

This PDF includes a chapter from the following book:

Effective Advocacy

Lessons from East Asia's Environmentalists

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Series Foreword

Public participation and advocacy are core concepts in democratic theory and Western democracy. Most agree that they are essential components of decision-making at all levels of government. There is some disagreement, however, concerning the appropriate form and extent of public participation and advocacy in government decision-making.

Although levels of public participation in the US have declined over time, opportunities for civic involvement have significantly increased in environmental and natural resource policymaking. A large segment of major legislation involving such policy issues, for example, has included requirements of some form of citizen participation and input. More recently, US environmental and natural resource agencies have formulated innovative ways to encourage and facilitate civic engagement in rulemaking and other aspects of decision-making.

Generally speaking, most of the literature on public participation and advocacy focuses on the nature and efficacy of such activity and the extent to which it actually influences environmental policy in meaningful ways in Western democracies, mainly those in the US and Europe. The many ways citizens can become involved and lobby for effective environmental policymaking and the wide availability of empirical data on public participation in environmental politics and policy make this an attractive focus for researchers. Lately, however, a growing number of scholars have begun to analyze citizen involvement and advocacy in other parts of the world by adopting novel and creative methodological approaches.

Mary Alice Haddad has written a fascinating and outstanding book that examines the activities of environmental advocates in East Asia, particularly in countries that pose serious impediments to political advocacy. Specifically, in China advocacy has been significantly stifled by the government,

in South Korea and Taiwan there exist significant legal restrictions, and in Japan political advocacy is legally and culturally discouraged. Such obstacles to public involvement are not at all unique to these four countries.

Despite the existence of these obstacles, however, the governments of these nations are among the world's most innovative in terms of environmental policy development. Japan has been leading the world in high emissions standards for decades, China has become the world's largest producer of photovoltaic panels and the world leader in renewable energy, and South Korea and Taiwan have both embarked on major green initiatives that involve not just green business development but also new national parks, widespread energy conservation, and comprehensive recycling efforts. For Haddad, East Asia presents an important opportunity to examine a set of countries that are puzzling: Their political opportunity structures are such that one might expect few, if any, efforts to improve environmental quality. Yet she finds that governments in the region are among the world's most innovative in terms of proenvironmental policy development.

Haddad's in-depth investigation addresses two main questions: Which advocacy strategies are the most successful in persuading citizens, governments, and businesses to alter their behavior, and why are some strategies more successful than others in the four countries she studies? To answer these questions, she analyzes the strategies that are proving to be effective even under the hostile political conditions faced by advocates in East Asia in the hope of yielding insights into how advocacy can be effective elsewhere in the world. The goal of her book is to discover which advocacy strategies work and why. Among other things, *Effective Advocacy* concludes that while societies in East Asia have unique cultural histories and political contexts that affect the way that advocacy strategies are implemented, the strategies that are most common and effective in East Asia are also common and effective in other parts of the world.

At a time when environmental policies are increasingly seen as controversial, and new and alternative approaches are being implemented widely, we especially encourage studies that assess policy successes and failures, evaluate new institutional arrangements and policy tools, and clarify new directions for environmental politics and policy. The books in this series are written for a wide audience that includes academics, policymakers, environmental scientists and professionals, business and labor leaders,

environmental activists, and students concerned with environmental issues. We hope they contribute to the public's understanding of environmental problems, issues, and policies of concern today and also suggest promising actions for the future.

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