provided in Latvia by the [Education development centre](#) (IAC), which has created successful cooperation with local community organizations in various regions of Latvia. Special synergies are being created with communities and schools that participate in the initiative of the Soros Foundation - Latvia [Opportunity for change in schools](#), projects [Learning to teach: creation of school and community models to increase the motivation to study in six communities of Latvia](#) and [Diversity as a resource of education and development of the community](#). The following IAC projects must be noted in particular: [Schools as satellites for the development of education](#) and [Global dimension in the social science subjects](#), which have largely stimulated the recognisability of the Global dimension in Latvia. Other non-governmental organizations: [Education for Sustainable Development Association](#) (AIIA), [Development Flask](#), [GLEN Latvia](#) (GLEN), [homo ecos](#), [Humana People to People Latvia](#) (HUMANA) with the projects [Title of a global teacher](#) (in association with the Latvian Adult Education Association) [School initiative: Global teacher](#), [JASMA](#), Latvian Association for Cooperation in Education (LACE), [Papardes Zieds](#) (PZ) etc. Although a large part of these activities proceed in schools; schools, along with libraries and culture centres are an important resource of infrastructure, social and cultural significance in the development of the local community.

Global level activities facilitate the expansion of comprehension, rising above the level of a local community and state. In Latvia, significant investment in the global education of the local community's youth has been made by GLEN and HUMANA by asking the youth to participate in various international seminars in the developing countries and EU countries. Research initiatives, seminars for the exchange of experience and education have been offered by Development Flask and LACE etc. in the priority countries, established by the Ministry of Foreign Affairs of the Republic of Latvia for example, Moldova, Georgia, Uzbekistan, Azerbaijan, Tajikistan, Kyrgyzstan, etc.

- *What does successful experience and the development of local communities provide to the state, Europe, the world?*
- *What are examples of good practice that work and inspire others in LV?*

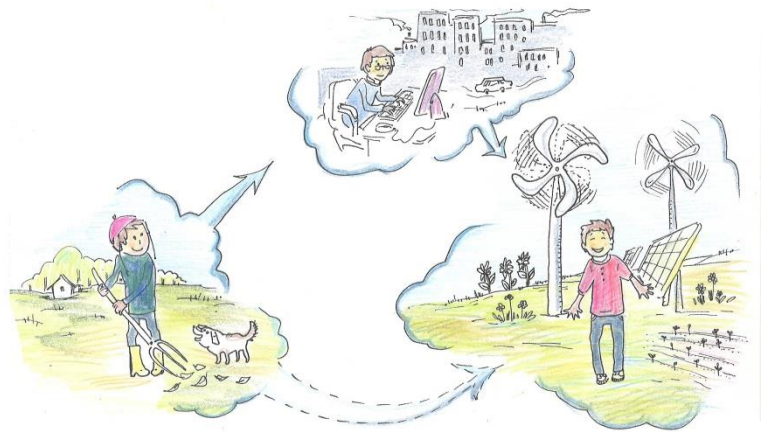
**The local initiatives described are connected with global processes, because each of them is a local level reaction to global issues that are related to the improvement of the quality of life, use of natural and cultural resources, increase of added value and the ability to compete for local production.**

Local initiatives are largely based on the [individual capacity](#) - participation and [social capacity](#) - participation and co-creation. The gain from these initiatives is successfully described in the [description of the LEADER approach](#):

- An opportunity for ourselves to determine the directions of local level development by participating in the determination of rural territory needs;

- An opportunity to participate in decision-making about the support necessary for specific rural development ideas;
- An opportunity to execute local development projects to increase the quality of life in a particular rural territory;
- An opportunity to create a new viewpoint on the conditions and opportunities of rural life;
- An opportunity to create or improve the services necessary for the rural citizen as close to the place of residence as possible;
- An opportunity to create a sense of belonging and pride for your territory and give more opportunities in rural territories (especially for the youth);
- An opportunity to enhance local knowledge, motivation, resources and use them to improve the quality of your life;
- An opportunity to start new economic activities in rural areas and increase the ability to compete and recognisability of an existing or new product;
- An opportunity to take care of the preservation and long-term use of the culture, natural environment and traditions characteristic to a rural area.

There are almost zero cases nowadays where a culture is authentic and self-sufficient. Globalization, especially the cultural and social areas, refreshes the life of a local community. By taking inspiration from outside examples, new cultural and social expressions are being created. Physical communities are being virtualised and have become more mobile under the influence of the globalization process. A new form of community develops - virtual community with virtual social relations and mutual connection. Information exchanges at a much faster rate in these. Thus, each member of the local community has a significant role in facilitating both the local and the regional and global development.



- *What type of communication would be desirable to express my ideas for the further development of the community?*
- *What environment would I like to create around me in my community for personal well-being and a coordinated community?*
- *What values and conditions create the society I desire in my community?*
- *In what society I would like to live?*

## ON CONCEPTS CHARACTERISTIC TO GLOCALIZATION IN DEVELOPMENT COOPERATION

### CHANGE OF PARADIGMS IN DEVELOPMENT COOPERATION

Current period of time is special in the global context because it is characterised by more questions than answers.

- *Why are changes necessary for comprehension about the meaning of development and development cooperation?*
- *Does development cooperation mean teaching or learning?*
- *Which of them characterise the local, national, European and global context?*
- *How deep must one dig for changes to occur? How did it happen in your life? What facilitated changes in your life?*

There is almost no area where the comprehension that created thought and culture in the previous century is able to explain the global challenges that exist in modern society and their representation in the local context. Historical experience shows that the change of paradigms is not a unique event any more, but rather a logical spiral development of the socium. During the course of history, the society has experienced several significant changes in cultural paradigms, the most classical and widespread of them is a viewpoint that is influencing all the significant areas of expression for mankind, the viewpoint that discusses *pre-modernistic*, *modernistic* and *post-modernistic* time periods.

The changes that take place in the social, economic and cultural spheres of Latvia is an echo of the change from a modernistic time period to a post-modernistic one. Thus, the aforementioned changes also create the foundation for a change in development paradigms that announces significant changes in the whole system - regarding the form, content, philosophy, expression, attitude and development politics, which are undoubtedly based on the changes in the European and global socio-economic structure.

**Change of development paradigms –** changing of one aggregate of views based on global development (determines the way of perceiving reality and how we act), with another.

Paradigm is an aggregate of beliefs that is created by exploration and participation for the self and the world. Change of paradigms is a shift from one aggregate of beliefs to another, from a traditional or old to a new way of thought characterised by changes in all spheres of human activity. New things come into the life of a person, society and community in two ways - as changes and transformation.

Difference between the two types is described by Ken Wilber (Wilber, 2010, 2013), who thinks that changes (also called translation) happen by complementing experience in the same belief system and within the boundaries of the same thought level. This process of change does not disturb our inner worlds and the feeling of social security, comfort, protection, because it does not facilitate radical changes that make us different. Transformation does not take place at the same belief system or thought level, but rather when one belief system or thought level changes to the next. Thus, transformation brings insecurity because the previous aggregate of beliefs is outdated and is not sufficient or adequate for the new everyday reality any more. Metaphorically, these changes can be understood better if we imagine a multi-storey building: movement within the boundaries of a storey would be changes, movement up by storeys - transformation. Thus, when we talk about a change in paradigms, we must understand it as transformation, not changes.

The process of paradigm change is neither short, nor easy. It is clear that the comprehension about the world provided by the new paradigm is radically different from the materialistic world view that we are so familiar with. And the new world view persistently informs us about values and attitudes with new content that shows up in our actions and behaviour and creates the basis of successful transformation to the new development paradigm. There are various obstacles to the change of paradigms: **inner** - inability to exit the existing boundaries of beliefs or thinking, and **outer**. However, changes are inevitable anyway because mankind consistently evolves, and the existing beliefs, regardless of how familiar and convenient they are, are gradually changed to new ones.

Change of paradigms influences all spheres and processes including evolution. Evolution in the change of paradigms can be characterised as the old and the new development paradigm.

Old development paradigm	New development paradigm
Focus on economic development as the most important sphere of development	Focus on sustainable development that is based on the availability of natural resources as a priority
Military safety (avoiding wars and military conflicts) and physical safety	Human security (economic, environmental, food, health, society, political and personal safety)
Development - mostly the problem of developing countries	Development - equally important both to the developing countries (receiving countries) and developed countries (donor countries)
Planetary resources are infinite and have a tendency of renewal	Planetary resources are finite and decrease rapidly
Fragmentation of information and separation by spheres	Integration of information and connection to human life
One-way influence, emphasis on teaching	Mutual influence, feedback, emphasis on learning
Emphasis on the logical, the average, the percentages and the quantitative amount	Emphasis on values, spectrum of variety, quality / characteristic indicators
Based on bureaucracies and hierarchical organizations	Based on learning society/communities
Awareness of a conqueror/robber/exploiter	Awareness of ecology/being the master
Exploration of the planet without the need to explore ourselves	We can only explore the planet by exploring ourselves

- *Group into pairs: find a claim of the new paradigm that corresponds to each of the claims of the old paradigm*
- *Tell one pair of claims to other groups in more detail, supporting it with examples from your experience.*

Change in paradigms can be explained both conceptually - on the level of understanding - and practically - by relating it to the everyday life of each of us. Each of us also has personal priorities.

- Individually: write 5-8 keywords that characterise a new development paradigm (each on a separate post-it note);
- In groups: group all keywords into an unified classification;
- In groups: describe the new development paradigm by using the classification created.
- Discussion: What does development/growth/progress mean in each paradigm? What is the view of the new paradigm regarding: person, community, society, the planet?



For a change in paradigms to be successful, the rhetoric also has to be changed so that there is no gap between words or talk and everyday situations. The linguistic view also suggests using positive and proactive terms for the expression of views that represent the desirable result to be achieved substantively, as opposed to terms that are used to describe the model of a civilization that carved its path in the wild nature by axe and plough, and that symbolise the control, comparison, conquest and colonization culture. (Mcdono, Braungart, 2012). In this way, it will be possible to avoid category errors that result from one world-view trying to usurp the role of others. (Vilber, 2013) For example, learning, as opposed to training.

## DEVELOPMENT COOPERATION IN THE NEW DEVELOPMENT PARADIGM

The contextual and processional basis of the glocalization methodology "Me in my community and the world" explains the new development paradigm and the most important terms that characterise it. Thus, glocalization is the basic principle for the comprehension of the new development cooperation paradigm and its application.

Development cooperation is a sphere of a global scale that is based on interstate relations. Development cooperation experience started from World War II and has experienced various changes since. [Development co-operation](#) is based on non-commercial and non-military activities, for example, help in the spheres of healthcare, environmental protection, infrastructure improvement, education of specialists. Its principles are universal, because they are based on the values described in [UN Universal Declaration of Human Rights](#), [UN Millennium Declaration](#), [UN Sustainable Development Summit Declaration](#), etc.

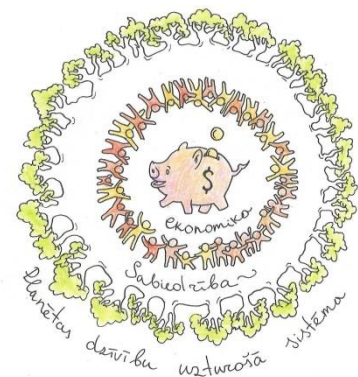
Although the direction of development cooperation is the balanced development of countries of the world, the real situation proves that the development level of countries is not equal. It is indicated by the [Human Development Index](#) – an index created by the UN that contains the following indicators:

- gross domestic product (GDP) per one citizen that characterises the economic well-being in the country;
- average citizen life expectancy that characterises the health sphere in the country;
- average citizen educational level that characterises the educational system in the country.

Human development index divides countries into four groups according to development level - very high, high, medium and low index. In 2014, the leading country in the index is Norway, the lowest - Niger. Latvia occupies 56th place and is part of the very highly developed countries.

From the beginning, by development cooperation we mean providing support to poor and less developed countries with a goal to facilitate the long term social and economic development of these countries and their societies, thus making an investment in reducing poverty in the world. Latvia has also been a receiving country for development cooperation and support. However, since its membership in the European Union, Latvia has become a donor country of development cooperation, providing support to countries with higher development challenges, and has made regular investments in international organizations (for example, UN, UNESCO, World Health Organization, Red Cross). Possibilities of Latvia, and thus, priorities in development cooperation are strengthening economic growth, stability and democracy in the nearest regions - eastern partnership countries -

**Development cooperation** – at first: providing non-military and non-commercial support to poor and less developed countries with the aim to facilitate the long-term social and economic development of these countries and their societies and thus invest in the decrease of poverty in the world, but, in current understanding (based on the new development paradigm) – it is closer to sharing knowledge and information and mutual learning, and participation with a goal to lessen poverty and inequalities and promote sustainable social, environmental and economic development.



support to Belarus, which held 62nd place in the Human development Index in 2014, Georgia - 89th, Ukraine - 92nd, Moldova -124th, and Afghanistan - 180th. Thus, one of the main elements in the planning and execution of development cooperation policy is the priorities of Latvia in European neighbourly relations. Help to these countries comprises not only financial support, but also sharing expert knowledge and practical experience in the execution of state management reform, facilitation of a democratic society, social development, environmental protection, improvement of the educational system and other spheres. This involvement of Latvia in cooperation is coordinated by the [Ministry of Foreign Affairs](#) which determines that development cooperation policy is a part of the foreign and security policy of Latvia.

Over time, the understanding of development cooperation has changed significantly. In the beginning, the developing countries were considered only passive receivers of support, and, during the Cold War, were called the "third world" or "underdeveloped countries". However, the modern understanding of cross-border cooperation is based on a much wider understanding of development, and the previous terms *third world* or *underdeveloped countries* is replaced with the term *developing countries*, thus emphasising that poverty and inequality is a global socially-economical phenomenon, or, simply, *partner countries*.

Since the 1990s, besides economic growth, more and more attention is being paid to the fight against corruption, decrease of poverty, sustainability of the environment and other social and ecological aspects of development.

The new understanding of development is based on principles of participation, cooperation and sustainability that are expressed as the following:

- choosing sustainable forms of support that decrease the dependency of the receiving countries on support,
- equal involvement of the donor countries and receiving countries in the planning and execution of cooperation,
- monitoring the development cooperation experience in both donor countries and receiving countries to decrease mismanagement, corruption or other negative phenomena.

The contextual understanding of the development concept is largely created by discussions about sustainable development that started in the UN world country leaders' conference "Environment and development" in Rio de Janeiro, 1992. In this conference, a declaration and operations programme for the 21st century was created, known as [Agenda 21](#), and the most popular definition of sustainable development was set out: sustainable development is environmental, social and economic development that satisfies the needs of today without creating a risk of not satisfying the needs of next generations. Following this understanding, environmental or ecological, social and economic development have equal significance. It means that high economic parameters are

not in conflict with the requirements of environmental protection and the safety capability of the social environment. However, based on the global level of understanding about the development of the world and global challenges related to it - [climate change](#), [depletion of oil resources](#) and global [growth limits](#), the limits of economic growth are disputable. In the view of sustainable development where the development of the environment, social and economic development are non-hierarchically related to each other, the biggest source of contradiction is the economic aspect, as it is defined too narrowly and thus offers an erroneous viewpoint on economics. Time has come to change not the global economic strategies, methods and influence zones, but rather the understanding about the economic sphere in relation to other spheres significant to development.



Although the economy is traditionally based on the use of natural resources, it cannot continue to exist as the most important driving force of development that also drives the development of environment and the social sphere. The economic sphere is not the only basis for other spheres of development, that is, the safety capability of people, well-being, improvement of cultural identity, environmental sustainability, etc. The basis for development in the modern globalised world is natural resources, not economic capital. The reason for this is that the planet that we are living on is limited in space and natural resources. Thus, a linear understanding of economic development is contradictory to the sustainability of the planet, including its species (including human) and each of us.

Sustainable development is not only a viewpoint on development as an entirety, but the basis for a hopeful mutual future on a local and global level as well. Comprehension of sustainable development where the economic, environmental and social spheres are in hierarchical relationships, the environment – a system that sustains the life on planet – as the most important resource, provides a more critical, thus realistic view (Fischer, Manning, Steffen, 2007) and shapes the foundation of the new view on development.

The most important concepts based on the new development paradigm that are being taken into account when creating the glocalization methodology:

- Development cooperation unifies the global society instead of separating it into two groups - us and them. Development on a global and local level is equally important to everyone, and global issues are equally important to everyone.
- Development cooperation is the co-creation of knowledge and mutual creation of successful experience instead of passing the knowledge to those who are not sufficiently competent. Global issues are an unprecedented challenge for everyone, therefore we learn to solve them together. Global issues can express themselves in different ways in various local communities, thus, there is no universal recipe for dealing with them and no universal expert knowledge.
- Decisions made in development cooperation not only save human resources, but also create the basis for a conscious mutual positive view of the desired future both in the local community and the global village. Development cooperation cannot be reduced to individual activities.
- Development cooperation means seeking mutual solutions, not only helping others. Creation of cooperation alliances is an equal involvement that facilitates balanced development of both local and global scale communities.
- Priority of development cooperation is the creation of a view based on a positive desirable future. It promotes civil co-liability and action in communities of both a local and global scale. Thus, development cooperation does not mean only fixing past mistakes or solving current problems.

**Sustainable development** is environmental, social and economic development that satisfies the needs of today without creating a risk of not satisfying the needs of next generations, in other words, so that current growth does not endanger the growth opportunities of future generations.

Sustainable development is not only a view of development as a whole, but also the foundation for a hopeful mutual future on a global and local level.

**Developing country** – based on the understanding of the Sustainable development goals (SDGs) – any country in the world because development issues are important equally to all countries, thus emphasizing that poverty and inequality is a global socio-economic phenomenon.



- *Is development cooperation about them or us?*
- *Does development cooperation mean teaching or learning?*
- *Does development cooperation mean individual action or participation?*
- *Does development cooperation mean helping others or creating sustainable community alliances?*
- *Is development cooperation about the past, present or future?*
- *Justify each answer...*

Thus, successful experience of development cooperation that is based on the new understanding of development is, in a wider sense, the transfer of knowledge and experience, mutual interaction and mutual learning. This understanding brings the development cooperation sphere closer to the [development/global education](#) sphere, the goal of which is to help each person create comprehension that events in the world influence each of us, and how we influence other countries.

**Development or global education** is an approach of education with an aim to help every person to understand that events in the world influence each of us, and what our influence on other countries is.

Development education or global education, together with types of education such as education for sustainable development, inclusive education, inter-cultural education, education for peace and justice, etc., significantly influences the formation of glocalization experience in the community. In Latvia, development or global education is usually a short or longer term study process organised by the private sector with additional or compensatory investment and interactive informal study seminars of campaign type both in the formal education system and communities.

## MAIN CONCEPTS IN THE NEW DEVELOPMENT PARADIGM

### Security capability and human security

Our security depends not only on our individual abilities (thoughts and emotions, entirety of knowledge and skills manifested in action) and actions, but also on external circumstances (availability of medical services or labour market, etc.) Or safety capability characterises our ability to adapt in a rapidly changing environment. A person with high safety capability is a self-confident, creative person that is capable of taking care of him/herself and others, adapt to circumstances. Safety capability is our ability to not only keep safe and have a feeling of safety, but also to regain safety and the feeling of safety.

**Human safety** – unites objective and subjective safety, balances the liability of the individual and state and is a prerequisite for development.

**Safety capability** characterizes our ability to adapt in a rapidly changing environment; this is a skill to not only avoid the loss of safety and the feeling of safety, but also to regain safety and the feeling of safety.

Each member of the world, state and community with his/her everyday experience creates a society of a local, national and global scale and the processes that characterise it. Not only economic welfare, but also social and emotional self-feeling are indicators of a person's ability to cooperate for mutual goals. That's why investment in human capital should form the basis of development planning documents.

One of the priorities of the National development plan for the years 2014-2020 (NAP2020) is the [safety capability](#) of a person. With a goal to realise the human safety concept and facilitate its application at the level of communities, LAPAS has created a [description of the theoretical framework, practical guidelines and examples of good practice](#) for the implementation of the human safety concept in communities by specifying the possible actions of an individual, community and municipality to increase the human safety level.

Although we try to predict, we cannot be sure what circumstances will influence the world, Europe, Latvia and the local community in the nearest and further future. Our everyday lives in the age of globalization are subject to changes of increasing rapidity. Thus, it is important to strengthen the safety capability for each of us. A person with sufficient safety capability can find solutions for them and their closest persons and society as a whole. A person with insufficient safety capability cannot perceive opportunities for development, feels threatened, does not trust others, does not see a link with the community, state and the world, and does not participate in the creation of a promising future.

Following the new understanding of development cooperation, the Sustainable development goals equally apply to all countries. Human safety is the sphere that is the goal of development cooperation. One of the highest priorities in Latvia is to implement the Sustainable development goals (Rajevska, 2011).

**Sustainable Development Goals** unite economic, social and environmental aspects and include 17 focus areas, creating the foundation of further post-2015 discussions.

LAPAS proposes to view development cooperation from a point of human safety, because:

- Human safety is a prerequisite for development. If a person feels threatened, he/she cannot develop;
- Human safety helps to determine the priorities of development cooperation. Activities for the enhancement of human safety help threatened individuals, their communities and safety providers to strengthen safety capability, to create and implement development strategies;
- Strengthening safety capability is effective and it is not always costly; besides, a person that has regained the ability to act can actively participate in facilitating the development of his/her relatives, communities and state;
- Human safety balances the liability of the state and the individual. A person cannot rely only on others, whereas state and municipalities cannot avoid the responsibility of facilitating development;
- Human safety promotes participation. Target groups themselves identify threats and safety capability factors, thus solutions are based on the needs determined by themselves, as opposed to ones a third party considers necessary. Thus, the solutions found are effective;
- Human safety unifies objective and subjective safety, and both of these influence the actions and capability of a person to act, to participate in the development of self and others.

- *What are the objectively measurable and specific subjective parameters of human safety?*
- *How does human safety manifest on a personal level, on a school, local community level?*
- *Describe your overall view about your safety and the situation in the community, state, world*
- *What helps you to maintain your safety and feeling of safety? How do you enhance these factors?*

### Citizenship

Civic and social competences are part of the eight basic life education competences determined by the European Council and Parliament in 2006. Citizenship manifests in a person's life in various ways: traditional; citizenship (*learn and act*), passive/legal abiding / legal citizenship (*know and abide*), active participation citizenship (*lifestyle*). Thus, citizenship competence fundamentally manifests not only as our understanding of mutual care, understanding that our interests match the interests of others, that our well-being is closely connected to the well-being of others, that,

**Citizenship** – manifests not only as understanding of mutual care, understanding that my interests coincide with the interests of others, that my well-being is closely related to the well-being of others, that my involvement is important to facilitate the sustainable and coordinated development of society, as active participation.



to promote a sustainable and coordinated society, our involvement also matters, in terms of active participation as well.

Manifestations of citizenship differ in various contexts of the life space: personal, family, local community, school, regional, national, the European Union, the world. Civic growth is practical experience that is gained by participation in the everyday life of the local community, processes of a state and global level. Civic society is a society where we cooperate with others and use public power to solve the problems of society.

Globalization process ensures the development of a global civic society: creation of new social activities, social networks, forums and platforms both in a physical and virtual reality. And virtual civic communities are often stronger and more influential than physical ones.

- *What types of citizens are we?*
- *What type of citizen is being created by the current society, educational system?*
- *What could be the benchmark of a desired citizen?*
- *What does global citizenship mean?*
- *How do you understand: Changes are started by an individual. Good changes are started by an idealist. AN IDEALIST IS NOT NAIVE.*
- *What are the most urgent manifestations of civic activity in each of the life space contexts?*
- *How would you explain what Vaclav Havel said to your students: If nobody is interested and involved in politics, it will become a sphere of activity for the people that are the least suited for it.*
- *How do you evaluate each of the citizenship manifestation types?*

### Perception and evaluation of happiness

The fundamental assumption of modernism that happiness and well-being come from wealth no longer works. For too long, the potential of happiness to link the fundamental task of a nation with the hopes of the people has not been taken into account. Happiness is not only an important goal, but also a part of the adaptive evolutionary nature of us - humans that helps to undertake challenges. Our emotions are the central aspect of our survival: they are the most important sign of how we adapt to changes in our environment by accepting challenges, seeing opportunities and solving problems. Another reason to emphasise happiness: happy people are healthier, more successful and generous. Therefore, happiness provides both personal and social benefits.

That's why the time has come to connect and integrate happiness, human safety and sustainability. Sustainability in this case can be perceived as the creation of future happiness - creation of human happiness that is lasting. Understanding this sustainability could facilitate a better understanding of human potential and make it a priority, to base such solutions on it to create a future where you do not have to pay for happiness on Earth.

- *What is your understanding of a happy life?*
- *What facilitates my feeling of happiness and makes me feel happy?*
- *How is the feeling of happiness connected with well-being and human safety?*
- *What could I possibly investment in to make society happier, to make the social and cultural environment more positive and helpful?*

To determine happiness, we can use various indexes and other instruments.

[Gross National Happiness GNH](#). Alternative to GDP, measures the facilitation of happiness for a nation or inland. Highest meaning of life has to be sought in the inner world of a person. The foundation for this index was created by the king of Bhutan in 1972. In developing the index further, it has been determined that the pillars of a happy society are arranged in 9 spheres and follow 72 indicators, as follows:

1. Just and sustainable socially-economic development,
2. Preservation and popularization of cultural values,
3. Preservation of the natural environment,
4. Successful management

**Feeling of happiness** – part of our adaptive evolutionary nature that helps us face challenges, happy people are healthier, more successful and charitable.

Further development of the inland happiness measurements - [Global Gross National Happiness Index Survey 2005-2015](#), developed by the *International Institute of Management*. It is a strategy for consulting and education that evaluates and stimulates the improvement of socio-economic development, and is an alternative to GDP. This measurement tool is based on seven indicators of development areas: economic, environmental, physical, mental, workplace, social, political well-being.

**Feeling of nations** – *Happiness in Nations in the World Database of Happiness 1970-2010* Erasmus University NL. The parameters of this measurement: average happiness, inequality and happiness, happy years of life, unequally adjusted happiness, requirements for life. [LV measurement](#) on a scale from 0 to 10 is 5.4.

Happy planet index. [Happy Planet Index \(HPI\)](#) leading global measurement of Sustainable well-being. Indicators: life requirements, experience of well-being, ecological footing. [LV measurement](#) is 118th place out of 151.

- *What is the meaning of each index?*
- *Can you evaluate the social and cultural sustainability of the community, state and the world by these measurements?*
- *Which one of these indexes points at sustainability more and which - less? Why?*
- *What measurement is missing, what should be implemented?*
- *What are the results of LV? How do you evaluate this situation? Is it demonstrating a tendency to improve/degrade? What determines it? What other measurements of sustainability for the cultural and social aspect could take place?*
- *What depends on you personally? What are you already doing to improve the situation? What could you do?*

## TOPICALITY OF GLOCALIZATION IN POLITICS, EDUCATION, DEVELOPMENT OF COMMUNITIES, SOCIETY AND EVERYDAY LIFE IN LATVIA

Author of the section: Inga Belousa

Glocalization process in Latvia is an essential dimension in all of the events that are important to both the state and the local community, therefore glocalization is equally important in politics, education, the development of communities, society and the everyday life of each of us. Topicality of globalization in Latvia can be recognised in both of the most important events of 2015 - [Latvian Presidency in the Council of European Union](#), [European Year for Development \(EYD2015\)](#). In the context of these events, amongst other processes and discussions important on both a global and national level, are discussions about the results of Millennium goals (MDG), post-millennial process (postMDG) and the new Sustainable development goals (IAM or SDG). The processes that arise from these discussions are the exact ones where the glocalization process is expressed as an integrated unit of political, social and practical aspects in the sphere of development cooperation.

**European Year for Development** – each year, the European Parliament and European Commission announces a thematic year to pay attention to a specific problem urgent within the ramifications of the EU. The year 2015 is announced as the European Year for Development.

## GLOCAL DIMENSION IN THE MILLENNIUM DEVELOPMENT GOALS AND SUSTAINABLE DEVELOPMENT GOALS

Discussions about the necessity of goals driving universal and global development of the world were established when the UN Millennium declaration was accepted in the meeting of world leaders in September of 2000, according to which 191 nations undertook to improve the situation in spheres such as quality of life, education, health, environmental sustainability, etc... by 2015. Based on the Millennium declaration, the UN, World Banks and the Organization for Economic Cooperation and Development agreed on eight interconnected [Millennium Development goals](#):

**MDG process** – priorities – decrease of poverty and inequality.

1. Decrease poverty;
2. Provide primary education to all citizens, as well as the opportunity to achieve general secondary or professional secondary education;
3. Provide equal opportunities for men and women;
4. Decrease child mortality;
5. Improve the health of mothers;
6. Limit the expansion of HIV/AIDS, tuberculosis and diphtheria, as well as other avoidable causes of death;
7. Provide environmental sustainability;
8. Support people in less developed countries (Development cooperation).





These eight MDGs are classified further into 21 areas and complimented with 60 technical parameters that help to evaluate the attainment of MDGs.

- How does each of the goals relate to the situation in your community and Latvia? Name specific examples.
- What could I do as an activist to reach these goals in the community, state, Europe, the world?

By achieving MDGs, since the year 2000 significant improvements have been made in the social sphere, but the goals have not been reached completely. In the MDG research overview of 2010, [Keeping promises](#), the UN mentions unfulfilled obligations, a lack of resources and responsibility and insufficient focus on sustainable development as the main reasons that influenced the attainment of goals, also causing an economic, food and financial crisis in the world. It was determined that there is significant progress in reaching the MDG goals: poverty has been recognised as a global problem, statement of goodwill, creation of a global partnership. Limitations of the MDG goals: donor initiative, fixation on basic human needs, and insignificant in providing improvement that is based on progressive development of local capacities. The structure for the creation of the MDGs has also influenced their attainment: they are simplified, thus hard to measure, based on results instead of the resources invested, they do not take into account the difference of circumstances in various countries, and their definitions contain various levels of abstraction.

In June, 2012, in the [UN Sustainable Development conference](#), a decision was made to start a new stage, which has been called the *post-2015* process, coordinated by the [UN Open Working Group on Sustainable Development Goals](#) – OWG. The main goal of this working group was to develop suggestions for new universal goals that would unify the priorities of DMGs - decrease in poverty and inequality and sustainable social, environmental and economic development and ensure their implementation in an integrated way. The difference of these goals compared to previous ones is the fact that they are equally binding to all countries of the world. Thus, consultative activity and discussions in the post-2015 process proceed both on international forums and in expert and interest groups separated by countries. The open work group process was finished in July of 2014, and 17 Sustainable development goals in the focus areas were established in the conclusion document:

**Post-2015 process** – international process managed by the UN that will continue after the year 2015 with a goal to define the global development guidelines of the future that will facilitate achieving the Millennium development goals.

**Post-MDG process** – discussion process about the new development goals with an aim to unify the MDG priorities – decrease of poverty and inequality and sustainable social, environmental and economic development, and to implement them in an integrated way.

1. eliminate poverty everywhere in all of its manifestations;
2. eliminate famine, reach food provision and improve nutrition, facilitate sustainable farming;
3. ensure healthy life and facilitate well-being for all people of all ages;
4. provide inclusive, just and quality education and promote lifelong education options for everyone;
5. achieve gender equality, strengthen the rights of women and girls;
6. provide for the availability of water and sanitation and sustainable management for everyone;
7. provide access to accessible, reliable, sustainable and modern energy for everyone;
8. promote long-term, inclusive and sustainable economic growth, full and productive employment and decent work for all;
9. build a robust and sustainable infrastructure, promote inclusive and sustainable industrialization and facilitate innovations;
10. decrease inequality between countries and inside countries;
11. create inclusive, safe, robust and sustainable cities and human encampments;
12. ensure sustainable habits of consuming and production;

13. act with haste to fight climate changes and their influence (by recognising UNFCCC as the main international, interstate forum for negotiating the world's answer to climate change);
14. maintain and sustainably use oceans, seas, their resources for sustainable development;
15. protect, renew and facilitate the sustainable use of land ecosystems, sustainably manage forests, fight desertification and prevent land degradation, promote its restoration and halt the loss of biodiversity;
16. promote peaceful and inclusive societies for sustainable development, ensure access to just courts for everyone and establish effective, accountable and inclusive institutions at all levels;
17. strengthen the instruments for the introduction of a new framework (financial instruments and appropriate policies) and global partnership to achieve the objectives and to co-ordinate.



These 17 targets are further broken down into 169 sub-objectives and form the basis for further discussions of the post-2015 process. After the additions and corrections of governmental and non-governmental organizations are implemented, the final result will be approved by the UN Summit in New York in September 2015. Therefore, in September of 2015, the MDG and post-MDG process will be completed, through which ambitious long-term goals to improve human well-being and protect the planet's resources for ourselves and for future generations will be developed following the call of world leaders.

In this understanding, global goals for sustainable development of the world cannot be viewed in a global context only. Globalization processes facilitate seeing that these goals have the potential to create positive changes in human lives, especially if we take into account not only the global development process, but also the national, regional and local community development initiative and rely on a balance between global and national processes.

apakšmērķi, veido pamatu tālākajām post-2015 procesa diskusijām. Pēc valstisko un nevalstisko organizāciju

- Arrange these goals by priorities in your local community and Latvia. Which goals are of top priority? What are the differences and similarities between the list of national and community priorities?
- What do I as an activist want to do to reach these goals in the community, state, Europe, the world?

## GLOCALIZATION AS THE POSITION OF LAPAS IN DEVELOPMENT COOPERATION AND GLOBAL EDUCATION

LAPAS, as a community of ideas that unifies experts and those interested in development cooperation and the development or global education sphere from more than 30 non-governmental organizations, faces a wide spectrum of historic themes to some extent. However, each time period can be characterised by different interest content. In the current period that announces itself under the sign of two important processes - [Latvian Presidency in the Council of the European Union](#), [European Year for Development](#) (EYD2015) - the priority of LAPAS is to improve globalization competency. The most important events of LAPAS in which the idea of GLOCALIZATION has been created and improved, are:

- national seminar *Glocalization - methodology for the localization of global issues*,
- Baltic regional global education seminar *Outside the box; Global education in a holistic everyday reality*,
- Global education week,
- development cooperation project of EYD2015 and the EU Presidency of Latvia 2015 *Glocalization - local key to global development*.

The first targeted effort to describe glocalization as a tool to localise global issues and create a systematic overview about the globalization methodology was made in LAPAS DEEEP4 Citizen's empowerment for Global Justice national seminary *Glocalization - methodology for the localization of global issues* ([Glocalization: Methodology for localising global issues at a grassroots level](#)), which was organised on 4-5 March of 2014. In this seminary, to involve experts - pedagogues of informal education, teacher educators, high school lecturers and community activists, a holistic, inductive and multistakeholder approach was used. To create an understanding of glocalization related to everyday life, we used metaphorical thinking.

In the development cooperation sphere, local and global aspects are inseparably interconnected. Mutual link between the local and the global is clearly explained in the elephant metaphor, therefore we used an elephant to describe the understanding of glocalization, because as a character the elephant has rich mythological, religious and symbolic meanings, and it is extensively used to explain everyday social and culture events and phenomena. The metaphorical understanding of the elephant also provides different, even contradictory tales that symbolise carrying an unnecessary load, gaining new and exciting experience, manifesting great strength, excellent memory, high intelligence, imagination and wisdom. The geographical context has also provided a different signature to the symbolism of the elephant - in regions of Asia and Africa, the elephant represents divine, royal and physical power, whereas in Europe, where elephants can mainly be seen in zoos, they are primarily an object to satisfy curiosity.

This symbolic context of the elephant metaphor is the main reason why we compared the methodological guidelines created to body parts of an elephant, that emphasise seven interconnected competences that are important to improve glocal experience:

- Trunk - readiness for improvement by realising the link between local and global in everyday life;
- Tusks - acceptance of challenges, unknown, incomprehensible;
- Head - comprehension about space scales that allows one to perceive the same problematic issue in various contexts;
- Spine - creation of mutual understanding of a civil, coordinated local and global community based on feeling;
- Belly - intuitive knowledge, connection to life, critical intuition about necessary and unnecessary things;
- Tail - strategy of moving forward and guiding;



- Legs-
  - o determination of priorities and direction
  - o moving to everyday life in a local context
  - o participation and undertaking responsibility
  - o creation of alliances, unions and sharing

This symbolic elephant is a map of methodological guidelines based on competences that describe the details of the localization process for global issues. By applying this elephant in the glocalization process, we must first understand what we represent in each specific case.

The glocalization elephant can also be used to evaluate your glocalization experience. In this case, we can also talk about checking the glocalization elephant's health. By sharing glocalization stories in the local community, this elephant can be used as an informal method based on everyday life, where sharing your experience enriches the life story of yourself and the community, passes life skills to next generations and enhances the feeling of communion. As a final note, the glocalization elephant contains a paradox - in the glocalization method, global and local must be balanced, and it urges to understand that the distance between the global and local is not insurmountable.

- *What should be done so that this glocalization elephant becomes real, corresponds to reality and is significant?*
- *What should be done so that this glocalization elephant becomes adapted to the future?*
- *How to ensure that this elephant provides three forms of travel - mind, foot and heart travel?*

Baltic regional global education seminary *Outside the box; Global education in a holistic everyday reality* ([Out of the box: Global education within holistic everyday realities](#)) which was organised on 11-12 March of 2014. The goal of the conference was to encourage the participants of the public global education organizations - experts from European, Baltic and Eastern Partnership countries, to step out of their everyday routine, discuss ambiguous and controversial ideas and get inspired for change. To reach these goals, the contents of the seminary were created based on two metaphors: outside the box and family farming.



Metaphor OUTSIDE THE BOX was used to motivate the participants of the conference to look outside their usual environment and lifestyle and see that which, in the diversity of everyday life, creates links between various scales of space - local and global, and supports changes. This metaphor was linked to the FAMILY FARMING metaphor, which in turn, was used to call for imagining the Baltic space as a family farm which must be cultivated mutually, and to encourage the participants of the conference to perceive global learning as a creation of a hopeful Baltic and global future. The rural farming theme was also used when decorating the conference rooms. To create an integrated study environment, the agenda included developing a joint creative exhibition about global education as the glocal agronomy of the Baltic family. Therefore, informal participation in the everyday life of the community was used in this conference as the basis for the glocalization approach to link

global issues with everyday life experience. Change in various contexts of time and space was used to provide an opportunity to share own global education experience, stories and conclusions and to learn from each other.

Sharing experience and mutual creative and informal studies during the conference created an initiative for a mutual Baltic global education strategy that would form the basis for further Baltic initiatives and larger participation of the Baltic region at a global level. It was concluded that the mutual Baltic strategy will enhance the local connection in the region, personal and national liability, and, hopefully, the motivation to participate in balancing the social, ecological and economic development of our mutual home – the planet.

Development cooperation project of EYD2015 and EU Presidency of Latvia 2015 [Glocalization - local key to global development. European Year for Development 2015 and EU Presidency project for the EU Presidency of Latvia in 2015](#)" September 2014 - August 2015. One goal of all of the project activities is GLOCALIZATION - strengthening of individuals at an individual, community, Europe and global level - comprehension of development questions, global development and poverty reduction. The project states that LAPAS will use the GLOCALIZATION APPROACH within the ramifications of this presidency project to popularise responsible food consumption, the use of non-financial methods for development, use of the potential of new donor countries to achieve the mutual global development goals.

Political priorities of LAPAS in the area of development cooperation during the Latvia Presidency of the EU are described in the manifesto [Ideals grow in action2](#) that has been created to speak to Latvian citizens, explaining the themes of development cooperation relevant to Latvia, and asking to act decisively so that the issues most important to citizens are raised to politicians, diplomats and clerks of Latvia as well as international partners. Manifesto determines the political priorities of LAPAS in regard to the development cooperation sphere as follows:

1. glocalization approach as a basis for discussions about development cooperation which would help connect global issues with the local reality and a call to influence global challenges by participating at the local community level;
2. responsible food consumption as a theme that illustrates the connection between global and local and opportunities for action to facilitate global and local development;
3. non-financial means (convincing politicians for development, fair trade, transfer of knowledge and technologies, etc.) besides financial means to ensure development, because development is connected not only to economic growth, but also to social and environmental well-being;
4. potential of new donor countries and use of it at the EU level as a mobilization option for EU resources for better development cooperation.

EYD2015 EU presidency of Latvia 2015 activity for the development cooperation project - [Latvian country community week](#) discussions Me in my community and the world were organised in five regions of Latvia - Riebiņi, Alūksne, Amata, Aizpute and Iecava on 27-31 October of 2014. Goal of the community week - by way of discussions with the most active inhabitants of the Latvian countryside, to start working on a mutual view on the progression of the most visible event of the project - Development forum. During the community week discussions, it was important to understand the views of the country inhabitants in the context of local and global processes: find out what the most active country inhabitants think of events that surround us, tell our experience stories and seek solutions for a hopeful future of our community in a global world.



Glocalization approach was used in the Community week to determine how the everyday activities carried out at a community level can influence world processes, and how the comprehension of a link between local and global can improve life. Below are the most important issues that offered a chance to the participants of the community week to evaluate their experience in a glocal view:

- How does the sustainable consumption of food, safety of human migration influence the life of the community?
- What can each of us do to beneficially influence it?
- How are we using the wide availability of information?
- How does the quality of information affect both the processes taking place in the world and each one of us?

During the country community week, the development of this glocalization methodology was started, where GLOCALIZATION is understood as a process where an individual, organization, institution, community is able to desire to and simultaneously think globally and act locally.

## DIVERSITY OF SUBSTANCE OF THE GLOCALIZATION EXPERIENCE AND IMPROVEMENT OF COMPREHENSION ABOUT GLOCALIZATION

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Author of the section: Inga Belousa

### A VIEW FROM A THEORETICAL VIEWPOINT ON THE GLOCALIZATION METHOD

Glocalization process has been organised with a goal to facilitate:

- understanding about the relationship between global issues and the everyday life of a local community, and how the decisions of everyday life of a local community influence development on a global scale,
- capability to simultaneously think globally and act locally when making decisions related to everyday life,
- desire to participate in creating a civic coordinated local and global society.



Taking into account the goal of the glocalization method, it is based on the [social constructivism approach](#) to enrich the understanding and experience of glocalization. Based on the social constructivism approach, the glocalization approach of the community members is shaped as a result of cooperation and co-creation. It cannot be created as an objective unrelated to the community and each of its members. Creation of experience based in such an approach not only facilitates the collection of experience, but also the creation of change.

Participation in glocalization events does not need to just be actively taken on an individual basis. Groups of interests and the whole community can improve the everyday life at the community, state, region, world level by its actions. Some general examples of how to do it are listed below:

- Determine a goal you want to achieve, for example, clean environment, sustainable consumption, sustainable development of community,
- Gather knowledge from various sources, for example, media, good practice experience, everyday life, communication,
- Analyse the information critically - determine the credibility, importance and usability of the information,
- Shape the attitude of yourself or your community regarding events in the community and the world - agree on mutual values, desire to accept and understand different viewpoints, based on ethical principles,
- Cooperate and discuss with others - create a feeling of belonging, participate in interest groups with similar viewpoints, test your assumptions, have a desire to hear new ideas and deepen your understanding,
- Make responsible decisions - evaluate the strong and weak sides of offers, seek opportunities, analyse decision-making, undertake responsibility about things that are possible to implement,
- Participate and act - create conscious and purposeful changes in your everyday life, gain new knowledge and skills, participate in social campaigns, participate in interest groups and the public sector.

An agent of glocal changes is characterised by specific [competences](#) whose potential is to facilitate sustainable development processes, providing a holistic view, critical evaluation and change activities by knowing, acting and existing:

- Development of a holistic view in cooperation with others - various views; relation between own desirable view and different views of others; relation between lifestyle - professional work and local - global needs; relation between thinking and acting; cognitive and emotional perspective; relation between self and the natural, economic, social, cultural and spiritual world, dimension of current and future; humans and other species,
- Support for a critical view when evaluating controversial issues - critical questions about climate change, decrease of oil resources and development limits; participation in discussions with different viewpoints; participation in research based on cooperation,
- Facilitation of activities and creativity for change - research and positive recognition of alternative lifestyles and value systems; rising above the existing economic paradigms; priority for professional and personal development; imagining, planning and creating a sustainable view; evaluation of alternative future variants, cooperation aimed at a desirable future and cooperative participation; aim for hope and well-being.

Each of these competence groups is characterised by four different types of activity aimed at expanding the view, providing sustainable activity of the local community:

- Exploration: global and local level challenges and the role of a global change agent in solving them,
- Practical activity: development of practical skills related to sustainable action,
- Collaboration: cooperation, partnership, positive mutual dependency, pluralism, mutual understanding and peace,
- Self-development: development of own skills and ability to think critically, plan and execute a hopeful future in the local community.

Most important ways to understand the world and self that characterise self and the globalization process:

- Understanding, which gives an unified platform for discussions about globalization issues - interactions between global issues and the everyday lives of communities,
- Personal participation, which helps to gain experience and create a civic attitude to perceive various viewpoints about the sustainability of everyday life and development cooperation.

Thus, globalization as a social process is aimed at facilitating changes in the areas of comprehension, experience and attitudes by exploring the world and self as a part of the world and participating in it.

Glocalization experience is most successfully created by making decisions related to everyday life and participating in your surrounding environment - the local community. Thus, the globalization experience is created based on the content priorities that are important to each of us. However these priorities are not shaped in isolation from the surrounding environment, thus, content priorities are largely being influenced by the local community.

Taking into account that the globalization methodology is connected to the field of development cooperation, its content priorities are determined by various involved target groups from the state, non-governmental and private sector. Although the content priorities of each sector could differ in the area of development cooperation, global discussions in this area are those that are equally important to all of the named target groups for the most part. LAPAS participation and interest protection content priorities given below:

- Sustainable food consumption,
- Human migration, mobility and safety,
- Availability and quality of information,
- Participation as an intertwining principle for the aforementioned themes.



We add two additional priorities important for the facilitation of the global experience:

- Internet influence,
- Child labour.

Media, books, documentaries and feature films, art exhibitions, theatre performances are only a part of what forms our understanding of global problems. Quite often, we are much more influenced by discussions with friends, neighbours, the exchange of opinions on social networks and participation in public activities. It is these conversations and discussions exactly that form a link between the global problems and everyday reality of the community, our individual experience and attitudes.

We offer several glocalisation subjects that you can use for discussions for the purpose of promoting the improvement of understanding of individuals and the public about the glocalisation process by stimulating people into sharing their experiences and making responsible decisions.

We ask you to get acquainted with the discussions from a future perspective that will affect both the personal life of the discussion participants and events in the wider world. It means that alternatives should be recognised and thought about, which may provide for sustainable development. Understanding of content of the discussion is promoted by questions and tasks that are based on critical thinking skills and creativity. The discussion moderator should offer the problems and their solutions for discussion, which the participants must then think about to make considered and responsible decisions. Discussions about globalisation and glocalisation issues may affect the understanding of participants about the gains of civic participation and form an understanding about a responsible citizen acting on his own behalf for the benefit of current and future generations.

## METHODICAL MATERIALS FOR THE IMPROVEMENT OF GLOCAL COMPREHENSION, EXPERIENCE AND PARTICIPATION

Experience collected and described by Ausma Pastore

### SUSTAINABLE FOOD CONSUMPTION

**Sustainable food** is food that is traceable throughout the all stages, which has been obtained and processed by effectively using local production resources, taking care of the environment, biological diversity and animal welfare, providing fair and proportionate income for workers involved in the food chain; it is healthy and safe for consumers.

**Sustainable food consumption** is the result of intentional or unintentional activity of consumers aimed at purchasing sustainable products, their balanced consumption and creating less waste, thus leaving the least possible environmental impact resulting from their the activities and by supporting the local economy and social responsibility by means of their choice.

#### Sustainable food

- Locally produced food and seasonal products to reduce energy consumption and the transportation distance for delivering the product to the consumer and storage.

**Sustainable food** is safe and healthy to consumers and can be traced in all steps of its circulation, procured and processed by the effective use of local manufacturing resources, taking care of the environment, biodiversity and animal welfare, providing fair and proportional income to the employees involved in the food chain.

**Sustainable food consumption** is the conscious or unconscious result of consumer action that is aimed at the purchase of sustainable products, balanced use and decreased waste production, thus leaving the least possible impact on the environment with your actions; supporting the local economy and social liability for your actions.

- Ecologically produced agricultural products that include animal welfare, biological diversity, non-contamination of food and environment by agricultural chemicals.
- Reduced meat consumption: meat causes the largest volume and most CO2 emissions in the food chain.
- Fair trade products that include social justice and care for the environment.
- Food safety and health.
- Food waste reduction.

*Issues for discussion:*

What are my personal choices:

- ✓ What environmentally-friendly products am I using?
- ✓ I prefer products produced by which country?
- ✓ Where do I shop usually (supermarket, store, marketplace, direct selling, from the producer...)?
- ✓ What is healthy food for me?
- Am I adhering to healthy nutrition principles?
- Am I reading the product ingredients on the package?
- Am I growing food myself?
- Am I using seasonal products?
- Am I interested in animal welfare issues?
- Am I buying fair trade products, for example, tea or coffee (am I asking what conditions the product was produced in...)?



Am I a consumer of sustainable food?

Statement	Answer
<i>I throw away almost no food whatsoever</i>	
<i>I do not buy convenience foods or do it no more than once a month</i>	
<i>I pay attention to product ingredients to be healthy</i>	
<i>I buy local fruit and vegetables that are in season</i>	
<i>I buy products produced in Latvia</i>	
<i>I consume fruit and vegetables every day</i>	
<i>I consume beef once a month or not at all</i>	
<i>I consume chicken a few times a week</i>	
<i>When buying products of animal origin I try to buy ecological food or products from known producers that comply with animal welfare</i>	
<i>I do not buy bottled water</i>	
<i>I sort waste</i>	

Which assumptions do you agree/disagree with? Why?

- ✓ *Ecological capacity of the Earth is limited; its ability to provide people with the required natural resources and to absorb the generated contamination and waste is not endless.*
- ✓ *Sustainable consumption is based on a process where, in addition to individual needs (taste, price, convenience), social responsibility of consumers (animal welfare, fair trade, environmental issues) is considered as well.*
- ✓ *The link between the consumption of material comforts and the formation and maintenance of personal identity is one of the most important basic conditions in the behaviour of modern consumers.*
- ✓ *Products are evaluated highly by considering not only their functionality, but also what they symbolise to both the consumer as an individual and the surrounding public.*
- ✓ *Symbolic meaning of consumer products promotes the collective identity of certain groups.*
- ✓ *Consumers are able to choose products that are really useful for them by promoting their welfare.*
- ✓ *There are not a lot of human needs; they are limited and universal.*
- ✓ *Wishes substantially differ from needs. People are not directed by an effort to satisfy accurately defined needs and wishes but by taste, and their choice is based on wishes.*
- ✓ *Choice of food is affected by the product price, quality and income of the consumer.*
- ✓ *People want to express their attitude towards the environment and the world.*
- ✓ *What people eat is affected by economic factors.*
- ✓ *Economic factors do not affect what people prefer when choosing food.*
- ✓ *Price is one of the principal obstacles in choosing sustainable food.*
- ✓ *Consumer behaviour may be changed by the provision of information and consultations, market alteration, offering public benefit products (economists).*
- ✓ *Consumer behaviour may be changed by the provision of information, persuading, stimulating and increasing the possibilities to purchase sustainable products (psychologists).*

### Purposes of sustainable food consumption

The consumer is:

- A decision-maker and creator of demand that requires accurate, comparable and understandable information from the trader.
- A citizen and a businessman. Affects the offer of food outside the market, both individually and in a group by using NGOs and local governments.
- Analyses own consumption behaviour in the price and benefit aspect, and this affects both welfare and the environment.

Food consumption habits may change:

By means of political initiative upon promoting sustainable product production and educating the consumer.

The consumers themselves facilitate changes in the offer by means of demand as well as stimulate the government to adopt respective legal acts.

Strategic goals to attain sustainable food consumption:

- Minimising the adverse effect of the food chain on nature.
- Introducing the fair trade principle.
- Minimising the amount of food and packaging waste.
- Improving waste recycling.
- Promoting the availability of healthy and safe food of known origin.

Tasks for attaining the goals:

- Increasing the availability and consumption of local, seasonally grown and ecological food.
- Ensuring that food is traceable throughout all stages.
- Ensuring that food is healthy and safe.
- Animal origin products are produced in compliance with animal welfare.

- Informing and educating the consumer about the importance of sustainable consumption.

#### Possible actions

Involved	Roles
Consumers	Supporting the production of healthy and sustainable food with their choices and actions. Minimising food waste.
Food producers – farmers and fishermen	Reasonable management of natural resources. Protecting biological diversity.
Food processors	Providing consumers with healthy and safe food. Providing consumers with credible and verifiable information about their product.
Food traders	Minimising the amount of energy consumption, food miles and waste.
Government	Initiating collaboration between the stakeholders. Developing legal regulation. Financially supporting science and information campaigns.
NGO	Implementing the role of supervising policy introduction. Performing expertise. Representing the interests of the public.
Households	Buying food in local, specialised stores or from farmers, thus minimising the influence of supermarkets. Using seasonal food freezing technologies and cellars. Preparing ecological food that is available during the season and has been grown in the local region. Minimising the volume of packaging by buying directly from the producer.

Transfer to sustainable food consumption would affect the entire national economy:

- Localisation of the agricultural offer.
- Organising food processing locally or regionally.
- Small and medium store development.
- Market advantages for local traders of ecological food.

#### Policy instruments for promoting sustainable consumption (Groezinger, Tuncer, 2009; Lahteenoja et.al, 2009):

1. Regulatory instruments – prohibitions and restrictions; regulations, limits and standards; planning documents and strategies; price and market regulation. Sustainable consumption on the organisational level may be promoted by regulatory instruments and the formation of new social norms may be facilitated.
2. Economic instruments – environmental taxes; grants; Green public procurement; usage charges and fees. Behaviour of people and the actions of companies may be changed by economic instruments.
3. Cooperation and participation instruments – provision of infrastructure; formation of cooperation networks; voluntary activities and agreements. Sustainable consumption is cross-sectoral, therefore mutual cooperation and integration of different levels and sectors is required for solving sustainable consumption issues.
4. Informative instruments – labelling; information centres; competitions; campaigns and the development of websites. Informative instruments are used to create understanding, promote demand for sustainable products and involve people in decision-making processes.
5. Research and educational instruments – development of research instruments for consumption monitoring; education and training.

*Issues for discussion:*

Which of the offered expert opinions about the trends in food consumption do you agree with and why?

- In the global market, it will be more important for the consumers to eat out more often.
- Where food is grown and produced will be important for the population of Latvia.
- A topical trend in Latvia and the global market will be products with a reduced food supplement content.
- Natural food will be important to consumers.
- A trend is foreseen in Latvia of consuming gluten-, lactose- and sugar-free products.
- A trend is foreseen in the global market of consuming food that improves looks and fairness.

The changing economic situation has the greatest influence in the Latvian market – it is a small and open economy that depends on external markets. The greatest influence in the world market comes from the current increase of revenue in developing countries. Food industry companies of the global market are more sensitive to increase of financial influence of some particular country. The economic situation dictates the market rules - price is the main criteria, based on which the consumer opts for sustainable food products. Companies are not prepared to invest additional funds in the production of more environmentally-friendly products (because profitability is comparatively low and capital return is slow).

Offer possible solutions

<i>Problem</i>	<i>Possible solutions</i>
<i>Increasing dependency on imports, food origin and content is not always traceable</i>	
<i>Food producers are not interested in the production of sustainable food due to financial considerations</i>	
<i>Dominance of supermarkets and their procurement policy is economically beneficial for producers of mass products only, thus limiting the choice for consumers</i>	
<i>The consumers are not clear about the importance of sustainable consumption and sustainable food and their influence on the economic, social and ecological environment</i>	
<i>The huge amount of waste is a significant source of CO2 emissions</i>	

<i>Problem</i>	<i>Possible solutions</i>
<i>Increasing dependency on imports, food origin and content is not always traceable</i>	Based on the purchasing power and consumption habits of residents, by means of political instruments the government can stimulate production that does not harm the environment and that protects the local market from unsustainable food practice, thus minimising dependency on other countries and competing with imported product prices. By means of relevant infrastructure the local governments can provide for the availability of free and unused agricultural land areas belonging to the local authority or the state to residents for growing food for their own consumption.

Food producers are not interested in the production of sustainable food due to financial considerations	<p>The Latvian Association of Food Companies, in cooperation with the Ministry of Agriculture, can introduce a bonus system for the production of resource-effective, ecologically-friendly and sustainable food.</p> <p>By optimising production costs, businesses can reduce the product price, thus making sustainable food a mass consumption product.</p> <p>Governmental and local authority institutions can transfer to 'green' public procurement of food, thus promoting the development of biological agriculture, cooperation and the production of sustainable products.</p>
Dominance of supermarkets and their procurement policy is economically beneficial for producers of mass products only, thus limiting the choice of consumers	<p>NGOs representing small producers and operating in the field of consumer rights protection can organise social campaigns to facilitate sales of products of local farmers, thus creating broader alternatives to the imported products of supermarkets.</p> <p>Latvian farmers, especially those working in fruit farming and vegetable farming, need to cooperate to increase the volume of products sold and to meet demand from supermarkets.</p> <p>Supermarkets, by positioning themselves as a socially responsible, environmentally- and consumer-friendly merchant, can support the production of sustainable products.</p>
Consumers are not clear about the importance of sustainable consumption and sustainable food and their influence on the economic, social and ecological environment	<p>NGOs should organise campaigns to educate consumers on the issues of sustainable consumption.</p> <p>Businesses can develop sustainable product brands by integrating economic, social and ecological sustainability aspects.</p> <p>Ministry of Agriculture can create true labelling corresponding to the product quality and sustainability standards that could be obtained by small and medium enterprises as well, without bureaucratic obstacles.</p> <p>Consumption of sustainable food may be discussed in popular TV shows about cooking.</p>
The huge amount of waste is a significant source of CO2 emissions	<p>Ministry of Agriculture and the MEPRD can introduce a packaging deposit system that would reduce the amount of used packaging in waste as well as increase used tare recycling.</p> <p>Waste management companies must make waste sorting simple and available to the consumer.</p> <p>To minimise the amount of food thrown away by supermarkets, the price of products with an approaching best before date must be reduced substantially, thus stimulating their quicker consumption rather than going into the waste bin.</p>

#### *Issues for discussion:*

- *What advantages/benefits and what challenges will we see if we decide to get involved in a direct purchase group?*
- *Do those involved in direct purchase groups live greener than others do? Justify your opinion.*
- *Why would I become/not become a member of a direct purchase group?*

## MIGRATION OF PEOPLE

**Migration** – movement of population from one territorial unit to another. **Migration is an expression of the freedom of movement of people; some people have left Latvia voluntarily or under various forced conditions while others have found their home in Latvia. Migration of populations is inseparably linked to**

**Migration** – movement of citizens from one territorial unit to another. Migration is a manifestation of the human freedom of movement, some people have left Latvia by their own choice or in various pressing circumstances, whereas others have found their home in Latvia. Migration of citizens is always inseparably linked with social, economic and political changes in the state.

social, economic and political changes in the country. Migration differs [by territory, duration, character, motive and political status](#).

#### By territory

- ✓ Domestic migration when the population is migrating within its country.
- ✓ International migration, which, in turn, is divided according to direction into:
  - Emigration, which is the residents of the country leaving their motherland.
  - Immigration, which is foreigners entering the country.

#### By duration

- ✓ Fluctuating migration, when people are leaving their places of residence every day to go to distant places of work or studies,
- ✓ Seasonal migration that involves agricultural and seasonal workers,
- ✓ Permanent migration that is related to a change of place of residence of migrants.

#### By character

- ✓ Voluntary, when migration takes place based on the decision of migrants themselves,
- ✓ Forced migration that is performed through or caused by violent actions (people trafficking, deportation, banishment, refugees, asylum seekers).

#### By motive

- ✓ Search for work or a larger salary,
- ✓ Studies, research work,
- ✓ Looking for better living conditions,
- ✓ Marriage, family unification,
- ✓ Seeking political asylum,
- ✓ Colonisation, acquisition of new territories.

#### By political status

- ✓ Legal, when immigrants arrive to the accepting country according to entry rules,
- ✓ Illegal, when immigrants arrive to and stay in the country in breach of the rules for entry and stay.

#### *Issues for discussion*

#### Exercise:

Research the table [Long-term migration of residents!](#) What are your conclusions?

	<i>Entered Latvia</i>	<i>Left Latvia</i>
2005	6,691	17,643
2006	8,212	17,019
2007	7,517	15,463
2008	4,678	27,045
2009	3,731	38,208
2010	4,011	39,651
2011	10,234	30,311

2012	13,303	25,163
2013	8,299	22,651

Do you agree with the following statements? What is your experience like?

Statement	Experience
Rural residents have gone abroad more often than city residents because they were not able to find work in Latvia.	
Before going abroad, the majority of emigrants have had a job in Latvia.	
The number of migrants that want to return to Latvia has decreased.	
People are forced to look for a job abroad because they are not able to pay everyday bills and loan payments.	
People are forced to look for a job abroad because they have difficulties finding a job.	
Remuneration is the predominant motive for migration in all age groups.	
Most job opportunities are looked for and found in Great Britain and Ireland.	
Insecurity about the future is both an important reason for leaving and an obstacle in deciding to return to Latvia.	

### Immigrants in Latvia

If the country of residence is able to create opportunities for every individual, including an immigrant, to feel equal, free and safe about their welfare, they are more motivated and eager to have a larger input in their country of residence by developing and applying their knowledge, skills and intentions.  
<http://www.goethe.de/ins/lv/rig/kul/mag/mui/lv7574370.htm>

Do you agree with the following statements? What is your experience like?

Statement	Experience
Latvians, based on historical memories, are afraid of losing their Latvian identity. Politicians are trying to avoid making risky decisions in the field of immigration because it may endanger support from the electorate.	
A proportion of employers only see immigrants as manpower rather than members of society with all rights, opportunities and duties, and do not think that their inclusion into local society is necessary.	
A proportion of employers and officials of local authorities consider integration an integral and required part of immigration.	
A proportion of employers and officials of local authorities consider integration an integral and required part of immigration.	

For additional information and/or working with the text (Ivars Ijabs, © Goethe-Institut Riga June 2012)



Out of the five historic regions of Latvia, the largest reduction in population is evident in the south-eastern part of Latvia, in Latgale, which has lost more than one fifth of its residents (21.1%) during the last decade. Vidzeme has also lost 17.5% of residents. In general, municipalities facing depopulation most are often a considerable distance from Riga. The population of big cities has decreased as well: in the cities of Latgale - Daugavpils and Rēzekne it has decreased by 19.3% and 18.1% respectively. However, the population of the capital Riga has also decreased by 14.2%. At the same time, the opposite trend is evident in some municipalities: the number of people has substantially increased in some regions near Riga. In relation to the fact that the population of Riga itself has decreased, one can definitely mention the trend of suburbanisation. Anyway, we may conclude that against the background of general depopulation, Riga, with its satellite towns, is becoming an even more dominating centre of Latvia.

Demographic changes have affected not only the geographical positioning of residents but also the structure of their age and occupation. The proportion of those residents who have not started their working life yet has decreased in Latvia (from 18.1% to 14.1%). It is explained by the low birth rate, which, after a gradual increase at the beginning of this century, saw a decline again along with the economic crisis. Whereas the number of people above the working age (62 and older) has increased (from 18.3% to 21.8%). Against such a background, the slight increase in the proportion of people able to work (from 63.6% to 64.1%) is quite small and that, in turn, raises questions about the sustainability of the pension system of Latvia. Considering the decrease in numbers of children in the regions with the highest depopulation there is reason to believe that there are many underage people among the emigrants as well.

The facts about the ethnic composition of population have always played a special role in the public opinion of Latvia. Details of the population count could also provide information about the ethnic profile of residents that have left Latvia. Most nationally-minded Latvians will be delighted by the fact that during the last decade the proportion of ethnic Latvians has increased by almost five percent (from 57.7% to 62.1%). This has mainly happened because of the largest national minorities of Latvia (Russians from 29.6% to 26.9%, Belarussians from 4.1% to 3.3%). The small German minority of Latvia has decreased in number as well (from 3,465 to 3,023 persons). At the same time the proportion of those national minorities which are not considered traditional in Latvia has increased slightly (from 1.1% to 1.3%). The main role in this decrease is played, of course, by the considerable Russian-speaking minority of Latvia, which, besides Russians, includes Ukrainians, Belarussians and partially those of Jewish faith. There is reason to believe that this proportionate decrease simultaneously reflects the trend that demographic researchers have been writing about recently. Namely, among recent emigrants from Latvia the national minorities represent a larger proportion than Latvians.

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As evident from above, significant social changes have taken place in Latvia during the last ten years since the last population count. The country is facing a range of significant challenges now. Latvia is affected by **depopulation problems** more than other countries. According to Eurostat data, Latvia has the **lowest birth rate in the EU** as well as one of the **shortest lifespans**. This confirms that renewing economic growth and creating social security has literally become an issue of survival of the country.

**What is the motivation to go or stay?** <http://www.makroekonomika.lv/migracija-izaicinajumi-un-iespejas>

When speaking about choosing the place of residence, parallels may be drawn with a product, because in both cases the issue is about both emotional and pragmatic factors. Any product has three principal qualities that determine whether people buy it or not: price, quality and brand. Likewise, any county has three principal



qualities that determine whether this country is being chosen as a place of residence: salary level, quality of life and the sense of affiliation or a perception about whether a person can implement their abilities in this country. Each of these three factors determines the motivation of people to go or stay; of course, every person has his own circumstances and own hierarchy of values. If concentrating on the material side, the factors that determine the flow of migrants are a different perception about the expected salary level, unemployment and income in different countries. If these differences are large enough to stimulate people to change their place of residence then migration is evident. It should be noted that if the determining factor for the first wave of emigration used to be the difference in salary level between Latvia and Western Europe then now it is the increase of unemployment and pessimism about future expectations.

#### Influence of migration on the economic situation in Latvia

It is often believed that in the current circumstances the possibilities of emigration reduce the increase in unemployment and thus social tension as well. However, considering that a lot of young and highly educated people are also emigrating, there may be potential employers among emigrants who, if they used their business ideas in Latvia, would provide jobs not only for themselves but would employ other people as well.

In the same way, the effect of migration on the social budget is also double-sided. On the one hand, during the economic decline, emigration reduces the number of recipients of unemployment and social benefits, but on the other hand, social insurance contributions drop as well. Studies demonstrate that in the medium term the effect of emigration on the social budget is negative.

Emigration causes substantial challenges for the national economy - the threat that the country (government) may turn into opportunities by means of economic policy, and this should be made use of. For example, long-term emigration is reducing the long-term economic potential of Latvia, especially if highly educated specialists are emigrating. However, upon their return to Latvia, such migrants would have the opportunity to use valuable work experience and new knowledge, thus realising the potential of the Latvian economy. This especially applies to those highly educated specialists that train abroad in certain professions.

#### Will immigration be required for Latvia?

If speaking about calls for simplifying immigration rules, from the perspective of the national economy it is important to understand whether it is about immigration of highly qualified or low skilled labour. Highly qualified migration is advisable for the economy because these people are able to employ other people, to promote growth in both quality and quantity, and in terms of income. Nevertheless, it is unlikely that Latvia could attract a mass of highly qualified labour during the next 10-20 years because currently we are only able to offer these specialists lower remuneration than in Western Europe, Russia (Moscow Region) or especially the USA. Low skilled labour will not be required in Latvia during the next years because an excess of labour force in simple professions is evident now. There were approximately 270 thousand job-seekers and people that had lost hope of finding work in Latvia at the end of 2009, and more than half of them have a secondary education or less. Moreover, immigration of low skilled labour would not help Latvia to transfer to a capital-intensive and human capital-based economy, and would hamper the increase of the average remuneration level and therefore the quality of life.

#### **Issues for discussion:**

- What is your attitude towards the emigration of people from Latvia? Justify your opinion.
- How is the emigration of people affecting your personal life and the life of the community?
- What is your attitude towards the immigration of people to Latvia? Justify your opinion.
- How is the immigration of people affecting your personal life and the life of the community?
- Are you and your community prepared for the inclusion of immigrants into local community life and to what extent?

## **AVAILABILITY AND QUALITY OF INFORMATION**

**Information** – previously unknown details (data) about some item, term, event or something else that is an object for any operations that may be interpreted according to their substance. In this case, operations are understood as perception, transfer, alteration, storage and use. Information, unlike data, has meaning.

**Information** – previously unknown news (data) about an item, concept, event or something else that is being received, transferred to others, changed, saved and applied.

According to its **purpose**, information may be divided based on objective criteria: is a reaction required immediately or it may be postponed? And based on subjective ones: does it affect me or not?

**Availability and quality of information** – receipt of independent and objective information is one of the basic principles of development.

The information **channels** are

- state administration,
- local authority,
- media,
- social networks,
- non-governmental organisations,
- every individual.

**Availability** of information ensures that residents receive services that are applicable to them, they receive objective information about what is happening, they are not manipulated and are able to make responsible decisions independently.

From the perspective of the acquisition of information, the source of information, credibility of information and the way it is interpreted are important. Whereas from the perspective of further use or the application of information it is important that information is understandable to the person that will later make a decision based on such information.

### **Time of processing information**

The quickest reaction time for a person is approximately 1 second. It is the time from the occurrence of the event, it being noticed, identified and acted upon. To elaborate further on this information:

- In a minimum of 3 seconds, it is possible to write an SMS or a Twitter tweet.
- Within a few seconds, it is possible to call somebody.
- From 1 to 10 minutes – a message can be written on Facebook.
- From 10 minutes to 1 hour – a story can be written and published on a news portal.
- Starting from several hours – analysis of a situation can be written up.
- The event may be reflected in a newspaper by the following day, but after a week or a month – in a magazine. In printed media the information will be of higher quality, most probably, it will be verified and edited.

Recommendations prior to starting to look for information:

- Plan what you want to find exactly so as not to get confused in the plethora of information.
- Use different sources of information to acquire as wide a range of information as possible.

### ***Issues for discussion:***

- *Which sources of information do you use most often?*
- *Which sources of information do you use to learn about news in the community? Why?*
- *Which sources of information do you use to learn about news in the country and the world? Why?*
- *Which sources of information, in your opinion, make it easiest to share information?*
- *Which source of information do you trust most?*
- *Which source of information is the least reliable and why?*
- *What are your proposals for improvement of the exchange of information in the local community?*

For additional information (<http://www.education.lv/internet/valuate.htm>)

If the user is not looking for information that is very rarely distributed then the number of websites found is large. Information published on the websites is not compatible and the user must develop a system of information evaluation criteria.

Information may be evaluated based on different criteria:

- The quantity of information found is evaluated based on the quantity criteria, i.e. how many websites are found about the searched subject.
- The quality and credibility of information is evaluated based on the quality criteria. One must keep in mind that there are lots of publications on the internet and they are different. Some of the publications have been carefully verified prior to their publication on the internet, others less carefully or not at all. Sometimes there are occasions when the information is intentionally untrue. Upon evaluating information, attention should be paid to several factors:
  - Has the author of the information been identified as a particular person or organisation? Information from an anonymous source should be evaluated more critically than information where the author has been accurately identified.
  - The time of publishing of information should be evaluated; maybe the information is already outdated.
  - Attention should be paid to how the author is assessing the information himself – is it an official opinion, opinion of the author, etc.

Criteria of evaluation of information may be united into several groups.

#### General characteristics of the source of information

- What is the purpose of the creation of the website?
- Who is the intended audience?
- How much information is there? How extensive is it?
- What kind of information – facts or opinions?
- Is the information original or otherwise – links?
- What is the context of the information? Is it directed politically, ideologically or in another similar way?

#### Authority, author of the information

- Who is the author of the information? Is it possible to clearly identify the author of the information?
- What is the author's qualification?
- What is it: website sponsors or advertisers? What is their authority?
- Is there information that is more extensively available about the author or the sponsors?
- What is the website URL address? What is the domain name?
- What is the motivation of the author?
- What sources of information have been specified?
- Is it possible to send information to the author (own opinion, facts, etc.)?

#### Structure of the source of information

- What is the website like, its quality?
- What is the design of information like? Are graphic elements helping or hindering understanding the information?
- Is the text correct grammatically and what is the literary quality of the text?
- What possibilities are there? What is the method of depicting information? Are there alternative ways of depicting, for example, a text and sound file? Is the text arranged in frames or not?
- How easily accessible is the information? How many links must be used to get to the required information?

- Is the information updated and how often? Are there other sources available for the information besides the internet – a book or a CD?
- Is it possible to search for information on the website? Is there a list of contents? Is it easy to browse the web pages (including back)? Is it easy to determine where the information is located with respect to the start page, the list of contents or search results?
- What is the link quality (appearance, explanations)? Do they work? Are they highlighted in the overall text or page? Is the user informed as to what information is available at the place the link refers to (HTML sound) and what is the scope of information?
- What is the quality of website design? External design quality and an example of text design.

### Accuracy

- Is there help available regarding searching for information or using the search system?
- Do the design elements help in finding the information?
- Can the user understand the principles of arranging the information easily? Are they applied?
- Are there alternative options (user with high speed, average or slow connection)?

### Comparison to other sources of information

- How much does the receipt of information from the internet cost compared to other sources?
- Is the information on the website of higher or lower quality than elsewhere?

### Influence of the internet

*Exercise: Read the statements and their justifications. What is your opinion?*

<i>Statement</i>	<i>Justification</i>	<i>What do I think?</i>
<i>The world will become better</i>	<i>In 2020, everybody will be using the internet. There will be no need for shops, offices and business trips. It will allow so much money to be saved that everything will be free. There will be no war. Everybody will be happy.</i>	
<i>The world will become worse</i>	<i>In 2020, everybody will be using the internet in the Western world, but billions of people in developing countries will still live in poverty. As a result, a world war is possible or somebody will make a nuclear bomb by using the information available on the internet and everybody will die.</i>	
<i>People will manage the internet</i>	<i>In 2020, it will be impossible to control the activities of people on the internet. Governments will lose power over the population. "Virtual communities" with self-governance will be formed. Everybody will be free.</i>	
<i>The state will control the internet</i>	<i>In 2020, as Orwell predicted in his novel 1984, big brother will follow every one of us. All our e-messages, bank transactions, personal plans and purchases will be registered and researched, and analysed. Computers will be equipped with surveillance cameras. We will be followed 24 hours a day. We will live under a totalitarian regime.</i>	
<i>Internet – it is a passing fashion</i>	<i>In 2020, the possibilities of the cyber-world will be exhausted. Life will return to its old path. There will be no point in discussing subjects such as "the latest information technologies". By rejecting the internet, people will save a lot of money.</i>	
<i>There was, there is and there will be an internet</i>	<i>In 2020, all people around the world will be connected to the internet. People will communicate and 'surf' the internet without leaving their homes, will share opinions with discussion partners that they have never seen. Dependency on</i>	

	<i>the internet will be so enormous that it will only be possible to survive by making huge investment in development of the internet.</i>	
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## PARTICIPATION

*"Loyal thinking does not require such huge and superhuman sacrifices at all. It only requires the ability to think beyond tomorrow and the ability to look further than the threshold of one's own house. A man cannot say: let the flood come after me. One cannot close the door and think that what is going on is not one's business, and let others take care of it. If everybody thinks like that then no one will remain to care for the community. If everybody thinks only about themselves there will be neither a country nor civilisation."* Vaira Vīķe-Freiberga.

*"For us the centre of the world is where we live. Therefore, being residents of a small parish, we want to demonstrate that we are able to do and implement things, are able to influence processes that determine our life. We are the masters of our own destiny."* Silvija Ločmele, Briežuciems

### Issues for discussion:

- *How can we attribute the ideas of authors of the quotes to the globalisation and glocalisation processes?*
- *What did you relate to personally and why?*
- *What am I doing/can I do for my 'centre of the world' to be my home and my community?*
- *What am I doing/can I do to be confident in saying: "I possess loyal thinking"?*
- *What am I doing/can I do to be confident in saying: "I possess global thinking"?*
- *What am I doing/can I do to be confident in saying: "I am thinking globally, but acting locally"?*



What are the possibilities to activate and resolve global problems together?

Global problems	Transnational organisations	Latvia together with other countries	Municipalities/cities	Myself together with others
Ecology				
Peace and disarmament				
Poverty				
Demography				
Raw materials				
Energy				
Food				
Terrorism				
Space and underwater/oceanic research				

## CHILD LABOUR

### Story of Ashik

#### Personal details:

Name: Ashik Hashmir

Age: 11

Citizenship: Pakistan

Family: Parents, grandfather, grandmother, sister, 3 brothers

Family income: approximately 70 euros per month



#### Job information:

Profession: Worker in a brick factory

Working hours: 12-16 a day with a half an hour break, 6 days a week

Work volume: approximately 600 bricks per day

Salary: 1.3 euros for 1,000 bricks (50% deducted to repay family debt)

Working experience: Working since the age of five

#### Additional information:

The family has been in debt slavery for two years already: a loan of 6,000 Pakistan rupees (approximately 110 euros) was taken. Now the sum of the debt with interest has increased to 280 euros. Father sent Ashik to school, but the boy only studied for three months, because the owner of the factory called Ashik back and the father of the boy was punished. The family income is insufficient for educating children, medical care and the purchase of food. Source of information: [www.freethechildren.org](http://www.freethechildren.org)

*What can I do to help Ashik and other working children?*

<i>Tomorrow?</i>	<i>After a month?</i>	<i>In the future?</i>

*Which column of the table "What can I do to help Ashik and other working children?" was the most difficult to complete and why?*

#### Issues for discussion

- *What do you know about child labour problems? How did you learn this, from what sources?*
- *What do you know about child labour in the country, municipality, community? What kind of work are children doing and why?*
- *"Child labour is required because it supplements family income. If it is prohibited, the children themselves will suffer." What is your attitude towards this statement?*
- *Why is child labour beneficial for some consumers?*
- *The problem of child labour is being solved at both a country and international level. Why is this problem still so topical?*
- *Who should accept responsibility for solving the problem?*
- *Can we, merely simple people, help in solving this problem? How and when?*

#### Possible solutions:

- Fighting poverty so children do not have to work.
- Increasing salaries for adults.

- Improving the quality of education, making it more attractive and relevant to the needs of children.
- Developing international standards regarding the employment of children.
- Prohibiting products made by using child labour.

## IDEAS FOR THE RANGE OF ISSUES/PROBLEMS FOR DISCUSSION ON GLOCALISATION SUBJECTS

- What are the gains and losses of the globalisation process?
- Is it possible to avoid globalisation and should it be done?
- What are the consequences of globalisation?
- Does globalisation affect the everyday lives of people? Is this influence positive or negative?
- What role can the NGO sector play in the global world?
- What is a citizen of the world?
- How can we critically assess what we are consuming and under what circumstances it is produced?
- What advantages/benefits and what challenges do we see if we decide to get involved in a direct purchase group?
- Are those involved in direct purchase groups living greener than others are?
- What do I understand by the terms “poverty” and “poverty minimisation”?
- What can the country unions, transnational organisations do for poverty minimisation?
- What can our country do for poverty minimisation?
- What can I, together with persons feeling the same way, do for poverty minimisation?
- How would I characterise the ecology of my municipality/civil parish? What problems have to be solved? What are the possible solutions to the problems?
- How safe/unsafe is it to live in my municipality/civil parish? Why? What problems have to be solved? What are the possible solutions to the problems?
- What do we understand by the term “opening borders”? How does opening borders affect the country/region/municipality/community? Why? What problems have to be solved? What are the possible solutions to the problems?
- What are the internet access opportunities in the municipality/community? How does the internet affect everyday life of the population? Why? What problems have to be solved? What are the possible solutions to the problems?
- What are the positive and negative consequences of a company moving from one country to another? How does this process influence the level of unemployment, economy of the municipality, economy of the country?
- Which of the following statements do you agree/disagree with, why?
  - ✓ Globalisation process
  - ✓ Globalisation stimulates economic development
  - ✓ In some countries, due to strong competition, the quality of life of people is getting worse
  - ✓ The number of people working in the service field is increasing, but in industry it is decreasing
  - ✓ The number of economic crimes is increasing
  - ✓ The level of unemployment for less qualified labour is increasing
  - ✓ The difference in salaries for qualified and less qualified workers is increasing
  - ✓ Labour safety rules are ignored
  - ✓ Globalisation process is bringing countries closer together
  - ✓ Globalisation is influencing national policy
  - ✓ Globalisation is uniting mankind
  - ✓ Globalisation is imposing a unified understanding of consumption
  - ✓ Globalisation is causing obstacles for development of the national economy
  - ✓ Harm is being caused to the environment
  - ✓ Globalisation is imposing certain lifestyle standards, quite often contradicting local culture and everyday life
  - ✓ Globalisation is promoting the spirit of competition
  - ✓ Some features of national culture are lost as a result of globalisation processes
  - ✓ If global problems are not solved, mankind won't survive



- ✓ Globalisation is affecting all countries
- ✓ All of mankind should unite to resolve global problems

## PRECONDITIONS FOR SUCCESSFUL DISCUSSION

- Participants should feel positive
- Rules for cooperation and attaining the result should be defined for the group, for example:
  - ✓ Agree about the goal and the process
  - ✓ Everyone is provided the opportunity to speak
  - ✓ Only one person speaks at a time
  - ✓ Do not interrupt the speaker
  - ✓ Do not express opinions about the person, only about the opinions
  - ✓ Do not deviate from the proposed goal

What attention should be paid to – challenges and obstacles when discussing globalisation issues:

- Lack of communication and cooperation skills: *we cannot listen, are interrupting other speakers, pressing our opinion,*
- Stereotypes about the differences: *other races, nationalities, religions, traditions, taste.*
- Fear of losing identity: *local, national,*
- Negative attitude *that also influences behaviour, actions, participation,*
- Lack of interest *in learning something new, different, not related to our everyday reality.*

# EXAMPLES OF GOOD PRACTICE FOR THE IMPROVEMENT OF SOCIETY'S COMPREHENSION ABOUT GLOCALIZATION

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## GLOCALIZATION EXAMPLES IN VARIOUS CONTEXTS

The number of glocalization examples is huge. To understand their diversity, we will group them as follows:

- Glocalization and individual experience
- Glocalization and collective experience
  - Lifestyle - ecovillages in Latvia and the world
  - Glocalization and direct marketing
  - Glocalization and employment
  - Glocalization and international cooperation
  - Glocalization and responsible tourism
  - Glocalization and decision-making in a community
- Glocalization and meaningful activities: charity, gathering and recycling used batteries, gathering and recycling waste paper, gathering used medication, responsible behaviour using chemical substances, joint work, recycling things.

This classification of globalization examples is an indicator of sorts that determines their specific investment in the sustainable development of society. Each of them characterises an experience of good practice based on everyday life.

The glocalization experience described in the examples promotes the civic coordinated creation of local and global community, balancing development and decreasing the gap between:

- individual and the community - *on the scale of a local community,*
- country and city - *on the scale of a nation (LV),*
- new and old member countries of the EU - *on the scale of a region (EU),*
- developed and developing countries in the world - *on the global (world) scale.*

In all of the examples described, the following pillars of the globalization process are equally important:

- personal everyday life story - *through which to understand the global-local link,*
- scales of world or space comprehension: personal, local community, national (LV), regional (EU), global (world) - *through which to view the same issue in different contexts,*
- connection or network - *through which to perceive the topicality of the same issue in various areas, contexts and scales:*
  - me-society-world;
  - action-attitudes-values;
  - environment-society-economy;
  - everyday life - sustainable development,
- participation - *through which to create a mutual hopeful future in society.*

## GLOCALIZATION AND INDIVIDUAL EXPERIENCE

### Experience collected and described by Ausma Pastore

Individual activities of people may cause a different influence on glocalisation – negative, neutral or positive. However, quite often such an influence is ambiguous because it integrates different, even contrary things. Such experience may be described as paradoxical.

#### *Intelligent Energy Europe, Rares Teodorescu, 12 years old*

When I heard the information about intelligent energy for the first time, I did not understand what it was. Luckily, my father was working in this sector and he brought me materials to read about this subject, and we were discussing how important it is to preserve natural resources. I learned that every one of us can save money by reducing water and energy consumption, besides it's even very simple to do. I know I am only a child, but I think that I can be responsible, too. Therefore, I started to abide by the advice proposed by my father:

- saving water. Water is a very important natural resource. It is us who are wasting and polluting it. The easiest way to save water is turning off the tap when not using it;
- take a shower for a shorter time and turn off the water while soaping or washing your hair. It will help reduce the energy consumption required for heating water;
- when washing dishes, it is important not to allow water to flow all the time while dishes are rinsed. Fill one basin with water for washing dishes and the other for rinsing;
- wash fruit and vegetables in a bowl of water, not under a running tap;
- recycle and use repeatedly. This is the best way to save the environment. The easiest way is to use plastic and rubber materials repeatedly;
- by using daylight more we can increase the energy efficiency of buildings;
- always switch off the light when leaving the room. Even if leaving only for 5 minutes. Unplug power devices when not using them; this will help avoid large electricity bills;
- take control over heating and conditioning costs, use thermostats;
- switch off the monitor and computer when not using them. Switch the LCD monitor to sleep mode rather than waiting until it goes to "sleep";
- switch off and unplug power devices, for example, mobile telephone charger, computer, TV, video and DVD player and games console if not using them;
- walk, ride a bicycle, use public transport wherever possible;
- close the refrigerator door properly when you have taken everything needed;
- windows should be kept shut during the night or when the heating is on.

I remember something funny. One day I unplugged the TV that was in my parents' room. Afterwards my dad walked in, sat on the sofa and tried to switch on the TV by remote control. So he tried and tried ..., but couldn't; he became nervous and started thinking about what could have happened. "It was me that unplugged the TV", I told him. "Don't you remember that you taught me yourself that energy should be saved? Start getting used to it." I think that with these small solutions we can help reduce our expenditure and impact on the environment. Save energy and you will save money as well. We are helping the environment if we reduce energy consumption. By combusting less coal, oil and natural gas the impact on the environment may also be reduced. <http://www.energyneighbourhoods.eu/en/node/212150>

Rather than thinking about material benefits, people should think more about the development of their own spiritual potential, therefore each country, each local authority, each family and each person should develop its own sustainable development model and should move towards this goal without making circles around it. "Think globally, act locally" – remember this slogan when you see your neighbour burning plastic bottles in a campfire. Go and terminate this local harm to environment, because pollution has no boundaries. Besides, in order not to use even more natural resources, rather than transporting waste to the dumping-ground or burning it should be recycled into reusable things.

#### Indulis Emsis

It is not the case that merely her work imposes a duty on Anitra Tooma-Rijniece to live and think green. If it wasn't her principle then she wouldn't hold the position of editor-in-chief of *Vides vēstis*. "It is exactly the fact that extensive information is available to me, which makes me look at things and their relationships differently," she says. Anitra is speaking about what every one of us can do so there is not disharmony of thoughts and actions with nature. She is not even asking me whether, for example, there is a separate box in our editorial office to place used batteries. She believes that it must be so. Think globally, act locally – it is the basic principle of the greens. "You won't save the world by writing on both sides of a sheet of paper. Nevertheless, if the majority of people do so, then half the amount of paper will be required and there will be no need to fell trees in such amounts. You do not write on woodchips – paper production is a profound chemical industry with all the arising consequences," Anitra is logically explaining this chain by adding that everybody feels they must definitely have bright white paper. "But no thought is given to the fact that chlorine appears in production, which is a grandfather of dioxins..." Anitra suggests using a very simple method on a daily basis: looking at everything as future waste. By the way, *Vides vēstis* is printed on environmentally friendly paper and therefore the magazine is neither bright white nor does it have thin pages. The magazine may seem too dull for some people, but it turns out that the colours that *Vides vēstis* is printed in are also made from a plant oil base. "I tell them to look out of the window, to go out into nature, and then everything will be more colourful," Anitra is laughing. That is why the magazine has a completely different smell to editions printed in colours produced on a crude oil base. Anitra and her colleagues are sorting waste. "We feel like farmers that deliver milk." Anitra has attained the possibility to sort waste in her house in the Vidzeme area as well. "In the beginning, though, I was gathering both bottles and paper in the barn. After a year, the issue was resolved. All you need is patience." By the way, Anitra's house has received a promotional *Sējējs* award, which she is very proud of. When others come asking what one has to do to receive the *Sējējs* award, the answer from Anitra is very simple: do nothing, don't cause harm to nature, by not interfering with it and not littering. By following the recommendations for using environmentally friendly detergents, she is selecting the most environmentally friendly liquids, for example, *Kastanis*. "Well, we are starting to fight the consequences of pollution ourselves. All of it has a reflection in health."

Aiva Kalve. <http://www.diena.lv/arhivs/domat-globali-rikoties-lokali-11969599>

#### Alise Dimitrijeva

One more thing we have to pay attention to every day is water. As you know, there is a lack of potable water in many places of the world already, while Europeans can still afford to take a bath every second day, wash their cars, etc. Although we have enough water for the time being, we have to think globally and save it, but a question may arise here: how to save exactly? The answer is quite simple, but quite difficult to control in everyday life. For example, by taking a shower you can save more water than by taking a bath, although it is not a solution because, for example, if taking a shower for ½ an hour you can use more water than in a bath, and therefore it is important to pay attention to the details. Another basic need of people is air, and who does not want to breathe in clean air rather than air filled with various harmful gases? This is why it is important to change from driving a car to either riding a bicycle or walking by foot as much as possible.

We quite often purchase products in stores that we could make ourselves like, for example, we can purchase different herbs in stores that are packed in plastic film, only the problem is not just with the film which has been produced by using resources, one should also think about how those herbs (as well as other vegetables) have been grown using a lot of different resources (water, fertilisers, etc.) as well as transported to the store by consuming fuel and polluting the air. However, why purchase herbs in the store when we can use windowsills at home and grow countless herbs of different kinds as well as other vegetable seedlings on them without using so many resources.

Every one of us can imagine how large the proportion of our diet is formed by fruit and vegetables, but we should also think about the fact that for the plants to yield we should be grateful to the bees that are pollinating them. The number of bee colonies in the world is decreasing. I have read that if there are no bees there will be no life on earth.

I would like to finish by addressing cosmetology a little. Quite often, we hear a lot of different names in advertisements, for example, palm oil is mentioned many times. HOWEVER, no matter how good it sounds and how good it is, let's think now what would, for example, an orang-utan or a Sumatra tiger say about the purchase

of palm oil? Why them? Because areas of tropical forest are being decreased to acquire this oil. And it is not the only cosmetic product that people use. Therefore, next time in the store, let's think about whether we are making an orang-utan or another animal homeless by our purchase.

Nature is giving us so much to enable us to live, grow and develop, but how much good or bad are we doing to nature? We should think about these issues more often but, as I said, thinking is not enough, because things should be done. <http://dalies.lv/v1/doma-globali-rikojies-lokali/>

## GLOCALISATION AND COLLECTIVE EXPERIENCES

### LIFESTYLE – ECO-VILLAGES

The so-called "green" lifestyle is gaining increasing popularity in the world and in Latvia as well, which also includes progressive and innovative solutions such as eco-villages. They are traditionally self-sufficient communities that have been formed based on religious, environmental or political beliefs: monasteries, "green" communes, environmentally friendly habitat solutions, kibbutz (in Israel), green civil parishes (the only one where, rather than gathering people from outside, the already existing local authority is transformed into a self-sufficient community). As a new structure of society, the eco-village does not fit into the currently characteristic division in urban and rural places of residence. It is a widely applicable model on how to plan and reorganise human settlements in the 21st century. Founding eco-villages and different communes is encouraged by the wish for a better, higher quality of life space and social relations. The eco-village concept is based on the wish to accept responsibility for one's own life, to act so that people and nature may be reborn and thus exist in future. Some eco-villages have existed for more than twenty years and they quite fully demonstrate what can be achieved by experiments of sustainable living; others have just recently emerged. Although earlier eco-villages were sometimes perceived as quite marginal populated areas for idealists, now it is evident how the trend of "common eco-villages" is gradually emerging that use eco-village principles by fitting well into the lifestyle and ideas common to the average person. Eco-villages are characterised by a rational vision about an environmentally friendly infrastructure that consists of a united system by integrating:

- compact spatial planning;
- water management and energy supply;
- waste management and transport system;
- local renewable energy supply systems and energy efficiency;
- sustainable construction and environmentally friendly materials;
- supply of sustainable food;
- biological diversity and nature systems integrated into the urban environment;
- business and employment;
- as well as sustaining social and cultural needs.

Basically, maximally closed circulation cycles and systems are used in such eco-villages. Energy supply is ensured by sun, wind, water and unified heat and energy systems. Small water supply and sewerage equipment, use of storm water, circulation of materials in a joint repeated use system as well as other solutions that are based on the principal guidelines and vision of sustainable development. Such villages are able to provide for an independent and safe energy supply for the entire village by using various alternatives and solutions (for example, independent generators, decentralised power supply, etc.).

To optimally develop the structure of any populated area to be in harmony with nature, one must take into account the social and psychological elements of people and natural elements like climate, topography, soil, water, air, flora and fauna, and their mutual relations. Eco-villages are settlements of people, the formation of which is based on the participation principle, to protect sustainability. It is believed that all four dimensions (economic, ecological, social and cultural) supplement each other. Paying attention to each dimension is paramount for the development of all-embracing and healthy society. [www.zalabriviba.lv/zalais-celvedis/ekociemati/](http://www.zalabriviba.lv/zalais-celvedis/ekociemati/)

## ECO-VILLAGES IN THE WORLD



**Aldeia** (Brazil) is an open camp where every individual can express their uniqueness. There are 12 adults and 5 children living in the camp. "We are a group of friends where families are trying to live together and in harmony with nature. We believe that we have ties with the land where we want to live. We believe that we are a society that shares resources, skills and ideas. Each one of our community possesses skills of sharing and learning from each other. We are trying to cognise nature and our joint history of the community. Our aim is to develop an environment where we as individuals, and we as families, can develop, by this meaning our emotional and spiritual growth. We are not going

in some predefined direction, rather we are trying to maintain an open environment where everyone can be unique..."



**Bellbunya** (Queensland, Australia) is a village open for demonstrations, where any interested person can be a visitor or participate as a volunteer. This community is offering to understand what permaculture, sustainable design, healthy lifestyle, alternative economy are, as well as to work in a team and practice yoga. Bellbunya offers a conference hall, a restaurant and accommodation for 30 guests to those who are interested. Organic food is grown in the eco-village, but the training centre operates by using 100% renewable energy. Bellbunya has been created to research the ways to develop a sustainable future for the local community. The eco-village "4-Bottomline" approach includes:

- personal and spiritual growth,
- social sustainability,
- economic sustainability,
- environmental sustainability.

The community has developed structures and processes that permit the community to operate, learn and develop efficiently, both as a community and as individuals. For those who are interested Bellbunya provides an inspiring environment in a rural area that is ideally suitable for:

- Yoga, spiritual growth and an understanding of oneself as a personality
- Team building and the development of eco-awareness
- Permaculture and sustainable farming workshops
- Developing an understanding about sustainable construction and green technologies
- Healthy lifestyle and preparing healthy food in specialised workshops



**ZEGG** (Centre for Experimental Cultural and Social Design, Germany). An eco-village, where approximately 100 people live. People here are orientated towards a sustainable future that is based on ecological and social aspects. People of the community believe that sustainable development is only possible if it affects and includes various areas of life. ZEGG is especially promoting personal development, communication skills, mutual relations and love for humanity. A priority of ZEGG is environmental issues, especially CO<sup>2</sup>-neutral energy supply for power and heat

production, potable water production, ecological sewerage systems. Fruit and vegetables are grown organically in the gardens of ZEGG, the community prepares vegetarian and vegan food.



[Benin Ecotourism Concern \(ECO-BENIN\)](#) is an NGO that promotes community-based ecotourism. Eco-Benin is working to ensure better living conditions for communities at a local and national level through the promotion and development of ecotourism and eco-development initiatives. The 'travel department' of Eco-Benin deals with selling local products and organising ecotourism tours. Eco-Benin supports 10 tourism communities in Benin, for example, mangrove planning on the lakeside, bee keeping and ecotourism development.

## ECO-VILLAGES IN LATVIA

### Eco-village Camphill Rožkalni

The eco-village movement came into Latvia in 1999, when the Neimanis family started to develop a small Camphill-type village at their property in Valmieras Municipality, Rencēnu Civil Parish, by using the anthroposophy knowledge acquired in Norway as the basis for it. The basic principle of the Camphill movement concerns including people with special needs in society, because it is possible for people to learn about developing harmonic relationships themselves: to work together, take care of each other, love and forgive, celebrate, etc. Working and living according to the needs of the community and in close relation to the surrounding nature promotes the mental health and personal development of each participant. The staff are taking care of people with mental disabilities: by enriching everyday life with crafts, art and eurhythmy practices classes and various celebrations as well as organising economic processes: gathering firewood, different agricultural works, construction of new buildings, etc.

*Rožkalni* has already gained public attention due to its achievements in the field of ecology. The house that has been built here, called the house of Zenta Mauriņa, is one of the first eco-houses in Latvia. It is built of a timber carcass filled with compressed straw bales, plastered over with clay, painted with natural colours and roofed with an aspen shingle roof. An original household water treatment system has been developed nearby as well, but farming extensively utilises permaculture and biodynamic farming principles. <http://www.videsvestis.lv/content.asp?ID=128&what=24>

### Eco-village Varavīksnes

Development of this eco-village started in 2004 when a land plot of 15 ha. was purchased in Valmieras Municipality, Vaidavas Civil Parish. The village has already been included in the territorial plan of the municipality and a detailed plan of it has been approved this year as well, according to which it is envisaged to develop six properties according to the heirloom concept. For the time being, none of the residential houses have been built therefore there are no permanent residents. Three families that are involved in the project are trying to devote their weekends and holidays to planting gardens and arranging the territory. The prospective eco-village residents have proposed their goal as being not only the development of their heirloom, but also a creative youth centre where children have the opportunity to feel a close relation to nature and where the rehabilitation and recuperation of children with special needs may take place with time. One of the families with children has built a small experimental building by using the so-called firewood-adobe technology by taking the raw materials for construction from their own land. Currently plans are being made regarding the events and possibilities that would permit the gathering of people that are prepared to get involved and help in implementing the publically important youth centre project.

Developers of the eco-village Varavīksnes believe that the presence of nature can heal, therefore residents of the village want to preserve and enhance biological diversity. To manage households in conformity with nature, the *Varavīksnians* are currently closely following and learning the course of various natural cycles, are mastering methods of ecological construction by using local construction materials as well as are getting familiar with the methods of organic farming. For example, last year, two of the participants attended a seminar of the permaculture specialist Sepp Holzer in Austria, because from the moment they permanently move to the village, they want to be able to understand the permaculture principles to such an extent that they are able to provide quality food for themselves without expending all of their time and effort in growing it. Construction of ecological buildings is also based on the wish to attain practical, quick and financially beneficial construction that permits devoting free time and monetary resources to the formation of the youth centre. A pond has been dug and a road has been partially built now, but the installation of renewable energy resource equipment is foreseen in the future because connecting to the power network is said to be very disadvantageous. Because the village is located in the territory of Gauja National Park, any thought about wind power stations must be discarded and alternative solutions are being sought actively (solar batteries, biogas generators, etc.). <http://www.videsvestis.lv/content.asp?ID=128&what=24>

### Eco-village Zaķis and citi zvēri

*In terms of territory, Zaķis and citi zvēri* is the second largest eco-village in Latvia. However, out of the area of 65 ha., forest occupies 40 ha., and therefore it is currently planned that there will not be more than 9 families living in the eco-village. The layout is planned to be as natural as possible: forests will interchange with meadows and houses will not be enclosed by fences. There are three houses in the territory now, and there is a project ready for the community building, a crafts and local lore study centre.

Operation of the eco-village *Zaķis and citi zvēri* is related to three basic principles.

- The first of them, the ecological one, means respect for all living things, but in practice it is about applying eco-technologies in both household and construction (one of the current buildings in the village is made of sod, the other from local materials, including clay, that is used for plastering the inner premises), conservation of the natural environment of the territory and its inhabitants, caring for the oak trees.
- The second one: the basic principle of traditional culture means both respecting and adhering to the spiritual values of the nation (for example, by celebrating the festivals included in the Sun calendar of Latvians) and applying different traditional crafts by working in ancient techniques and also using them as a source of inspiration for new creative works. A pottery shop has been developed, where classes are held for both adults and children, clay souvenirs are made and pottery traditions and techniques of ancient residents of this territory, the Selonians, are researched. Health and textile workshops are being developed as well. Classes about gathering and using treatment herbs have taken place here. Tea bags and herb pillows for a good sleep and the prevention of joint pain have been made from herbs gathered and grown themselves.
- The third principle includes home, a sense of cosiness and in a more extensive sense – human values, which is a substantial element in the synthesis of wisdom and traditions of the past with modern experience and conditions of life.

<https://anastasija.wordpress.com/Latvia-eco-villageati/eco-villageats-zakis-un-citi-zveri/>

### Eco-village Dziesmas

The eco-village Dziesmas was established in Krāslavas Municipality, Indras Civil Parish, in 2002. Although for the time being the vision of the village has not been clearly defined yet, one of the basic ideas for its operation is the heirloom concept, which has already been able to attract 13 families to this remote area of Latvia (305 km from Riga), three of which are living here all year round. It is said up to 80 families will live in this village of 220 ha. in the future, where the territory plan includes a hexagonal cell form for each property. Development of the village is evidenced by the collective infrastructure objects that have been made recently: construction of the inner road section and a pond. A timber log building and one straw building have been built on the private land plot territory as well. Two more private houses are currently in the stage of construction. For now, the house that has remained as a legacy from the previous owners, has been adjusted for the needs of the public centre of the village.



Life in the eco-village is currently regulated by three binding documents regarding: the decision-making procedure, accepting new members and the land use procedure. Although resident candidates have the possibility to participate in decision-making as well, one cannot become a fully-fledged villager earlier than after a probation period of one year. The cultural life of Dziesmas is formed by events such as celebrating the village birthday at the end of August, Earth Day in July and wood planting collective works as well as traditional celebrations: Easter and New Year. Some less known celebrations are also celebrated, which were celebrated before the arrival of Christianity to Latvia. <http://www.videsvestis.lv/content.asp?!D=128&what=24>

### Eco-village Sidrabe

The latest eco-village project Sidrabe is implemented in Jelgavas Municipality, Lielplatones Civil Parish manor house complex since 2007. It is planned to build ancient-style row houses here for approximately 50 residents, who will operate stores, cafes, guesthouses and craftsmen workshops. The centre of the village, which would be like the city square of Old Riga, will gather tourists from all over the world that will come here to attend courses and seminars about healing and running a sustainable household. The 7 ha. territory of the village has not been chosen at random: not far away are the famous Pokaiņi stone layers, which healers attribute special abilities to. So far the participants of the village have organised research and cognition works in Pokaiņi. Activists of the eco-village Sidrabe are also united by the healthy lifestyle philosophy.

In Sidrabe eco-village, all substantial issues are decided by general meetings. To make everyday communication easier, possibilities provided by telephone and internet (*Skype*, conferences, blogs, etc.) are actively used as well. It is planned to develop an e-store soon for selling local products as well as to attract foreign tourists by means of the website and video blog. Although in the project of the village great attention is paid to individual and collective entrepreneurship, the basis of the community idea is, however, the wish to renew human relations between the participants, to provide spiritual and thereby also physical health to the entire community and to bring forgotten values back to life. Great attention is paid to bringing back ancient Latvian values and traditions in the cultural life of the village, which is also expressed in actively celebrating annual custom celebrations.

<http://www.videsvestis.lv/content.asp?!D=128&what=24>

## GLOCALISATION AND DIRECT SELLING

Direct selling is the marketing of consumer goods and services directly to consumers on a person-to-person basis, generally in their homes or the homes of others, at their workplace and other places away from permanent retail locations. Direct selling offers customers the opportunity to see, test and judge a product at their leisure in their own homes or among friends. All goods are delivered directly to the customer. It is especially useful for consumers in rural areas and small towns, making goods and services not provided through outlets in the area available. Direct selling primarily occurs in two ways:

- on a one-to-one basis (usually by prior arrangement a demonstration is given by a direct seller to a customer) or
- on a party-plan basis (selling through an explanation and demonstration of products to a group of prospective customers by a direct seller, usually in the home of a hostess who invites other persons for this purpose).

Direct purchasing groups is the possibility organised by purchasers to purchase organically grown food 'directly' from biological farmers on a regular basis. It is an alternative to the industrial food system, in which the purchaser has a direct link to the food producer. Direct purchasing operates based on the initiative of the participants. "Wednesdays are the main shopping days for those residents of Valmiera, Cēsis and Smiltene, who want to put healthy products on

**Direct sales clubs** -- an alternative to the industrial purchase of food organized by customers that provides a chance to regularly purchase organically grown food directly from biological farmers.

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their tables. Moreover, it is neither a supermarket nor market place: products are delivered by farmers; purchasers have applied for them in advance over the internet and distribute the orders themselves. This is the direct selling movement that started in Riga and is now expanding in the regions.

- Farmers have already brought the products ordered by city residents to the direct purchasing place in Valmiera: starting from farm eggs, bread, meat, milk to even cakes and sprouts. Prior to starting direct selling, the initiators familiarised themselves with the offer of each farmstead in person. "They want to live healthier and cleaner. Now the gain for us is sales, communication with people, we have made friends with the city residents," says farmer Santa Jurciņa. The products are mainly coming from organic farms and there is a benefit that you know the particular farmer that produced them.
- The direct selling point in Smiltene has been arranged in one of the market pavilions. Although Smiltene is a small town where the countryside seems to be nearby and everyone has a small garden, there is no lack of purchasers. They want to eat natural food, mainly because of the children. The Smiltēnians see one more benefit in direct selling, in the possibility to help small farmsteads and home producers.

<http://www.lsm.lv/lv/raksts/vidē-un-zinatne/dzive/vidzeme-arvien-popularaka-kljust-tiesha-tirdznieciba.a84302/>

Direct purchasing groups are living green. Approximately 20 groups/ 700 families throughout Latvia are regularly organising joint orders from organic farmers of Latvia, are purchasing food responsibly: organic, seasonal, local, fully or partially vegetarian food on a short food chain. Approximately 2000 people that have got involved in the direct food groups have started eating much more organic, local and seasonal food as well as have started to purchase food less regularly; basically for the entire week. The amount of food waste has decreased in the families. The majority of those involved in the groups get to the direct food group by foot, bicycle or public transport. People involved in the groups are trying to perform environmentally friendly activities:

- ✓ Using cloth shopping bags,
- ✓ Using environmentally friendly household detergents,
- ✓ Repairing and using things repeatedly,
- ✓ Sorting waste,
- ✓ Operating in small gardens,
- ✓ Minimally using cars,
- ✓ Composting food waste,
- ✓ Improving energy efficiency of houses,
- ✓ Saving electricity and hot water,
- ✓ Purchasing second hand clothing,
- ✓ Using cosmetics not tested on animals,
- ✓ Choosing environmentally friendly packaging,
- ✓ Choosing things that are of good quality that last a long time.

### Food Security Network of Newfoundland and Labrador

Food Security Network is an organisation, the purpose of which is to promote community-based solutions to provide for access to healthy food to the residents of Newfoundland and Labrador provinces, so as to promote an active and healthy lifestyle. These provinces have the lowest vegetable and fruit consumption in the country. 90% of vegetables are grown outside the province. There are not even any food stores in many communities/villages. Therefore the organisation is actively working to increase the awareness of the population about food safety, is forming strategic partnerships to improve the availability of healthy food. As a result of the operation of the organisation, the community is seriously working on to improving access to healthy food, fruit and vegetable gardens of the community have been arranged, farmers' markets are organised. The organisation is offering continued support to the community's residents: training, involvement in cooperation networks, own resources. On 16 October 2013, World Food Day, the organisation offered the community's residents several activities in five locations: town breakfast, harvest festival, garden festival, movies and presentations of the community's achievements.

## GLOCALISATION AND EMPLOYMENT

A decisive role in the local economy is played by local and small companies, cooperatives.

- Local companies are ensuring long-term stability in the local community, are offering stable jobs.
- Local businesses have larger opportunities for donating to the community's development and charity.

As long as the company owners are living in the community, they are motivated to take care of the environment and society, to practice business responsibly: less pollution, less waste.

### In the world



The organisation [Ak Tenamit](#) is working in Guatemala with local craftsmen cooperatives by assisting in selling the products made and by educating craftsmen in sustainable crafts. It is mainly women who work in the cooperatives. Women are developing entrepreneurship skills, improving the financial condition of families and gaining respect among men. The principal products made in the cooperatives are wood carvings, hammocks, candles, home décor and bijouterie.

1992 – 3 foreign volunteers and leaders of the Q'eqchi' local government founded a non-governmental organisation to educate people in the Rio Dulce region. Local volunteers started by educating teachers and gathering funds for schools. Many projects were implemented during the following years, for example, a health programme, educating girls, opening an elementary school for boys, integration of girls into the elementary school, opening of a secondary school for 134 pupils, including 34 girls, development of a craftsmen cooperative movement, opening of a restaurant, opening of a craftsmen product store.

### In Latvia

Sweet, healthy, tasty, and pretty: this is how products of the home producers from Kuldīgas Municipality have been grouped on the shelves in the cooperative store [Kuldīgas labumi](#). The small place of trade is the first result achieved by the agricultural service cooperative company *Kuldīgas labumi*. Currently the cooperative unites 42 members that are providing their products to the store. They are quite different: milk products, smoked items, bread, pastry, cakes and gingerbread, spices, tea, juices and wine, vegetables, candied fruit and honey, also clothing, handicraft, wooden spoons, etc. A website has been developed and the next step will be developing the so-called food baskets. Like in the direct selling groups in Riga, the customers of *Kuldīgas labumi* will also be able to order products over the internet according to a catalogue and arrive and to collect them on a certain day.

This is the time for rural residents who grow something in the garden or a cattle-shed and who have mastered various craft skills and are practicing crafts, to start considering the possibility of letting the products grown by them go to the homes of other people as well and to try to grant larger added value to them. Making cheese rather than selling milk, making sour cabbage or salads rather than selling cabbage, baking bread, cakes, cookies, making jams from the ingredients mainly grown in one's own or a neighbour's farmstead, making different things that are needed at home made out of wood, making decorations, knitting mittens, socks, scarves, sewing different fancy articles. Prior to opting in favour of home production, one must consider the real possibilities for production in one's own farmstead, courtyard, and house as well as make sure that others are interested in the products you can produce.

[http://www.rundale.lv/uploads/filedir/Majtirgus/avize\\_3.pdf](http://www.rundale.lv/uploads/filedir/Majtirgus/avize_3.pdf)

[Rundāles Mājtirgus](#) is actively operating in Rundāles Municipality, which has been developed within a transnational project. First, the training of those interested was held and places of trade were built in Pilsrundāle, where home producers can sell their products on a daily basis. The most popular products that are offered are honey, fruit, berries, vegetables, smoked items, bread, gingerbread, sweets, ice-cream, salads, wooden and pottery household items, etc. Three editions of Rundāles Mājtirgus Ziņnesis have been published in one thousand copies that inform the reader about the activities in home production, the events, particular

producers, the topicalities in the market place and rules for participation. Eight large scale events are planned for this year, parallel to the everyday operation of the market. A product and service quality mark Crowned in Rundāle was developed for the purpose of promoting the identification of products produced and services provided by local home producers, craftsmen and masters of their work in both Rundāles Municipality and beyond its territory. Currently the mark is being used to promote the market and a special design package has been developed. "We are planning to create a special home product basket united under the quality mark Crowned in Rundāle. It would be like a guarantee that the products that have been produced here, are healthy and 100% natural," the future ideas are disclosed by Ludmila Knoka, the LRAC consultant in Rundāles Municipality.

## GLOCALISATION AND TRANSNATIONAL COOPERATION

The Nordic-Baltic LEADER Cooperation Award provides residents of the community with the possibility to understand the global world better and to see the uniqueness of their community, promoting the involvement of residents in local community development.

- DEVELOPMENT - LEADER are transnational cooperation projects that are aimed at the development of local villages by looking for new solutions for service provision, infrastructure development by supporting the diversification of local business and innovation.
- ENVIRONMENT – LEADER are cooperation projects that promote the use of local resources, local food. These projects tackle environmental protection issues, support organic farming and the production of renewable or alternative energy.
- YOUTH - LEADER are transnational cooperation projects that promote the diversification of activities for the youth and children in rural areas, promote youth exchange, camps, festivals or other thematic events and also activities developing entrepreneurship and involvement of the youth in community development in rural areas.

[http://maainfo.ee/public/files/Konkurss2013\\_broshuur\\_200x210mm.pdf](http://maainfo.ee/public/files/Konkurss2013_broshuur_200x210mm.pdf)

## GLOCALISATION AND RESPONSIBLE TOURISM

Any trip of yours may change the life of a local resident (guide, merchant, hotelier...) as well as reduce/increase the adverse environmental impact of tourism.

- Prior to the trip, learn as much as possible about the country you are going to visit to understand the lifestyle, traditions and culture of local society better.
- If you are used to the services of travel agents, learn whether the travel agency is a supporter of responsible tourism: is it directing a proportion of its revenue to environmental protection and improving the quality of life of the local residents?
- Learn if the company is using local human resources, for example, guides, local drivers.
- Ascertain whether the hotel will serve food made from local products.
- If you are prepared to plan your trip independently, book the hotel and transport yourself – communicating with local people is much more exciting and quite often the trip may cost even less.
- Try to minimise flights, use buses, trains or ships for shorter distances.
- Use local products thereby supporting the local economy.
- Buy the products of local craftsmen. Bargain with humour. Pay for the purchase according to your understanding of values, but remember how wealthy you are compared to the locals.
- Do not buy products made from endangered animal species or plants.
- Use public transport, rent a bicycle, travel more by foot if possible.
- Use water economically because in many countries water is a valuable resource.
- Create as little waste as possible; waste processing is very expensive in many places.
- Be tolerant towards local culture and traditions; always ask for permission to take pictures of local people.
- Speak to local people; learn about their culture, history and traditions.

**Responsible tourism** – way of travelling with a goal to lessen the negative influence of tourism and increase the positive influence on the natural and social environment.

## GLOCALISATION AND MAKING DECISIONS IN THE COMMUNITY

[People's forum](#) – a way or method of promoting participation of the population in urban and municipality local development planning and implementation by developing a cooperation mechanism between different public groups and sectors: local authorities, NGOs and businesses.

During the people's forum, in the presence of different public groups, the main priorities of local community development are determined and working groups are formed to implement them.

Tasks of the people's forum:

- gathering information about the strengths and weaknesses, problems and sustainable development priorities of the vicinity or the community;
- reaching an agreement between different public groups regarding solutions to the problems;
- forming working groups by involving representatives from the local public to attain solutions to the problems – to implement particular projects.

In Latvia, such forums have been the basis for bringing the idea of the community fund to life in Talsi, Valmiera, Lielvārde, Alūksne and Madona where the fund has become a source of resources to implement the ideas of the population in the procedure of open tenders. For example, activities like neighbourhood workshops, charity events, support for lonely seniors, support for young talents and support for people's initiatives for improving the welfare of community life have been implemented in Valmiera. In other places the forums have served as a basis for making local people more active, to form new initiatives as well as to learn opinions.

## GLOCALISATION AND MEANINGFUL ACTIVITIES

### Charity

There are a lot of charity organisations in the world that are resolving different social problems, reducing the consequences of poverty and helping millions of people.

[The Red Cross](#) is one of the most well-known and largest charity organisations, it is an international humanitarian movement uniting more than 97 million volunteers and employees of the organisation that are working to improve and protect the health and lives of people in different places of the world, to ensure that all people are respected and that the suffering of people is prevented or made more bearable. The Red Cross movement and organisation consists of several smaller organisations that are mutually independent, but at the same time united because they share the same goals, tasks and values. Their arsenal of good jobs includes the donation of blood, helping victims of disasters as well as fundraising and educating.

[UNICEF](#) (the United Nations Children's Fund) deals with different kinds of assistance to children and their mothers in more than 190 countries, provides support in healthcare, for example, by means of vaccines, providing means of studies to schools, sending families the things required for their survival.

[United Way](#) is the largest charity organisation in the USA. The aim of the organisation is to attain that every person has the possibility to study, receive a stable income and live a healthy life. The organisation mobilises communities and service providers to reduce the number of teenagers leaving school and works to provide financial stability for families, to popularise a healthy lifestyle and resolve other problems important for communities. The organisation has more than 1,800 departments throughout the world that are working towards these aims and tasks.

Make-A-Wish Foundation (USA) works with children of ages from 2 to 18 that are suffering from sicknesses dangerous to life. This organisation not only operates in the USA, but in 47 other countries as well. Members of the organisation are trying to make any dream of the severely sick children come true: to meet a celebrity, to experience being in a policeman's shoes for a day.

HOPE - a charity organisation, the purpose of which is to solve different issues related to education so that every child and young person in the world may acquire an education in the future.

One of the most widely known charity organisations in Latvia is Ziedot.lv, which provides individuals and companies with the opportunity to help other people. In this organisation, there is a possibility to monitor the course of the projects and to ascertain that the donation has achieved its purpose. The organisation works with projects where consideration is given to elderly people, poor families and sick children. <http://www.labdaribasfaktors.lv/2015/01/27/ziedosanas-iespejas-trucigam-gimenem/>

The organisation Svētā Jāņa palīdzība operates in Riga and other towns of Latvia. The organisation offers people to donate footwear and clothing, household appliances, bedclothes, furniture, household and hygiene products, food, toys; things that are not needed but are still in good condition, so that these items can afterwards be delivered to poor families, people facing a crisis and lonely elderly people. <http://www.labdaribasfaktors.lv/2015/01/27/ziedosanas-iespejas-trucigam-gimenem/>

## POSSIBILITIES FOR CHARITY

Donating things. Where do you usually put clothes that have not withstood criticism after autumn audition and will not be returned to the closet? Or tableware or furniture that has been replaced by new items? Toys that your child does not play with anymore? Of course, the easiest way is to either take all of it into the basement or place it next to the waste container, however... then no one will benefit from it anymore. Why not let the things live another day and bring joy to somebody else? There are many families in Latvia that do not take what you do for granted, and they are not disadvantaged families that do not care about welfare at all. Most often, they are people that have suffered some disaster, for example, their house has burnt down. If you do not want or cannot also donate your time and deliver these things to the addressees yourself, find organisations that are doing it professionally. For the gift to be more personal, attach a card with good wishes.

Donating money. You do not need a spare million to donate money. No minimum sum of donation has been determined anywhere and possibilities are very different, for example, a telephone call, donation boxes at cash desks in stores, a transfer to a particular bank account or a possibility to donate by purchasing a product. For example, you can purchase washing powder, from the price of which a few percent will be donated to a good purpose. You cannot save the entire world anyway, so research the possibilities (by watching advertisements, information on the internet) and choose whatever relates to you most.

Types of charity for a businessman. Help can be provided by you not only as Ilze, Liene or Juris, but also by your company. One of the loveliest ways the employees of the company can help is a corporate event resulting in creating something, for example, filled food packs for the project *Paēdušai Latvijai* in one of *Maxima* supermarkets or gingerbread made before Christmas that will be later given as presents to the residents of old people's homes by visiting them. This event will give colleagues a common bond at the same time, moreover it will be more interesting to operate if you already think about the people that you will donate joy to during its creation, to be aware of the purpose. A fine alternative to the already common New Year's parties.

If you represent a profitable company, you can donate a proportion of annual income. Then you have to find the organisation you will donate to and enter into a donation agreement (information can be found on the internet or by contacting the responsible services). In such an event, it is worthwhile learning about the possible tax benefits that are granted to donors of funds (employees of the State Revenue Service will provide the best advice).

If you are a production company, you don't have to rack your brains – you can donate your products, for example, as packed gifts. If you take care to ensure a larger proportion of the public gets to know about it by means of social networks then it will be excellent advertising at the same time. The customers will be happy to choose the company that has demonstrated its human side and made the company more personal.

By helping others, we help ourselves as well, because we improve how we feel and become socially more responsible.

## COLLECTION AND RECYCLING OF USED BATTERIES

By proving to the public that through simple everyday actions we can achieve significant results *Zaļā josta* shall gather children from schools and kindergartens of Latvia for the used battery gathering contest *Tīrai Latvijai* for the ninth year in a row. Last year 241 educational institutions applied for gathering used batteries by gathering and delivering slightly less than 24 tonnes of used batteries for recycling. Overall *Zaļā josta*, with the assistance of children and the youth, has facilitated the recycling of more than 88 tonnes of used batteries, thus protecting the environment from contamination caused by lead, cadmium and other heavy metals and their hazardous consequences. It is planned to gather a record volume of used batteries this year and to deliver them for safe recycling into recycled raw materials. Further achievements of participants of the contest will be determined by their purposefulness and team work in freeing Latvia from potential contaminants in used batteries and accumulators. As proven by the previous years of the contest, children are glad to involve their relatives in gathering batteries, visit neighbours and ask for worn out batteries in nearby companies. Such a determined approach ensures that people are not throwing used batteries away together with household waste anymore, but are rather delivering them for recycling.

## COLLECTION AND RECYCLING OF WASTE PAPER

The waste paper gathering contest of *Zaļā josta* has become a long-term tradition in schools by uniting thousands of schoolchildren of Latvia for a noble goal: turning unnecessary paper into a valuable recycled raw material by creating new paper. Parallel to the spirit of competition caused by the waste paper gathering frenzy, children are taught to sort waste correctly, to research its recycling cycle, environmental educational films are shown and the economic and ecological importance of paper recycling is explained, thus creating environmental awareness in children. During the last academic year when the waste paper gathering contest celebrated its tenth anniversary, a record number of participants, 373 educational institutions, got involved in gathering paper. More than 1,270 tonnes of waste paper were gathered in aggregate during the academic year and they were delivered for recycling here, in Latvia. At the end of the competition, the participants themselves could touch and feel their accomplishment because for each tonne of delivered paper the educational institutions received a package of quality recycled paper made from the same waste paper in return. Within the contests, during the last five years *Zaļā josta*, with the intermediation of schools, has delivered 4,615 tonnes of waste paper for recycling, which could be put into approximately 77 railway cargo carriages.

## COLLECTION OF EXPIRED MEDICINAL PRODUCTS

During the campaign *Vislatvijas zāļu skapīšu tīrīšana* (in autumn 2014) every resident of Latvia was provided with the opportunity to hand over useless or unnecessary medicinal products in any of the 83 pharmacies of the *Aptieka* pharmacy network throughout Latvia, and the company paid for their destruction in an environmentally friendly manner. At the same time everyone was offered the opportunity to complete a survey questionnaire about medicinal product use habits, so that based on the obtained data the specialists of *Aptieka* could develop recommendations for the safe use of medicinal products. In this way 1.5 tonnes of useless medicinal products and 254 thermometers were gathered as well as more than 3,000 survey questionnaires were completed in A

*Aptieka* pharmacies, according to which one can assess the volume of medicinal products accumulated in the medicinal product boxes of residents of Latvia: more than 15 packages of medicinal products were brought by 37% of respondents, 27% of respondents had accumulated 1 to 5 packages of medicinal products, 6 to 10 packages of medicinal products were accumulated by 23%, but 11-15 packages of medicinal products were brought by 13% of residents.

Director of the World Wildlife Fund Jānis Rozītis notes that attention is paid to these problems in the world as well: "A similar campaign is underway in Great Britain, so it is very welcome that sustainable solutions are being sought in Latvia. A large proportion of medicinal products currently ends up in the environment and it strongly affects the biological chain. Aqua-fauna is especially affected and the influence of hormonal preparations that have got into the environment has been established in fish, which causes feminisation of masculine individuals and vice versa – masculinisation of feminine individuals."

## RESPONSIBLE ACTION IN USING CHEMICALS

We are not thinking about how many chemicals we are using every day. Some of them do not cause harm either to the person or to the environment but there are those that possess some particular danger. Chemicals are applied extensively; they are everywhere: in toothpaste, shower gel, shampoo, washing powder, cream, lipstick, hairspray, kitchen cleaning detergents, air fresheners... Nevertheless, there is an alternative – personal hygiene, cosmetic, laundry and dishwashing, floor cleaning agents made of natural ingredients. The choice is up to each person. Some recommendations:

- Avoid using such household chemicals, the packaging label of which features "Keep away from children" or "Hazardous if contact with skin is made" on daily basis. This kind of product contains at least one chemical that has been classified as dangerous.
- Use products, the labels of which say "Bio" and "Eco" – it indicates that the product is not hazardous to the environment, is not allergic and does not contain hazardous substances.
- Use the products correctly – follow the type and application dosage of household chemicals.
- Do not buy household chemicals if it is possible to use natural alternatives not hazardous to health. For example, you do not have to buy a special teapot decalcifying agent when the same result may be achieved by vinegar or citric acid. Dishes may be washed with baking soda only.

## THE CLEAN-UP IDEA

More than 9,000,000 people in aggregate have participated in joint work sessions for cleaning their land throughout the world since 2008. It is a number we are aware of thanks to the organisation **Let's Do it!** the coordination centre of which is located right nearby, in Estonia. Let's Do it! is currently uniting teams from 111 countries in a joint network and during the last six years they have organised a total of 187 clean-ups. The number of member countries and volunteers is growing year by year and the aim for all of them is the same – a clean planet. For now, the most expected and extensive clean-up in the world has been the great clean-up of the Mediterranean. It took place on 10 May 2014, involving 22 countries in one clean-up at the same time on the same day.

[The idea of the Big Clean-up](#) is based on voluntary participation in cleaning up the environment, thus creating unity, positivity and the sense of a job well done. The first national-scale environmental clean-up was organised on 3 May 2008. In recent years, the Big Clean-up has placed emphasis on environmental education, as well as the Courtyard improvement movement. Every year, the Big Clean-up sets out with an aim to invite the public to pay attention to how much our daily behaviour is related to the environment and health. In 2011, it was - "Come and help Latvia!" In 2012, "Look deeper - don't throw waste into the environment!" In 2013, "Clean Latvia starts in your head". In 2014 - "Clean Baltic Sea starts in your bathroom". Approximate calculations demonstrate that a total of 795,000 enthusiasts have participated in environment cleaning events during these years. The aim of the project - by 2018, the year when Latvia will celebrate its 100th birthday, is to make our country the cleanest and tidiest place on the map of the world - give nature an opportunity to heal by cleaning it from the waste, as well as encourage citizens to upgrade and take care of the environment around them. During the Big Clean-up people



are invited not only to gather waste, but also do other good work - plant trees, create beautiful flowerbeds, build bird-houses, restore fences, benches, bridges.

## REPEATED USE OF ITEMS

A lot of waste is generated every day, one could even say too much. Usually it is considered a source of contamination, however well-managed waste can be a valuable source for obtaining materials. It is possible to use a lot of waste that goes into the rubbish bins repeatedly or to recycle it, thus saving resources for the production of new products. Most of all we use paper, but it is actually easy to reduce the amount of used paper at least a little. Like, for example, by giving up paper editions (newspapers, magazines, leaflets, catalogues, etc.), reading, and researching them electronically. It is also possible to receive invoices by e-mail, not in the regular mailbox. <http://dalies.lv/v1/doma-globali-rikojies-lokali/>

Repeated use of things has several positive aspects, for example, it reduces demand for new products. You can give things that you don't need to somebody for whom they are useful or necessary. Several centres are already operating based on this principle in the Madona vicinity (in Cesvaine, Prauliena, Liezere, Kalsnava, Ļaudona), where people may deliver unnecessary clothes and other household items and furniture. Many artists are also turning old and worn things into new ones and creating works of art out of them. Likewise, you can purchase second hand goods rather than new ones. Another kind of waste reduction is waste sorting and recycling. It allows water and air pollution caused by waste to be avoided. Waste recycling requires less energy than the production of new things. As part of waste sorting one can mention separating food waste from the other household waste and making compost, which is also called black gold, formed from the rotting of food waste. <http://dalies.lv/v1/doma-globali-rikojies-lokali/>

The association [Homo ecos](#): has started the initiative [Zero Waste](#), within which the population of Latvia is invited to look at waste as a usable resource, to evaluate the reasons for waste creation and to think about how to reduce the amount of waste in their household as well. The Zero Waste movement emerged in the sixties of the previous century and its vision is a waste-free world. By changing our every-day habits, by repairing, reshaping, using again and sorting for recycling, we can substantially reduce the piles of waste going to the dumping grounds. Besides continuing to familiarise the public with *Zero Waste* principles, the association is offering [visiting masterclasses](#) in local governments, schools and cultural centres as well as within other events. When working together with skilful masters, both adults and children can learn to create new and useful things from seemingly useless materials.

### [The Earth Cup - environmentally friendly thermal cup](#)



old-fashioned things.

Environmentally friendly things are still not interesting for a large proportion of the Earth's population, especially for those who do not care about environmental protection. To make environmentally friendly things more attractive for them the designer Yonius Saritoh has created the Earth Cup. This thermal cup with double walls is recycled and is an excellent alternative to paper cups. Besides, this cup may be washed in the dishwasher as well. The attractive appearance and environmentally friendly packaging of the cup can also attract anyone's attention. This example demonstrates that living an environmentally friendly life does not necessarily mean using

### [Beer cans with wings](#)



We can recycle any material, any item that surrounds us. Here is one inspiring example of how beer cans that have touched the lips of hundreds of New-Yorkers are used to create magnificent installations. These butterflies have been created by the artist Paul Vallinski.

### [Rocking bathtub sofa, or what to do with an old bathtub?](#)



Now you can sleep in a bathtub in the most literal sense. Such an opportunity has been provided by the creative designers from the studio **Frees.Co Equipe Creativa** by creating the **Tub Chair**. It is a stylish rocking sofa made out of an old bathtub, the base of which has been filled with soft padding to make sitting, laying or rocking more comfortable for users. This sofa will look perfect in either your garden or stylish room. Moreover, the artists have painted it black, which allows the sofa to look really elegant by emphasising its retro-style lines and form.

### [Polyethylene bag polar bear](#)



This polar bear, made solely from polyethylene bags has been displayed in England within the Eden project with the purpose of attracting the attention of green-thinking tourists. The bags required for the work of art have come from supermarkets in the vicinity.

### [Flowerpots of tin](#)



It is easy to turn tin cans into flowerpots for your garden or windowsills. After removing all the stickers, they can be painted in bright colours, adding ornaments by means of stencils. They may also be used as storage for pens, pencils and other office supplies. Nevertheless, make sure you have rubbed down the sharp edges with sandpaper and affixed a felt cloth to them to prevent any painful surprise. Inner rolls from toilet paper may also be used for new sprouts.

[Office in an apartment in Riga, the interior of which has been made out of potential waste](#)



There is an office of *dalām DarbaVietu* in the centre of Riga that has been furnished by making shelves, chairs and tables out of wooden pallets. The creators of this interior are sure that such furniture has greater added value and that it says much more about their owner than things bought in the store.

## IDEAS

[Wine bottle as a candlestick](#)

In 2008, the monks in Thailand used more than 1 million beer bottles to build a Buddhist temple. If you are not so sure about your building skills, turn empty glass bottles into candlesticks or vases. Wash the bottles in warm water with soap first to remove the labels. Do not forget to measure the bottlenecks before buying candles to make sure that their diameter is correct.

[Use food leftovers](#)

The amount of food waste may be considerably reduced by looking for ways to use each part of the food that comes into your kitchen. Meat leftovers may be used for sandwiches and bones for broth. Bread that is not yet mouldy but is past the best before date may be used for grated or dried bread. Compost is another great way to use food repeatedly. The main thing is that it will allow you to save money on garden fertiliser.

[Second life of a toothbrush](#)

Old toothbrushes may be used for cleaning various surfaces: tiles, shower or bathroom walls, bicycle chains, ventilation channels and other places that are difficult to reach.

[Magazines](#)

Magazines take up a lot of space on the shelves and many of us are too devoted to their favourite magazine editions to throw them away. A good alternative is cutting out your favourite pictures, framing them and hanging them on the walls like works of art. By binding a pile of old magazines with rubber or durable cloth bands a stool or a bench can be made to reach high shelves.

[Waste as art](#)



Generally, almost anything may be turned into a decorative element for the home or garden.

## FASHION clean-ups

Sustainable [Fashion Clean-Ups](#) are events where young people help each other to create new garments and accessories from clothes and different things that everybody can find at home, but do not use anymore. This event is based on the following co-creation principles:

1) Resource sharing – let's clean our wardrobes.

Each participant is welcome to take clothing and accessories to the *Fashion Clean-Up* that are not used anymore, but would be useful for themselves and others to create new garments and accessories. The items brought are put into a so-called *collective pot* from where any participant may take them. Considering that everyone has quite a lot of such clothing in their wardrobes, the *collective pot* of the *Fashion Clean-Up* is always filled up and is a great place to draw on ideas and materials for new, transformed garments.

2) Idea sharing – how would it be better, more interesting, untraditional, beautiful?

Every *Fashion Clean-Up* participant that is present can answer these questions, besides the *Fashion Clean-Ups* involve fashion artists that may provide their views regarding clothing transformation.

3) Knowledge sharing.

*Fashion Clean-Up* brings together people with different sewing skills: from beginners to experts. For everybody to implement their ideas, the participants share knowledge and help each other in practice as well: demonstrating how to operate a sewing machine, how to perform more complicated stitches, etc. Several assistants are involved in each *Fashion Clean-Up*, who demonstrate how sewing is done and help in performing other different practical operations. Each *Fashion Clean-Up* continues for approximately 5–6 hours based on the following plan:

- resource sharing, i.e. sharing garments and accessories that people have taken with them – each participant chooses the most suitable garments for them to develop new clothing;
- drawing sketches of new clothing, presentations and supplementing the sketches;
- development of new clothing;
- fashion show and photography.

**Fashion joint work** – a process based on co-creation principles where youths help each other to create new clothes and accessories from clothes and various items each can find in their homes, but which are not being used in everyday life.

## ORGANISATIONS WORKING WITH GLOBALISATION ISSUES

- [OXFAM International](#)
- [International Federation for Human Rights](#)
- [International Forum on Globalization](#)
- [Third World Network](#)
- [ATTAC](#)

## CONCLUSION

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The framework of the glocalization methodology is created by two global and interconnected processes: **the new development paradigm** that is based on a wider understanding about the development cooperation sphere, and the new **Sustainable development goal (SDGs) framework** that continues the post-millennial goal (postSDG) process. Glocalization in these processes is not only the fundamental principle for execution, but also the driving force for the development of communities (especially rural) and balanced development in a global world.

Glocalization methodology is a successful tool for the development of interest groups and communities because it helps to improve the skill of community representatives to simultaneously think globally and act locally when making decisions related to the everyday life of the community. Methodology has significant potential in the creation of a coordinated society, as the glocalization process facilitates the development of the civic coordinated creation of local and global community, balancing development and decreasing the gap between individual and community, country and city, EU member countries and countries with various level of development around the world.

Thus, localization methodology ensures not only the realization of global issues and understanding (globalization) and connection and application to the specifics and needs of a local community (localization), but it also improves the skill to simultaneously think globally and act locally when making decisions related to the everyday life of a community (glocalization).

Interaction of global and local, mutual and different - this is the direction of glocalization processes which we would like to illustrate with an African proverb when nearing the end of this issue: *Want to go fast - go alone, want to go far - go together with others*. The current global challenges encourage us to react quickly based on a broad perspective. It means that we must find a way where going fast and a desire to go far are not mutually exclusive options. The following aphorism can be borrowed from Latvian poet Rainis, who contemplated on the insignificance of a grain of sand and drop of water. However, the line of thought by Rainis continues in the lesson that "many grains of sand together form a mountain, and many drops of water become the sea. Nobody will scorn them. The same can be said about us, humans - although separate activists of local communities are very limited in numbers, the mutual influence created by glocalization processes can become significant as a result of constant activity.



This project is co-funded by:



This project is implemented by:



Latvijas Republikas  
Arīetu ministrija



Sabiedrības integrācijas  
fonds

Activities of the project are introduced by:



homo ecos:



Latvijas Lauku forums



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