

HL IB Geography



Your notes

6.3 Local & Global Resilience

Contents

- * 6.3.1 Raise Awareness
- * 6.3.2 Building Resilience
- * 6.3.3 New Technologies



Your notes

6.3.1 Raise Awareness

Environmental Civil Society

- **Civil society organisations (CSOs)** have become important players on the world stage, successfully promoting social and environmental causes
- Because of their reach, persistence and creativity, they are essential to shaping and navigating global relations
- Many CSOs have their roots in local movements, and over the years, they've expanded to tackle global challenges
- CSOs are usually:
 - **Part** of larger networks
 - **Work** with similar groups across borders
 - **Champion** under-represented communities and causes in global dialogues
 - **Engage** different stakeholders in effective discussions
- CSOs use media and digital platforms to highlight issues
- Conduct workshops, lectures and educational programmes to inform people
- They actively participate in and organise international conferences
- CSOs produce and invest in reports to highlight and suggest solutions to problems
- They work closely with governments to shape policies
- CSO pilot projects can inspire large-scale implementation of proposed solutions

Challenges faced by CSOs

- Getting consistent funding can be difficult, as many CSOs depend on donations and grants
- As CSOs work internationally, advocating change while understanding and respecting different cultures can be difficult
- CSOs can face resistance from:
 - Governments
 - Regulations
 - Unfair defamation

- Direct threats



Case Study

Greenpeace

- Growing from a small group in Canada to a worldwide force since 1971, Greenpeace is a **good example of powerful, committed activism**
- It's a leader in environmental action and has 25 regional offices operating in 55 countries
- Greenpeace has been a leader in marine protection for a long time
- Their fights against harmful fishing, plastic waste, and oil drilling have changed laws and made people more aware of these issues
- Greenpeace's reports on illegal logging, especially in fragile ecosystems like the Amazon, have made businesses rethink their supply chains and start using more environmentally friendly methods
- Greenpeace has done more than just lobby for renewable energy
- They have helped fund studies into these solutions, which has forced countries to rethink their energy plans

Shell Oil, Niger Delta

- Water pollution in the Niger Delta is serious due to oil spills from pipeline operations
- This kills fish and reduces fish stocks for the Ogoni people (occupants of the Niger Delta), who are mainly fishermen and farmers
- Destroying the land puts pressure on their source of food and income to meet their socio-economic needs
- Some have accused Shell of ecocide; destruction of the natural environment by deliberate or negligent human action
- Shell ceased production in Ogoniland in the face of public protests in 1993
- Although not actively operating, Shell's equipment hasn't been decommissioned or dismantled
- Shell's own data from shows roughly 250 oils spills occur each year in the Niger Delta

Social Civil Society



Case Study

Amnesty International

- Because it fights for human rights, Amnesty International has always shed light on the worst parts of society



Your notes

- Since its start in 1961, it has used thorough studies to show wrongdoing and bring people around the world together

Changes and Actions

- Amnesty's campaigns for prisoners of conscience have freed many people from unfair prison sentences, showing how powerful global unity can be
- Their fight against torture has led to international agreements and stricter tracking systems that stop it
- Amnesty's efforts have been important in advancing women's rights around the world, fighting against unfair laws, and bringing attention to violence against women

Bodo, Niger Delta

- After years of work, Amnesty was able to help 15,600 farmers and fishermen get justice
- Shell revealed a £55 million settlement to help people put their lives and jobs back together after two big oil spills in 2008 and 2009
- The fight to clean up the environment is ongoing



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6.3.2 Building Resilience

Reshoring by TNCs

- Companies are re-evaluating their manufacturing processes by bringing production closer to home
- **Reshoring** is where manufacturing and industrial operations are **brought back** to the company's **home country**
- Reshoring helps **improve** local economies and revive domestic industry by **reducing** reliance on overseas goods
 - For instance, the Suez Canal is one of the world's most important shipping lanes
 - In March 2021, a container ship blocked the canal for 6 days at an estimated cost of \$9.6 billion in goods per day or 12% of global trade
- The chemical, pharmaceutical, aerospace, textile and hi-tech industries **particularly benefit** from reshoring because it improves quality control, reaction times to market demands, and transport costs
- Reshoring marks a **shift in globalisation**

Reasons for reshoring

- HICs offshored much of its manufacturing to LICs as they offered lower labour costs and relaxed regulations
- However, there are rising **concerns** in HICs over:
 - Source of raw materials
 - Working conditions and child labour
 - Quality control
 - Delivery times
 - Current levels of unemployment
 - Intellectual property rights
- **Overseas push factors** include:
 - Rising global oil prices and transport costs
 - Lack of skilled labour in LICs
 - Rising labour costs in LICs and NICs

- Supply chain risks such as sanctions, geopolitical unrest and pandemic recovery
- **Pull** factors for HICs include:
 - Higher levels of R&D and regulations in HICs
 - Rising demand for custom products and niche markets
 - Public demand for home-made products
 - Demands for quicker delivery by customers

Impacts of reshoring for HICs

- **Impacts** of reshoring include:
 - **Direct** impacts
 - High start-up costs
 - GDP increases
 - Employment rises
 - Regionalisation
 - **Indirect** impacts
 - Potential talent gaps can make it difficult to recruit suitable employees, thereby delaying start-up
 - Disruptions in current supply chains will delay production
 - Global competition and trade can make the goods produced too expensive
 - **Multiplier effect**
 - Employees spend their earnings in the economy
 - Increase in demand for services



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Case Study

- Retail giant **Walmart** launched its "**Made in the USA**" project in 2014 to support American manufacturing jobs
 - Walmart committed \$250 billion over 10 years by buying products grown or made in the U.S
 - In 2021, Walmart extended that commitment to 2030, with another \$350 billion to be spent on goods made, assembled or grown in the U.S



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- Walmart has supported roughly 300,000 direct manufacturing jobs in the US and up to 1 million total jobs
- Reshoring suppliers to Walmart has included:
 - Malibu rum in Fort Smith, Arkansas, from Canada
 - Ozark Trails bikes in South Carolina from China
- Because of increasing costs and supply chain disruptions, the **Ford Motor Company** reshored some of their manufacturing back to the US
 - The company opened new domestic factories and hired workers, enhancing control and reducing vulnerabilities
- In January 2021, **bus** manufacturer **Alexander Dennis (ADL)** announced it was bringing manufacturing **back** to the **UK**
 - The chassis for its electric buses were assembled in the UK, but manufactured in Hungary and China
 - By having the whole process in the UK, ADL hopes to **deliver** its buses **faster** and **reinforce** the "Made in the UK" **branding**, despite production costs being lower overseas



Examiner Tips and Tricks

Always be synoptic when answering extended questions. For example:

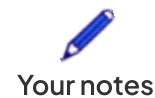
Due to the rise in **anti-globalisation** and **nationalism**, **political changes** by governments have led to companies **reshoring** their manufacturing and **impacting** the **physical environment**.

Crowd-Sourcing Technologies

- Crowdsourcing is a way of getting work, information or opinions from a large group of people via the internet with or without paying them
- It is a **high technology**, **bottom up approach** of **empowering** communities around the world
- It provides a chance for people to interact with each other and to find solutions to new and old problems

Types of Crowdsourcing

Name	Explanation	Example
Wisdom	A large group of people are collectively smarter than individual experts	Problem solving, decision making etc.



Creation	Using a crowd to collaborate on a design or to build something	Open-source software, wikis
Voting	Using the democratic principle of the majority wins	Policy change, course of action, outcome of a competition etc.
Funding	Raising money for various projects If the goal is not met, all donations are refunded	Disaster relief, artistic support, start-ups, market research etc.

Methods of Crowdsourcing

Name	Explanation	Example
Microtasks or microjobbing	Breaking a large project into smaller, defined tasks for a crowd of workers to complete	Data validation, research, image tagging and translation
Macrotasks	Presenting a project to the crowd and asking them to get involved with the parts they have expertise in.	Product innovation and R&D
Contests	Asking a crowd for work and only paying the winning entries	Logo design, business names, branding
Crowdtesting	Asking a target crowd to test and feedback on software products	Software, apps, online games, websites etc.

Advantages of crowdsourcing

- Crowdsourcing brings together communities around a common project or cause
- It is an efficient way of solving time-intensive problems
- It is empowering and develops community engagement, and builds loyalty to the product or solution
- Crowdsourcing can show how different people perform or interact at the same job

Disadvantages of crowdsourcing

- Results can be biased depending on the crowd being sourced

- There is a lack of confidentiality or ownership of an idea
- There is the potential to miss the best ideas or talent
- The project can lose direction and fall short of its goal or purpose
- Wikipedia is a non-paying crowdsourcing platform where anyone can contribute, edit or improve the content

Examples of crowdsourcing

- **Amazon's Mechanical Turk (MTurk or AMT)** is a crowdsourcing marketplace that businesses or researchers can use to outsource parts of their jobs, everything from data validation to finding survey respondents to content moderation
 - Anyone can sign up through their Amazon account to be a Mechanical Turk Worker
- **Netflix** conducted a large-scale crowdsourcing experiment in June 2023 to see how changes in screen size affected perceptions of video quality
- Yale University School of Medicine Associate Professor Lisa Sanders, MD, **crowdsourced diagnoses for mysterious and rare medical conditions** in a Netflix series based on her bimonthly column in The New York Times Magazine



Examiner Tips and Tricks

Do not confuse crowdfunding with crowdsourcing.

Crowdfunding is about raising money for a project.

Crowdsourcing is about getting information, raising awareness, sharing knowledge, problem solving, marketing etc.



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6.3.3 New Technologies

Cybersecurity

- Cybersecurity, also called computer security, is the process of keeping information systems' hardware and software safe from being stolen or damaged
- It also keeps information on computers and other technology safe
- Cybersecurity is becoming more important as more people and businesses depend on computers and the internet
 - Large companies, government agencies, the military, and airlines are frequent targets
- **Phishing** is one of the most common risks to computer security
 - This means someone is trying to get private or secret data like usernames, passwords, bank account details, and credit card information
- **Malware** is often described as malicious software (including virus, worms, spyware or ransomware)
 - They are commonly used to attack a network system by obtaining information transmitted from the hard drive (spyware) or by blocking certain systems from functioning on the network (ransomware)
- Computer firewalls block access to internal network systems from different forms of attacks
- Even though most computers have some kind of security, threats are getting more sophisticated, so security systems need to keep up
- One of the biggest problems with cybersecurity is that there are no international rules or laws that everyone has to follow



Case Study

- **Proactive measures:**
- **Virtual Private Networks (VPNs):**
 - A VPN has a very high level of encryption and is a security mechanism that allows users to access the Internet securely from different locations via a public network
- **Multi-factor authentication (MFA):**
 - By requiring multiple forms of verification, security is enhanced
- **Continuous monitoring:**

- Real-time tracking of digital activities helps in the early detection of attacks
- **Employee training:**
 - Often, human error is the cause
 - Regular training sessions can mitigate these risks
- **Update:**
 - Regularly update security software
 - Use a password manager



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E-Passports

- E-passports, also known as biometric passport, are passports that have an embedded electronic chip
- This chip stores the passport holder's personal information, biometric data (such as fingerprints and facial recognition), and a digital photograph
- It also uses Public Key Infrastructure (PKI) to ensure that the chip is authentic
- E-passports boost border security and streamline immigration processes

Advantages of e-passports

- **Reduces counterfeiting**
 - The technology makes forgery and alterations very difficult and reduces the risk of identity theft and fraud
- **Automated border control (ABC)** systems can process an e-passport quickly, reducing waiting time
- There is a direct comparison between the traveller and the biometric data on the chip, which checks identity

Disadvantages of e-passports

- The chip has radio frequency identification (RFID) technology to communicate with electronic readers at border control points
- However, illegal scanners are capable of hijacking this
- The chip has a unique ID that can be tracked
- The chip can be accidentally damaged, which sends a notification to the system and prevents entry
- The owner of the e-passport does not have access to the data stored on the chip



Examiner Tips and Tricks

Remember that the complexities of globalisation have made resilience strategies challenging, and they are often reactionary rather than pro-active.



Your notes