

Mobilizing for energy transition

Tactics from a localized anti-coal movement in central Philippines

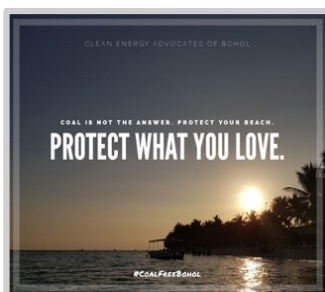
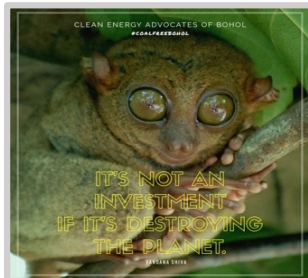
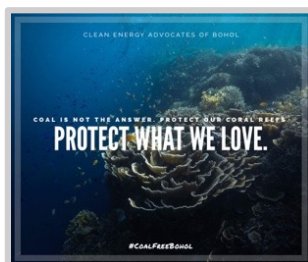
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RESEARCH QUESTION

what are the modes, strategies, and tactics that coal opposition had used in advancing coal dissent in the Philippines

METHODS

- Primary data collection through an ex-post case study of an anti-coal mobilization event in Bohol
- Principal research method: key informant face-to-face interviews
- Triangulation through a review of documents gathered during site visits, relevant websites, social media accounts of the actors, groups, and institutions mentioned, and news accounts.



Mechanisms

Short description

Clear and coherent visioning

Creating a clear, coherent and overarching vision for the campaign so that a collective identity is built that could transform people into actively engaging with social action

Culturing and Framing

Culturing is about developing an idea or message with active consideration of the local context and norms of the intended audience to mediate meaning. Framing delineates what is relevant and what is not, focuses people's attention to an issue, and helps tie elements so that a context-specific storyline rather than another is told.

Relating and triggering communal peer pressure

Spreading a shared understanding of demands to catalyse a sense of obligation amongst social groups

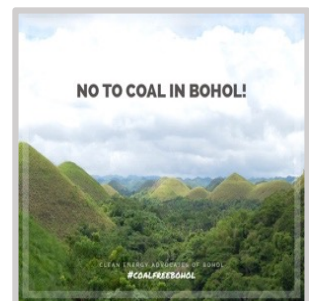
Messaging and boosting publicity

Creating trustworthy platforms in all forms of media, including social media

Webbing and diversifying networks

Interconnecting heterogeneous actors and their plural campaigns into an informal arrangement, without a hierarchy and a central authority

We are presently supplied by coal but our push is for Bohol to eventually adopt 100% renewable energy based on whatever is feasible. It is wrong to think that coal is the only viable option. Globally, coal is no longer practicable, so why are we getting backward? We also do not want to give people the impression that we are only opposing without providing alternatives. We understand your position if there is no option, but there are better options.



HIGHLIGHTS

- Civil society, businesses and church leaders in Bohol province in central Philippines mobilized against coal-based electricity development.
- This coal dissent used mobilization mechanisms that enabled a local, place-based, networked, and influential movement that led to a provincial coal-ban.
- The Bohol case shows the enduring quality and utility of coherent visioning, framing, publicity, communal peer pressure, and diversifying networks in social mobilizations.
- This coal dissent exemplifies local capacity to contribute in the transnational efforts to mobilize for climate action.