



ENGAGEMENT RESEARCH

## **Brief for audience research on relocalisation in Mexico and Colombia**

Contact: Sönke Lorenzen, Research Manager, Greenpeace International,  
soenke.lorenzen@greenpeace.org

### **Introduction**

Greenpeace is looking at relocalisation as a workstream cutting across its campaigns. Various NROs around the world have already integrated relocalisation, as a tactic or goal, into their C19 response work. The terms of reference for this workstream can be found [here](#).

One key aspect in developing this work is understanding what people think about relocalisation as an idea, objective, or means to another objective. Some people understand the importance of more local supply chains. Others associate it with nationalism and xenophobia. Still others may not understand the logic behind it or have never thought about it. Some people may think that it is important because of health issues, or environmental ones, or to support the local economy.

The [International Covid 19 Survey](#) touched on some localisation issues, mainly in relation to support for local farmers and quality in food production. Of the countries relevant for this work, only Mexico was involved.

The Global Survey Project 2020 is asking questions related to food and food production, including on local food and trade agreements. This survey will be conducted in Colombia, Mexico and Philippines, so should be used to gain understanding about which audience segments are interested in relocalised food production.

The term relocalisation refers to bringing back, or making more local, key parts of the economy that had in the past been offshored (eg. manufacturing) or done far outside a locality. The [Post Carbon Institute defines relocalisation](#) as “*a strategy to build societies based on the local production of food, energy and goods, and the local development of currency, governance and culture. The main goals of relocalization are to increase community energy security, to strengthen local economies, and to improve environmental conditions and social equity. The relocalization strategy developed in response to the environmental, social, political and economic impacts of global over-reliance on cheap energy.*”

For Greenpeace's purposes, relocalisation can refer to any aspect making production and/or consumption more local, with a focus on ensuring greater agency for, and connection between, producers and consumers.

## Objectives

- To establish to what extent and how aspects of relocalisation is part of the public discourse in these contexts.
  - For example, does reshoring of jobs come up the most in national discourse, or is the jobs focus related to supporting the local economy and ensuring the well-being of farmers and/or fisherfolk (producer-focused)? Or is it more consumer-focused, about buying from local farmers to ensure that consumers know from where and how their food is being grown? Is the conversation on de-globalisation about seizing an opportunity that Covid 19 has presented, or is it about promoting the interests of a country at the expense of others?

## Key lines of inquiry

1. Where and how does relocalisation show up in each national context (policies, issues of current conflict, civil society demands, economic analysis)
  1. Is it being talked about and in which way?
    - i. KEYWORDS: relocalisation, localisation, local economy, protectionism, local supply chains, deglobalisation, reshoring, etc
      1. In Philippines: local response, local actions, support to local product, short value chains, resilience, direct procurement (if scoping for Filipino keywords: *bayanihan*, *sariling atin*)
      2. In Colombia: economía local, soberanía económica y alimentaria, des-globalizacion, producción y manufactura local.
      3. In Mexico: economía solidaria, mercados de trueque, cadenas cortas, producción y consumo local, soberanía alimentaria
  2. What frames and issues are covered by which sources and media types - traditional media (Factiva), SM (Twitter).
    - i. The traditional media will need to be clearly defined based on the respective media landscapes. Check against the new Tier1 list.
3. How is it being talked about: are people promoting it or discouraging it? Is it to support resilience, the local economy, prepare for another crisis down the road, to improve health and nutrition, etc?
  - i. Relocalisation can be addressed from different angles, or through different entry points to then talk about other aspects of relocalisation: nutrition and healthy food, resilient economies and diversification, local community building, support for local economies and the need for local jobs, system change, fair food supply chains, producer accountability, etc.

- ii. Please take the framing from [this ToR for the relocalisation work](#) in general.
- 4. What percentage (weighted through levels of reach/influence) of the relocalisation conversation does food take up, compared to other goods (such as PPE, medicines, key industry, or anything else)?
- 5. Which demographic reads the sources in which relocalisation is showing up?

## Proposed Methodologies:

Quantitative Media Analysis using inhouse digital tools (Talkwalker, Factiva) expanded by qualitative framing analysis and for Twitter using a social network analysis tool (eg. Gephi) to identify and gain insights into audience and issue clusters.

## Scope of research

- National contexts in Colombia, Mexico, and Philippines
  - Language Scope:
    - Colombia = Spanish
    - Mexico = Spanish
    - Philippines = Tagalog and English. Likely that Telling Meaningful Stories (who did [this work](#)) should be able to go further/deeper on the relocalisation aspects they already touched on.
  - Local campaigning contexts - scope of campaigning:
    - Colombia: food
    - Mexico: food,
    - Philippines: food,
- Narratives appearing in traditional news outlets and Facebook and Twitter (or different platforms if more relevant in the national context).
- Time frame to be analyzed: TBD - possibly a range of 2-4 months in 2020 (possibly using one pre-pandemic media data set and one during).
  - Global survey results that could be integrated in the study are expected early December 2020

## Deliverables

- Provide a report that can be used by NROs in Colombia, Mexico, and Philippines to inform and design impactful campaigns on relocalisation
  - This report should be combined with the results of the global survey.
- Create a ranking of the possible entry points on relocalisation
  - If at all possible, although at this stage it may not be, to link which of these entry points would work with which types of audiences.