

The (Re)localisation of the World

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In brief

A fascinating book on current trends in the economy which, over the past decade, has become increasingly multilocal and less transnational.

The book

And what if our post-Covid world was already in development several years ago? What if the current re-localisation phenomenon, whereby companies bring expatriated operations back to home soil, did not date from March 2020, but rather from the years around 2010? This is the thesis of this original essay, which describes the world to come and its main protagonists using the richness of computer graphics and cartography.

There are three revolutions that are behind the fading out of our globalised world to the benefit of a localised world. The first is industrial: robotics and computerisation have entered our factories, making them capable of producing on demand and at costs that are similar to those of emerging countries. The second is the energy revolution: the exponential rise of renewables multiplying local sources of energy. The third is a revolution in resources: more and more recycling, more and more short circuits.

The result – a more durable world, based on large areas of regional production – is redrawing economic and geo-political power relationships and giving rise to new players on the scene. Drawing on international economic data and numerous interviews, Cyrille P. Coutansais presents this fascinating story of the mutation of our productive systems, our ways of life and our patterns of consumption.

The author

Cyrille P. Coutansais is a research director at the CESM (Center for Strategic Marine Studies) and a teacher of maritime economy at Sciences Politiques, in Paris. He is the author of numerous works, in particular *The Atlas of Maritime Empires* (CNRS Editions, 2013, translated into Chinese and Japanese) and *Men and the Sea* (CNRS Editions, 2017, translated into Chinese).

Press reviews

“A brilliant and well-founded demonstration.”

Sylvie Rouat, *Sciences & Avenir*, Septembre 2021

“Contrary to a declinist vision, Coutansais shows a fine understanding of the transformations at work, a lucidity on the risks incurred and a reasonable optimism. In this sense, his book contributes to the preparation of the future.”

Thomas Gomart, *ETVDES*, Octobre 2021

“A serious work, full of information and always readable. Hats off!”

Christian Chavagneux, *Alternatives économiques*, Juillet-Août 2021

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