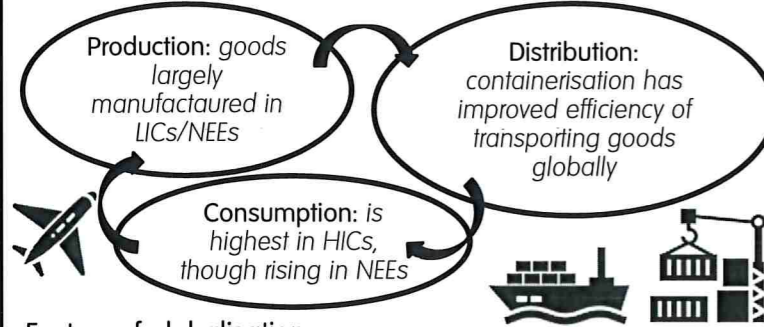
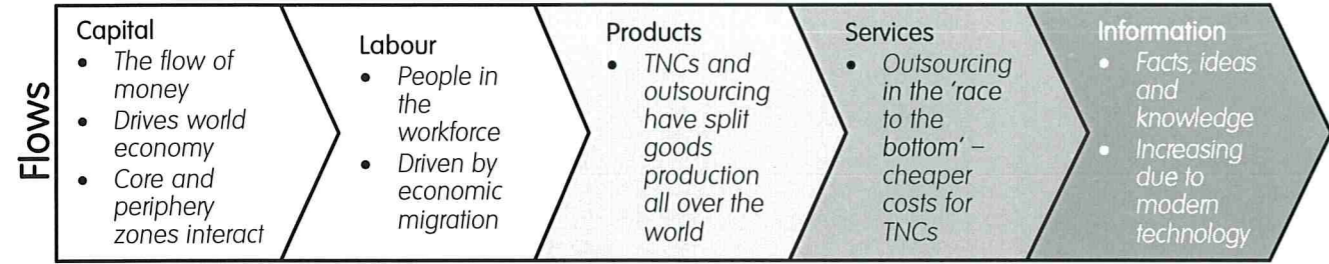




GLOBALISATION

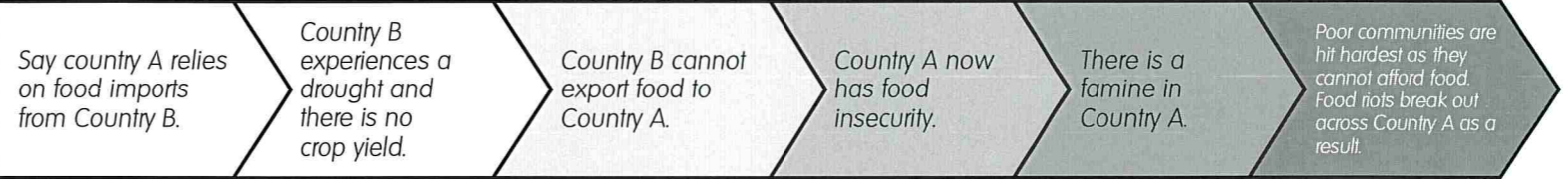
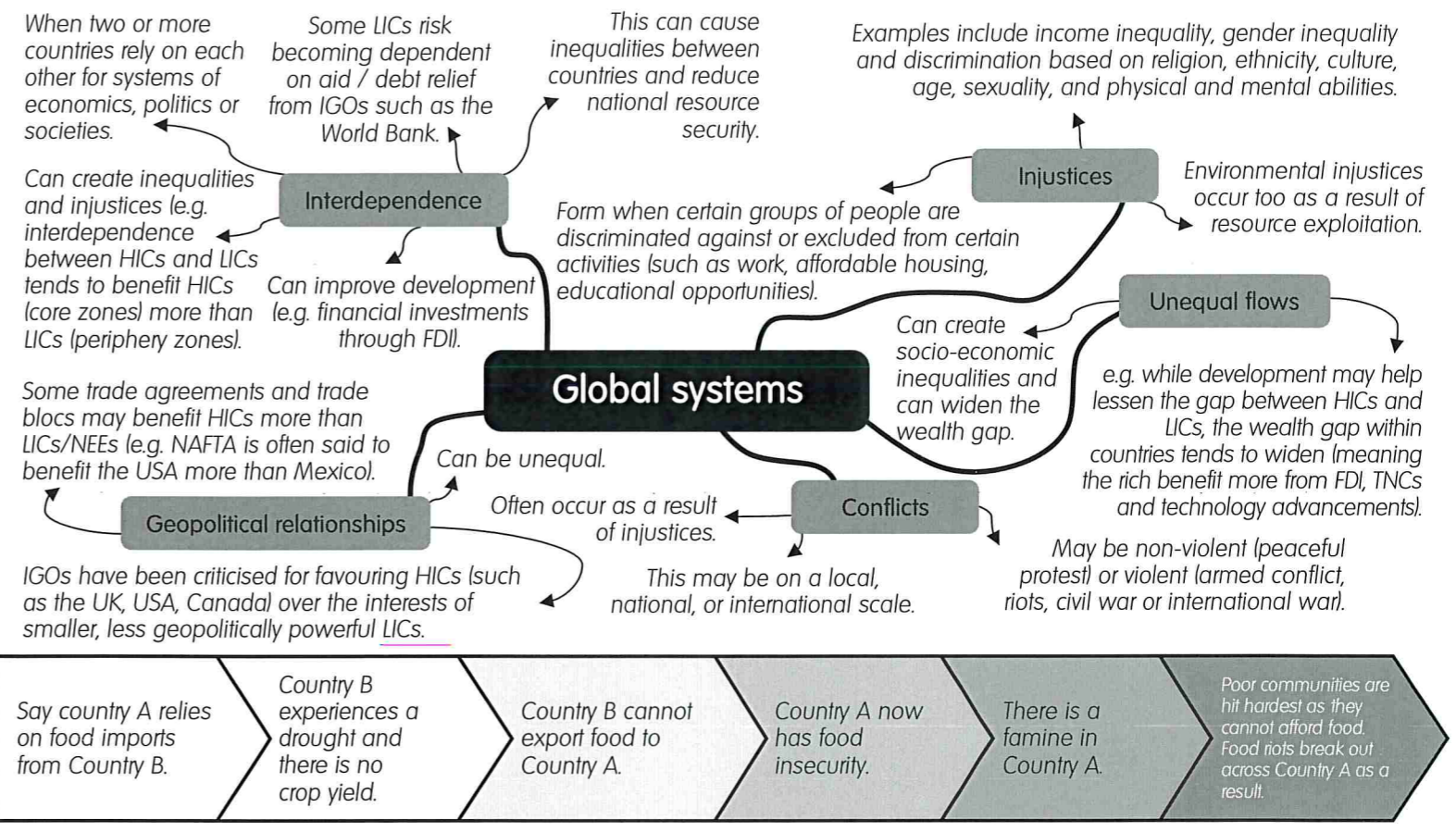
'The increasing movement of people, goods, services and information around the world'.



Global marketing: TNCs build global brands that are known around the world. This can lead to **homogenisation**, e.g. McDonald's is sold all over the world, the 'golden arches' are recognisable in over 100 countries.

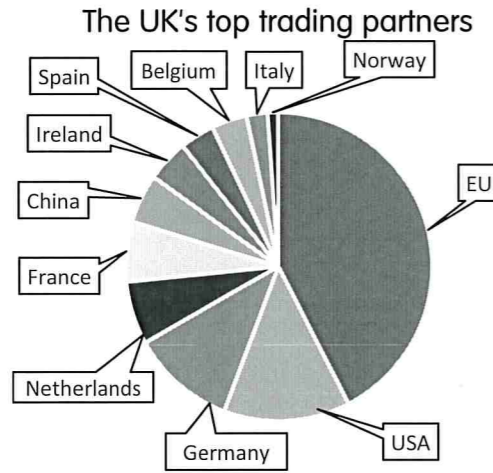
Glocalisation: When brands tailor products to suit local cultures, e.g. McDonald's tailors its meals to fit in with local cuisines and religious customs.

Factors of globalisation: Remittances, FDI and monetary aid are examples of financial flows between countries driven by globalisation. Migration increases the diversification and merging of cultures. This can have positive and negative impacts. Security: to protect against illegal activity such as drug/human trafficking, goods theft, arms trade and terrorism. Transport technology has become more efficient, making it quicker and cheaper to move people and goods. Communication technology (e.g. wireless, Internet-based) has significantly increased the flow of information.



The UN:

- Established in 1945.
- Has 193 members and 2 observer states.
- Operates on a global scale and has several subdivisions that cater to different global needs (e.g. UNEP, UNICEF and UNDP).



GLOBAL SYSTEMS and GLOBAL GOVERNANCE

INTERNATIONAL TRADE AND ACCESS TO MARKETS



- Global trade mostly fits into the pattern of HICs importing low-value goods from
- The World Trade Organization (WTO) oversees the majority of trade. The WTO acts as
- LICs and smaller NEEs tend to trade with each other
- The USA, the EU and China all trade with each other and are among each other's
- NEEs have increased GDP largely through
- Access to trade markets in HICs is difficult

Fairtrade is a method of ensuring farmers/producers in LICs/NEEs get a good price for their product. It has been criticised for creating unaffordable goods for the mass consumer market and not always ensuring farmers are better off.

Pros of TNCs

- TNCs can achieve economies of scale by reducing manufacturing costs.
- Provides people with jobs, which can create a positive multiplier effect.

Cons of TNCs

- Exploitation of workers in LICs/NEEs, such as poor working conditions and low pay.
- Environmental damage, such as air and water pollution.

SYNOPTIC GEOGRAPHY

- Changing places:** how do global systems affect the representation of places?
- Ecosystems:** how is the natural world affected by globalisation?
- Population:** can global trade ever be truly fair for all the population?
- Hazards:** how might global governance help in the event of a natural disaster?

CASE STUDY IN WORLD-TRADED FOOD

Cocoa beans

Cocoa beans are the key ingredient in chocolate.

The raw material is also used in many other food products and in the cosmetic industry.

The beans are grown in largely hot, tropical climates, such as those in South and Central America, the Caribbean, West Africa, and South East Asia.

USA and Europe are among the top cocoa-importing regions.

High demand for cocoa (especially in HICs/NEEs) has led to mass production.

Many cocoa bean farmers are not paid fairly, and concerns over their working conditions have been raised by many pressure groups / NGOs.

Deforestation (for cocoa plantations), land degradation, land scarring and high carbon footprints are some of the many environmental issues raised over the cocoa bean industry.

CASE STUDY: ANTARCTICA AS A GLOBAL COMMON... FOR GLOBAL SYSTEMS AND GLOBAL GOVERNANCE



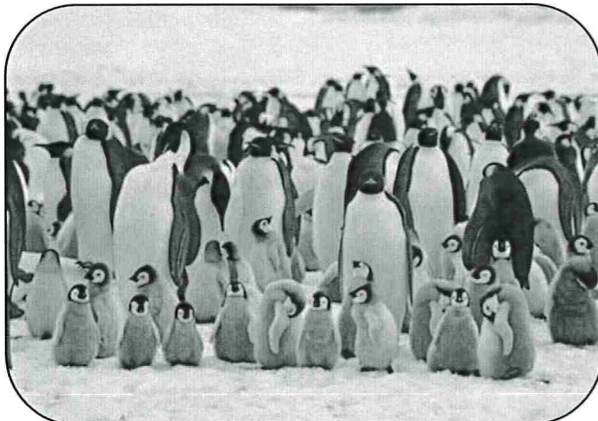
WHAT IS A GLOBAL COMMON?

A global common is an area that is not exclusively owned by any one country or state. Global commons are not governed by a parliament or state government, although there are several international agreements in place to protect them from exploitation.

There are currently four global commons:

- The high seas
- Outer space
- The atmosphere
- Antarctica

The 'tragedy of the commons' is the notion that if common areas are used by anyone and everyone, as much as they want, then the common resources become depleted or damaged. The common is then no longer fit for use as it has been overexploited.



A colony of Emperor penguins in Antarctica

THE ROLE OF NGOS IN ANTARCTICA

- **SCAR:** Scientific Committee on Antarctic Research – part of the International Council for Science (ICSU), SCAR oversees the scientific research taking place on Antarctica to ensure it complies with the ATS. Acts as an advisor to IGOs, including the UN.
- **ASOC:** Antarctic and South Ocean Coalition – an alliance of several different NGOs (including Greenpeace, World Wildlife Fund and Friends of the Earth) that aims to protect Antarctica's natural environment. ASOC has an observer status of the wider Antarctic Treaty System (ATS).



Considered a global common. This is because the continent is not governed or owned by any one state.

Certain sections have been claimed by different countries; see the map opposite for more info.

Sections between the UK and Chile's territories are disputed between the two countries as well as by Argentina.

Home to a number of marine animals, extending out to the surrounding Southern Ocean, including whales (Blue, Orca), seals, marine birds, fish and krill.

Surrounded by the Southern Ocean, part of which makes up the Antarctic Convergence Zone.

Has a cold climate (EF on the Köppen classification, meaning polar ice cap).

There is not an indigenous population. The number of people living on the continent varies and is made up of research scientists of several nationalities (including British, American and Russian).

Brazil, South Africa and the USA have all reserved interest in Antarctic territories.

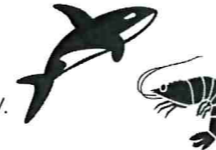
ANTARCTIC

Home to a variety of penguin species including; Emperor, Gentoo, Adélie, Chinstrap and King.

Famous for being the Earth's southernmost continent, home of the geographic South Pole.

THREATS TO ANTARCTICA

Whaling, sealing, fishing and krill catching: commercial catching of marine life leads to stock depletion, disrupts the natural ecosystem (and the food chain) and reduces biodiversity.



Climate change: creates a threat to the natural wildlife, who are at risk of losing their habitat due to higher temperatures increasing the melting of ice shelves (particularly on the western peninsula). Global warming as a result of climate change also relates to sea level rise, which also impacts wildlife through changes to their natural habitat.



Tourism: the increased interest in travelling to hard-to-reach parts of the world (as well as more efficient and cheaper travel) has meant a rise in tourist excursions to the southernmost continent. Tourism poses a threat to habitats and could create land erosion as well as pollution (from waste and an increase in CO₂ emissions and pollutants from transport).



Scientific research: risk of pollution from waste and interference with wildlife. Research stations can lead to environmental degradation if not monitored properly.

Mineral exploitation: Antarctica's geology makes it rich in minerals such as gold, silver, copper, cobalt and iron. It also has a large oil and gas reserve just off the Ross Sea. Exploration and subsequent extraction to exploit the continent's natural resources would lead to land depletion and loss of biodiversity and wildlife, and would have further environmental impacts, such as air and water pollution.



Ocean acidification: CO₂ entering the sea from the atmosphere results in the formation of carbonic acid, making the ocean more acidic. This can create issues for wildlife, such as loss of habitats (especially for molluscs), and interfere with the food chain.

THE IWC WHALING MORATORIUM

- Initiated by the International Whaling Commission (IWC).
- Suggested a stop in commercial whaling from 1985.
- In order to allow whale stocks to replenish and protect certain at-risk species.
- Does not include whaling by indigenous communities (who exercise for subsistence whaling).
- Some exceptions – for example, whales may be taken, with permission from the IWC, for scientific purposes.
- Iceland, Norway and Japan continue whaling (often at the objection of the IWC or under the guise of research).



IGOS AND ANTARCTICA

- The United Nations (UN) instigated the Madrid Protocol in 1991.
- The United Nations Environment Programme (UNEP) has outlined the need to protect krill in the Southern Ocean region.
- Commission for the Conservation of Antarctic Marine Living Resources (CCAMLR) – international commission with the purpose of protecting marine wildlife in the region and limiting exploitation of local resources.

THE ANTARCTIC TREATIES

The Antarctic Treaty of 1959:

- Signed by 12 countries
- 14 articles
- Prohibits military action on the continent
- Prohibits nuclear and radioactive activity (including hazardous waste)
- No new territories may be claimed and existing territories (including disputed areas) are respected
- Researchers must comply with the ATS and must outline excursions with notice

The Protocol on Environmental Protection to the Antarctic Treaty (Madrid Protocol) 1991:

- Bans mineral exploration and extraction
- Enforces appropriate waste disposal (return to country of origin)
- States or persons can be held liable for damage
- Set up a Committee for Environmental Protection



SYNOPTIC GEOGRAPHY

What do the global commons mean to you?
Think how your life is affected by the global commons – you will need to consider the wider implications of the concept. Give consideration to economic, social, political and environmental factors.

