

Definition

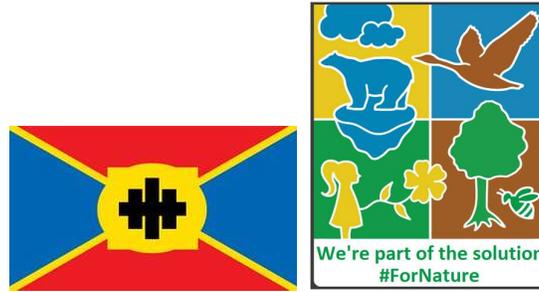
"Think globally, act locally" urges people to consider the entire planet's health and take action in their own communities and cities. Long before governments began enforcing environmental laws, individuals were coming together to protect habitats and the organisms that live within them. These efforts are referred to as grassroots efforts. They occur on a local level and are primarily run by volunteers and helpers.

"Think Globally, Act Locally" originally began at the grassroots level, however, it is now a global concept with high importance. It is not just volunteers who take the environment into consideration. Corporations, government officials, the education system, and local communities also see the importance of taking necessary actions that can impact positively the environment.

Warren Heaps states, "It's really important to recognize that markets are different around the world, and company compensation programs should reflect a balance between global corporate philosophy and local practice and culture".

Origin in town planning

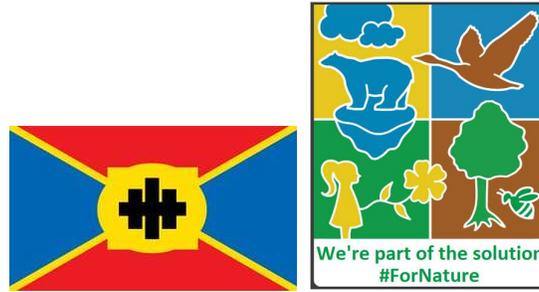
The original phrase "Think global, act local" has been attributed to Scots town planner and social activist Patrick Geddes. Although the exact phrase does not appear in Geddes' 1915 book *Cities in Evolution*, the idea (as applied to city planning) is clearly evident: "'Local character' is thus no mere accidental old-



world quaintness, as its mimics think and say. It is attained only in course of adequate grasp and treatment of the whole environment, and in active sympathy with the essential and characteristic life of the place concerned."

Geddes was a Scottish biologist, sociologist, philanthropist and pioneering town planner. He was also responsible for introducing the concept of "region" to architecture and planning. He has made significant contributions to the consideration of the environment. Geddes believed in working with the environment, versus working against it.

Town planning is important to understanding of the idea "think globally, act locally". Urban management and development highly impacts the surrounding environment. The ways in which this is initiated is vital to the health of the environment. Corporations need to be aware of global communities when expanding their companies to new locations. Not only do corporations need to be aware of global differences, but also Urban and rural areas who plan on expanding or changing the dynamics of their community. As stated "Addressing the complex urban environmental problems, in order to improve urban livability through Urban Environmental Strategies (UES), involves taking stock of the existing urban environmental problems, their comparative analysis and prioritization, setting out objectives and targets, and identification of various measures to meet these objectives".



Origins of the phrase

The first use of the phrase in an environmental context is disputed. Some say it was coined by David Brower as a slogan for Friends of the Earth when he founded it in 1971, although others attribute it to René Dubos in 1977. Canadian "futurist" Frank Feather also chaired a conference called "Thinking Globally, Acting Locally" in 1979 and has claimed the paternity of the expression. Other possible originators include French theologian Jacques Ellul.

Church

While the Christian church has traditionally "thought globally and acted locally", some Christian leaders have reversed the slogan by suggesting that the church should "think locally and act globally" by encouraging the empowerment of local leaders e.g. on a multi-site campus, rather than trying to direct and equip them centrally.

