**Re-embedding Value Chains:**

**Varieties of reterritorialization in the RVC Collective**

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This research project is based on interviews held in 2021-2022 with a variety of RVC members who are acting to promote local and/or fair-trade value chains (e.g., Resolis, Urgenci, BASIC, Commerce Equitable France, Banana Link), or in favor of better social and environmental conditions in global value chains (e.g., Ethique sur l’Etiquette, CCFD, ReAct). We highlight four ways in which reterritorialization is gaining momentum in these civil society strategies, based on the promotion of alternative value chains (I) or the transformation of global value chains (GVCs) (II).

1. **PROMOTING ALTERNATIVE VALUE CHAINS**
   1. **Greater territorial embeddedness of local value chains**

Reterritorialization refers, in this first activist meaning, to the stake of re-embedding sustainable production and consumption activities into a local territory. Mainly observed in the context of agrifood chains, key on-going challenges include, for these approaches: (i) to expand outreach and inclusivity beyond local niches, so as to enhance food justice and reduce food precarity in the territory; (ii) to tackle the entanglement of global and local chains that constitute the reality of most local territories, where hard-to-reverse patterns of external dependency and unsustainable modes of production have been historically established.

* 1. **Greater territorial embeddedness of fair-trade chains**

Reterritorialization involves, in this second activist meaning, shaping new patterns of solidarity between local territories, i.e., from the places of production to the places of consumption. This may refer to the rise of North-North fair trade, stirred by the acknowledgment that inequalities and ecological pressures were increasingly growing *within* countries. But it also involves connecting groups of sustainable consumption located in the North to small sustainable producers located in the South.

1. **TRANSFORMING GLOBAL VALUE CHAINS**
   1. **Greater territorial embeddedness of GVCs via the rule of law**

The third activist perspectiveis based on a jurisdictional approach to the territory, in favor of better human rights protection in GVCs. This involves a shift from targeting lead firms in GVCs towards promoting binding regulations with extra-territorial reach, such as the French Law on the Duty of Vigilance of Multinationals and the European Due Diligence directive proposal. Corporate responsibility is reterritorialized via the rule of law, linking the places of corporate decisions to the places of overseas production.

* 1. **Greater territorial embeddedness via trans-local social struggles**

Another, more recent approach to GVC campaigns aims at re-embedding social struggles into the local communities affected by global production. The geography of the multinational defines the contours of organizing by linking workers and communities across different production sites, and leveraging their demands to headquarters. This fourth type of reterritorialization stems from the need to overcome limitations of GVC-based campaigning which used to be predominantly northern-driven.