



# **THE GLOCALIZATION MANIFESTO**

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## *Prologue*

The Glocal Forum is a non-profit organization devoted to peace-building and development through a decentralized city-to-city approach to international cooperation. The Glocal Forum was founded in 2001 Israeli Ambassador Uri Savir, one of the architects of the Oslo Peace Accords and current President of the Peres Center for Peace in Tel-Aviv, who is also the current President of the Glocal Forum.

The First Annual Glocalization Conference was held in May, 2002. Since his historic event two years ago, the Glocal Forum has brought together over 100 mayors and municipal representatives, reaching nearly 10,000 cities, major international institutions, private sector leaders, academics, artists, sports leaders, local citizens and representatives of urban communities from all over the world.

In 2004, as the core of a coalition of local and global partners, the Glocal Forum works to mobilize key stakeholders in order to promote peace and mutual understanding, while striving to create a new social and economic balance through city-to-city cooperation. It is through city-to-city partnerships the Glocal Forum works to create a new social, economic and international balance to promote peace and mutual understanding.

The Glocal Forum has developed a new strategy, coordinating local and global players to more effectively meet the needs of the local community. This innovative approach is called “glocalization”. **Glocalization empowers local communities, linking them to global resources and facilitating initiatives of peace and development, while providing opportunities for the local communities to direct positive social change in the areas that most directly affect them.** Peace and development are conditions of social change Resources are therefore diverted to the local level to increase the impact and cost-effectiveness of development projects for sustainable peace.

A primary example of the glocal approach is the “We Are the Future” program, which aims to secure a better future for children and youth in conflict and post-conflict areas. The initiative, officially launched on 16 May 2004, is a joint-vision of the Glocal Forum and the Quincy Jones Listen Up Foundation, with the support of the World Bank, many United Nations agencies and private and public sector companies. The program is being introduced with Child Centers developed in six developing, post-conflict cities – Addis Ababa, Asmara, Freetown, Kabul, Kigali and Nablus – where the initiative will be piloted.

The purpose of this manifesto is to provide a brief account of glocalization, in both theoretical and practical terms, to demonstrate the potential for real steps towards

attainable and sustainable development and international peace. Local authorities, local and international organizations, national governments, public and private sector stakeholders and the media are welcome and encouraged to take part in and contribute to the success of the initiative. Each partner plays a particular role based on their unique capacity and available resources. In this way, a campaign of action can be carried out, steering the resources of globalization towards the real prospect of sustainable development and international peace.

## *Vision*

The world urgently needs a more comprehensive approach to international stability – one which contends with both the effects and the nature of globalization, and which addresses socio-economic imbalances and cultural differences. Backlashes such as anti-globalization and the return to “good old nationalism,” neither redress the weaknesses of globalization, nor do they impede its momentum. Instead, a new approach must be developed, incorporating both global and local interests while monitoring international opportunities and potential dangers. In the current global era, the one socio-political unit capable of making an impact is the city.

In the global era, cities must take on a leading role as international actors. Now more than ever we must strive for improved articulation and coordination among all spheres of local, national and global government in order to optimize and integrate resources and abilities available at all levels,

Globalization reformed, decentralized, with cities as the socio-political anchor is the aim of glocalization. Glocalization emphasizes social equity as a basis for international stability. More sensitive to social and cultural needs, and in closer proximity to citizens than their national counterparts, municipal leaders and city governments are ideally situated to lead the globalization reform.

By creating a new socio-economic balance, glocalization will have far-reaching benefits for both developed and developing countries, ensuring a more secure and stable global environment to bring about peace.

The vision of glocalization is focused on a brighter future, while remaining firmly rooted in current realities. Glocalization acts a bridge between cities, linking local communities to resources and knowledge in order to shape an innovative and more equitable international system, thereby contributing to peace and development in the long term.

The innovative strategy of glocalization entails a shift in the international system; from a framework based on a balance of power between nation states, to a balance of cultural interests and local needs, while always taking into account the importance of local actors as agents for change.

## ***Concrete approach***

### **– Importance of cities as international actors**

Cities and local authorities are the leaders of glocalization. Over the last ten years there has been a tendency towards decentralization and a gradual recognition of cities' fundamental role in development. Cities are, in fact, emerging with more strength; relations with governing and administrative bodies are more direct on the city level. Cities also represent engines of innovation and economic growth; they are often centers of cultural identity and are certainly an arena for social change and institutional reform. In other words, cities have a new and powerful role to play. Moreover, the mayors and their associates have a unique insight into the challenges facing their citizens and a vision ready to meet these challenges.

### **– Recognition that development is strongly linked to peace**

The hope of world security and stability is collapsing. The world is caught in a cycle of poverty and conflict. One of the major weaknesses of globalization has been its failure to recognize the inherent connection between development and peacebuilding strategies.

Effective development with an emphasis on cross-cultural understanding is the only guarantee for stability and poverty reduction.

Glocalization, therefore, offers a unique platform for a mutual understanding of needs, problems and solutions. Glocalization prioritizes peacebuilding as the central axis of any development policy and strategy. Peacebuilding addresses the challenges of comprehending and responding to transformations in war-torn societies. It deals not only with rebuilding the physical infrastructure of these societies, but also with the less tangible, but equally or even more significant social and civil consequences of post-conflict reconstruction. Such activities lay at the foundations of coexistence, cooperation and reconciliation in areas of conflict or tension. The role of cities in linking development with peacebuilding is a crucial aspect of the glocalization strategy. In fact, at the local level similarities are more identifiable, and socio-economic concerns are usually more important than national pride.

### **– City-to-city cooperation**

The power of the nation state has eroded significantly in recent years, both as a result of the rise of super-powers (and the collapse of the bi-polar world) and as a result of the grass-roots pressure for decentralization. Traditional diplomacy based

on relations between nation states has failed to be effective. With the growing importance of cities as actors for international cooperation, city-to-city relations offer a different modus operandi in world diplomacy: city diplomacy.

City diplomacy, such as the “Rome Understanding” (an informal agreement reached in Rome on the basis of an initiative promoted by the municipality of Rome) between Israeli and Palestinian Mayors, city-to-city cooperation, such as the “Rome-Kigali” partnership, youth cooperation activities for youth on opposing sides of conflict situations, and the new worldwide initiative to assist children in conflict, “We Are the Future,” reveal the growing importance of city-to-city cooperation as a tool to face global challenges by empowering and connecting local actors.

#### **– Role of youth (networked internationally) as agents for change**

Youth represent an all too often untapped resource. Youth have the capacity and the enthusiasm to play a major role in reform on the local level. Glocalization policy recognizes the vital role of youth and the importance of including their viewpoints and abilities in development activities.

Youth empowerment is a global strategy that should be implemented locally. Involving youth in the decision making process and giving them the chance to express themselves will ensure community growth and make positive change possible. Giving youth a global voice means would create youth communities able to lobby locally for their own interests, as well as fostering a more democratic approach to citizenship.

Youth participation entails the development of focused youth policies, as well as understanding how decisions and actions taken at local, national, and international level affect young people’s everyday life.

#### **– Role of ICT in bridging divides, overcoming the digital divide and in development**

Information and Communication Technology (ICT) is a glocal tool of particular importance, when one considers the capacity of ICT to connect local realities through worldwide communication to global resources. ICT also provides assistance to one of the most crucial strategies of the glocal approach – promoting peace and development by connecting cities and individuals across conflict divides. ICT can foster relations and contacts between cultures through creating a virtual proximity

that promotes mutual understanding and a culture for development that provides an opportunity for individuals to sustain a more peaceful reality.

A prime example in the ICT sector is the City Gateways platform through which municipalities and cities can present themselves to a global audience. The City Gateways allows for cross-cultural exchange, information and resource exchange and can potentially facilitates e-government.

E-government can promote citizen participation in democratic governance and improved access to basic services in health and education, while also increasing transparency, accountability and effectiveness of local institutions.

Moreover, ICT allows the initiation of joint procurement activities involving several cities and local actors, with great advantages in terms of the efficiency and transparency of procurement processes, and advantages via reduced cost, due to a reverse tender of the aggregated demand.

Regional and national differences must be taken into account in order to avoid an increase in social and economic disparities as a result of the development of new communication and information technologies bring about the widening of the “digital divide”.

In this context, the creation of solidarity funds must be intensely pursued in order to facilitate the access of less developed countries to new communication and information technologies. At the same time, less costly alternative technologies that allow for more technological independence and autonomy should be envisaged. In this way, a kind of “digital equity” can be created, based on simpler and less expensive hardware and on the free (non-proprietary) use of software.

Without adequate digital infrastructures developing countries are not able to fully benefit from new information technologies or the resulting access to a global wealth of knowledge. Thus, programs must be developed in order to stimulate and create material conditions for the implementation of communication and information infrastructures in developing countries.

## ***Glocalization Actors***

### *Cities*

As previously, cities and local authorities represent the focal point of glocalization. Glocalization actions, however, can be, and are, carried out by a mosaic of key players – small and large, local and global.

### *Organizations and associations of Cities*

Glocalization is not only addresses individual cities and their administrations, but also international associations and the networks that bring them together; large networks of cities currently exist, utilizing a variety of strategies aimed at increasing their own weight. This includes associations such as the **United Cities and Local Governments**, the **US conference of Mayors**, the **Summit Conference of Major Cities of the World** and **Sister Cities International**.

### *Civil societies and NGOs*

Civil societies, non-governmental organizations (NGOs), community based organizations (CBOs), academic entities and other local actors characterized by social responsibility also play a key role in glocalization. There are many examples of programs that have the capacity to tie their local experiences to global action. On the other hand, the local position of these groups gives them a unique insight and greater potential impact on the local level.

### *The private sector at a global and local level*

Collaboration from the private sector is also appropriate and beneficial at global, transnational and local levels. There are ever increasing examples of the mutually beneficial practice of social responsibility and cooperation by corporations and their surrounding community. In fact, glocalization practices generate positive returns for the private companies involved, through exposure, public relations, networking and local support.

### *International organizations*

Many agencies, such as the World Bank, UN-Habitat, UNOPS, FAO, WFP and ILO, participate in initiatives that rely on the interaction between international and local actors and on the use of globally produced resources for local economic and social development.

These organizations may contribute to glocalization programs at many levels and in a variety of ways. They can foster the recognition of the glocal approach at national and international levels, acknowledgement of the participation of local actors

at the international level, offer technical resources and capacities for supporting glocal initiatives, provide financial resources, and/or mobilize private resources.

### *National governments*

Some national governments have started to support glocalization initiatives. Greater involvement by national governments in the glocalization strategy is certainly desirable as it can only help to foster the conditions necessary to guarantee effective glocal initiatives. In addition to the many kinds of support that national governments could provide, perhaps the most important is the granting of a greater autonomy and empowerment of the cities and local authorities in the field of development and peacebuilding.

### ***Fostering glocalization***

The glocalization ideology, vision, strategy and policies are currently operational, due to a global coalition of partners coordinated by the Glocal Forum.

To allow growth of glocalization policy and related activities, all of the above mentioned actors are encouraged to participate in the implementation of the following:

### ***Reforming traditional diplomacy***

#### **Linking peace and development through:**

- The systematic integration of issues concerning social and economic development, cultural dialogue and the dynamics between the global and local levels in peace negotiations,
- The implementation of policies that recognize a link between peace and development, and the importance of local administrations
- The promotion of broader involvement in peacebuilding activities, including the involvement of youth, municipal governments, civil society organizations, private sector leaders, religious communities, universities, research centers, trade unions and the media.

**Focusing on cultural and sports issues, by:**

- Promoting mutual understanding between different groups. Recognizing sports and cultural dynamics in order to better understand diverse realities, mobilize actors and promote cooperation when defining development policies.
- Promoting access to cultural and artistic expression and communication as a way to fight poverty and social exclusion.
- Promoting sports as a developmental tool in fighting social exclusion and promoting peace building

**Supporting municipal governance, by:**

- Promoting decentralization policies and increasing the participation of local authorities in international programs.
- Supporting municipal capacity building programs.
- Promoting city diplomacy as a way to prevent and settle conflicts for building peace.
- Building a legal framework to support the efforts of city diplomacy.

**Fostering the role of youth as city diplomats in the local, national and international arena:**

- Technical, financial and political support to promote cooperation and communication between youth. Support to school networking and youth organizations.
- Institutionalize the role of youth with the mayors so that youth have a constant voice.
- Youth involvement in the management of glocal initiatives.
- Recognition of youth as actors by creating spaces for youth in international negotiations, international meetings and conferences.

**Encouraging Civil Society contribution in peacebuilding and development activities by:**

- Recognizing the presence of multiple actors.
- Supporting initiatives that involve the collective efforts of key players from civil society.

- Integrating the various public actors of the civil society and the private sector by promoting actual territorial coalitions both locally and at the transnational level.
- Removing legal, administrative and bureaucratic barriers to foster the growth of activities by civil society organizations.
- Creating space in the **media**, at both local and international levels, allowing for the representation of civil society points of view and increasing awareness of the events concerning civil society involvement in glocalization.

***Targeting public funds, increasing the mobilization of private resources and fostering the adoption of new financial mechanisms***

Over the last two years there has been a decrease in public resources for international cooperation.

The following strategies may help to make up for this decrease:

**a) Targeting public funds through:**

- **Mainstreaming the glocal approach in development and cooperation policies**, to favor an increase in public funding.
- Adopting **new financial mechanisms and tools for targeting** programs and projects, featuring a greater participation of local actors, and in particular, cities, civil societies, and youth.

**b) Increasing private resource mobilization through:**

- **The dissemination of “funding mix” practices** through the adoption of a simplified legal and administrative framework. Additionally, the introduction of economic incentives and simplified procedures can facilitate the use of private resources in localized initiatives for peace and development.
- Supporting activities aimed at increasing **private sector awareness** of problems linked to peace and development.
- Facilitating activities aimed at increasing the **awareness of private actors** involved in glocalization initiatives.

**c) Exploring new financial mechanisms through:**

- The systematic introduction of **financing mechanisms** to facilitate access to necessary resources. These new procedures and new mechanisms for recognizing guarantees involve providing credit to actors involved in glocalization initiatives, including local communities and civil society organizations.
- **Raising awareness in international financing organizations** and credit institutions regarding the possibility of adopting new instruments for financing development initiatives carried out through a glocal approach.

### ***Building the capacity of glocalization actors***

Programs carried out utilizing a glocalization approach require human resources with specific skills and technical capacities, primarily at the local level.

To spread glocalization, it is therefore fundamental to promote training, skill creation and actual empowerment of actors, including local administrations, youth, NGOs and CBOs

In particular, these activities should be geared towards favoring:

- Flexibility of national governments towards glocalization projects based on city-to-city cooperation.
- Investment in infrastructure of Information and Communication Technologies in order to allow mayors and cities around the world to connect with each other and benefit from the resources of new technologies.
- Opening international institutions to cities and civil society organizations by adopting new modes of decision making, and through increasing decentralization. This can include support for international networks of local actors, the creation of stronger links with local realities and making their human, social and financial capital available for the support of local initiatives.
- Interconnection between local governments and their capacity to carry out actions through an increase in their autonomy and separation from national governments. Other aspects require the improvement of technical and financial capacities, the adoption of an appropriate legal framework and the increase in the availability of qualified human resources. In this way, local authorities and the city assume an active role in international cooperative initiatives.

## *A Glocalization Model – We Are the Future*

We Are the Future is the worldwide initiative launched by the Glocal Forum and the Quincy Jones Listen Up Foundation, in partnership with international organizations, including the World Bank and various UN agencies and private and public sector companies, to alleviate the suffering of children in conflict and post-conflict areas by creating a new global-local coalition for children, focused on peacebuilding, city-to-city relations and youth empowerment.

We Are the Future mobilizes public and private resources, both at the global and local levels, and empowers cities and youth to deliver services to children in the areas of health, nutrition and education (through ICT, sports and the arts). These core activities will be delivered through the WAF Child Centers established and managed by the municipalities in conflict and post-conflict areas, run by local youth (including GYPs members) for the benefit of children. Focusing on providing hope and opportunity where it doesn't exist to foster an environment conducive to the foster development and peace.

The initiative utilizes the glocalization strategy through:

- Empowering cities in peacebuilding and development activities through the creation and the management of the WAF Child Center by both the mayor and municipality.
- Recognizing the importance of the city-to-city approach, in where partner municipalities provide goods and technical expertise for the implementation of the project.
- Directly linking the issues of development and peacebuilding by establishing WAF Child Centers across conflict divides and by including youth and children of different ethnic groups in the various activities.
- Recognizing the importance of the role of youth. The cornerstone of this initiative is the youth-to-child training approach, whereby youth will serve as assets in the training and education of children in key areas of development.
- Bridging the digital divide. The general WAF infrastructure is supported by an umbrella ICT platform geared towards communication between cities, youth and general citizens. It is hoped that this communication process over time will create a sense of compassion and unity between youth and cities from all sides as they will begin to identify common problems, viewpoints, dreams and aspirations.

- Mobilizing international organizations, private sector companies, NGOs, CBOs youth associations and the world of sports and music towards the same goal.

The glocalization policy is unique in that it takes a city-to-city approach by which local actors act as magnets for the resources generated at a global level and utilize these resources to create opportunities and positive change in the local community.

The WAF Initiative model can be considered as a primary model of glocalization offering a representation of the new architecture of international relations to which the glocalization strategy is geared.

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