

NGO Preoccupation With Alaska

Ryan Steen



November 21, 2013

Anchorage, AK



WHO?

- **Citizen Groups**

- **Local**

- e.g., Trustees for Alaska, Alaska Center for the Environment

- **National**

- e.g., Center for Biological Diversity, Natural Resources Defense Council

- **International**

- e.g., Greenpeace

3

WHAT'S THE AGENDA?

- Local Project Opposition (“NIMBY”)
- Opposition to an Industry
- “Big” Causes (e.g., global warming)
- Raise \$\$\$
- Conservation

A (Very) Brief History



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STRATEGIES & TACTICS

POLITICS

Federal Environmental Laws

- **Endangered Species Act**
- **National Environmental Policy Act**
- **Clean Water Act**
- **Clean Air Act**



8



BOEM

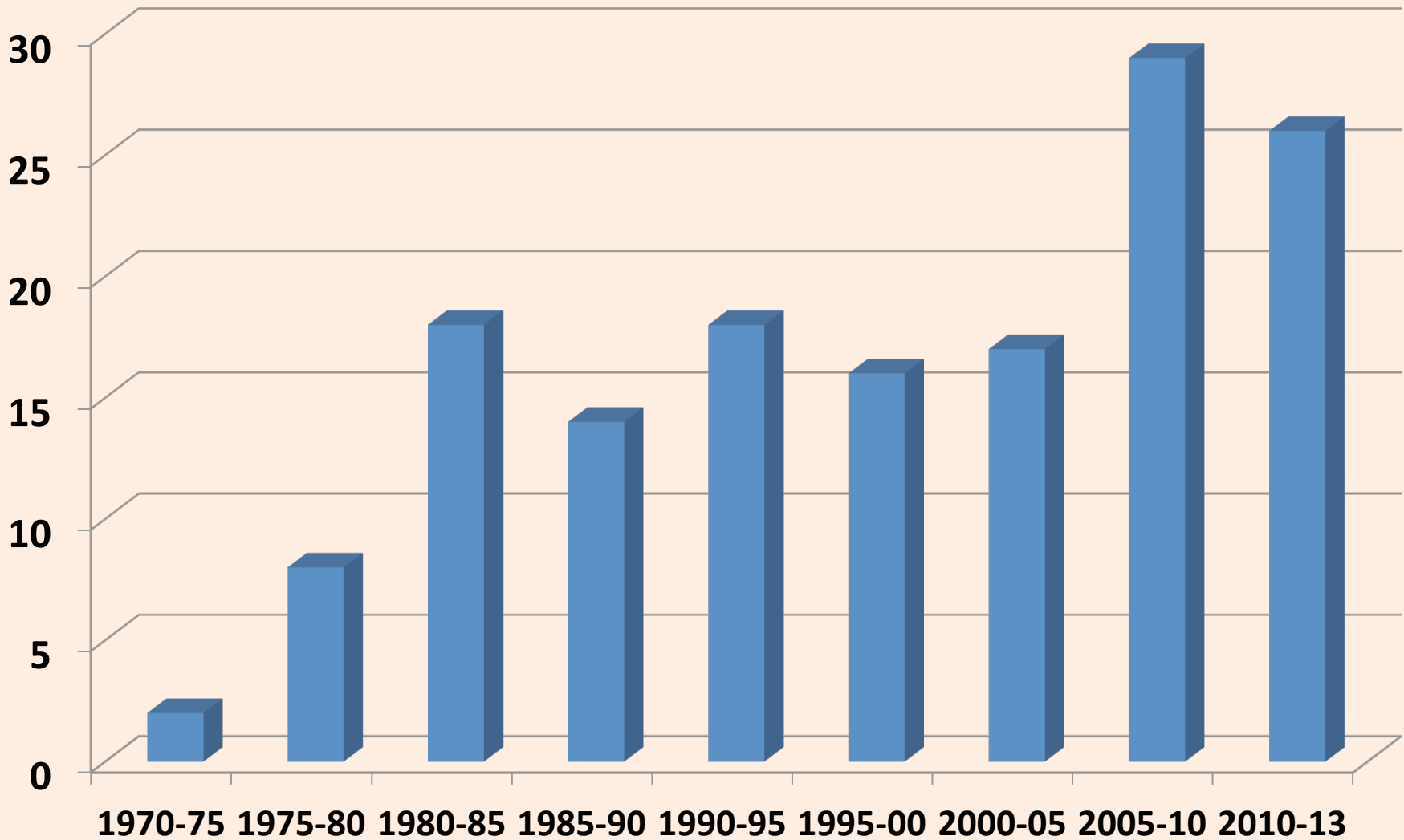
BUREAU OF OCEAN ENERGY MANAGEMENT



LAWSUITS



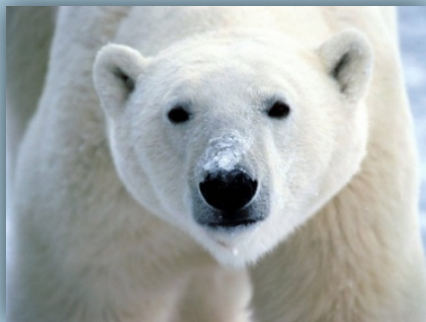
Environmental Cases Filed in Alaska Federal Court





***CHANGING THE
PLAYING FIELD***

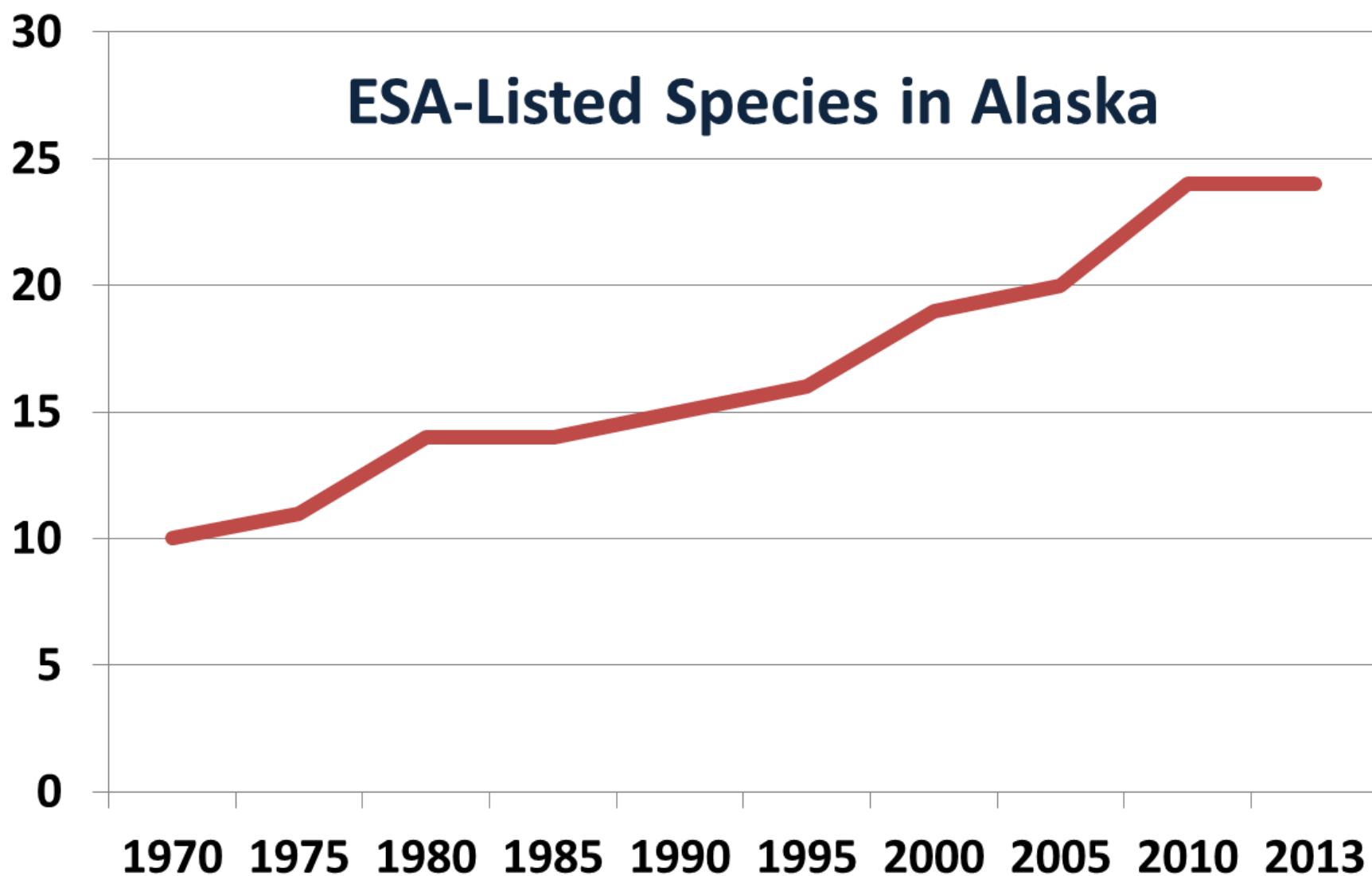
ESA LISTINGS



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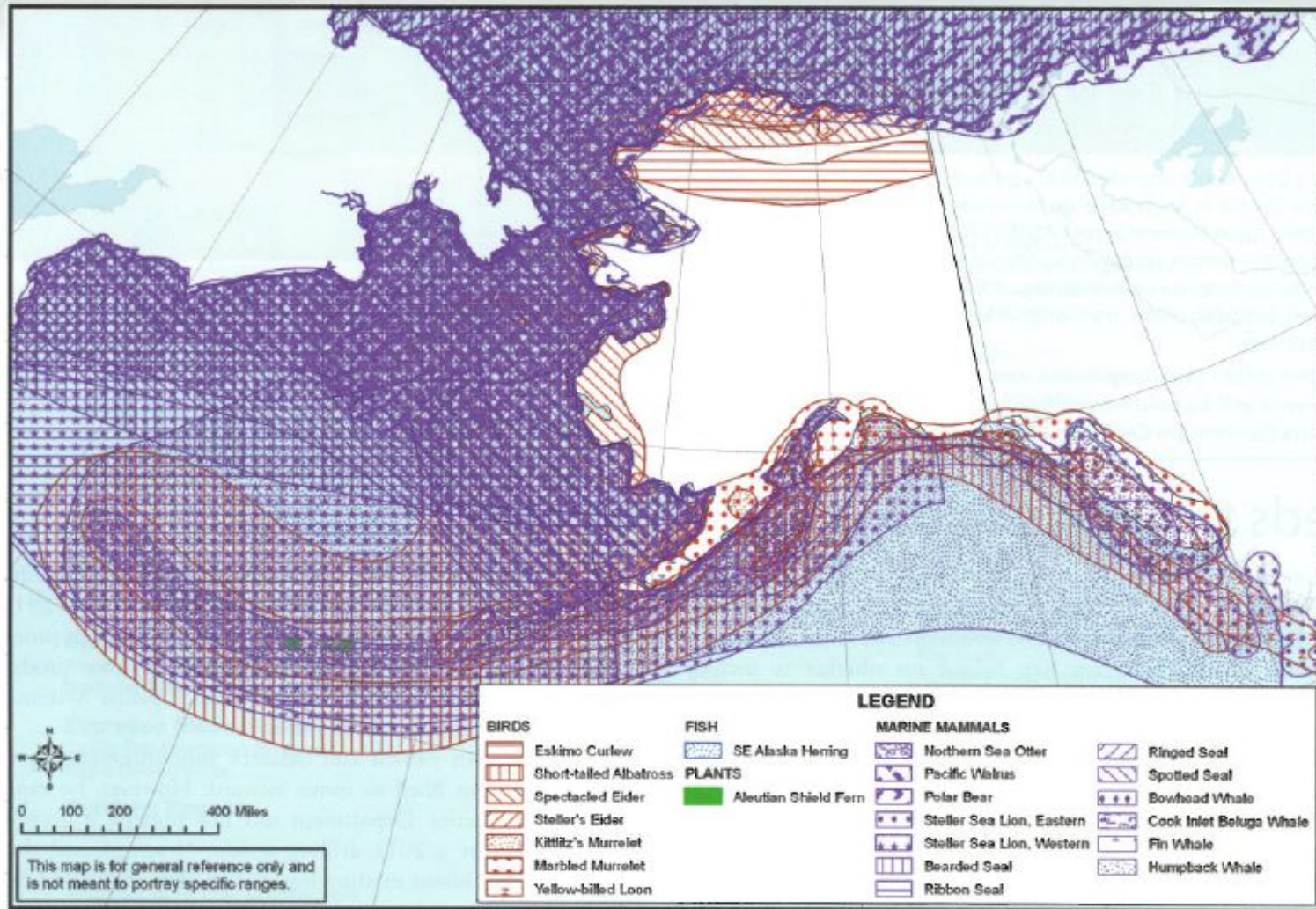
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ESA-Listed Species in Alaska



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Range of listed and candidate species



PUBLIC PERCEPTION

“New injunctions, new species listings and new bad press take a terrible toll on agency morale... Psychological warfare is a very underappreciated aspect of environmental campaigning.... The core talent of a successful environmental activist is not science and law. It’s campaigning instinct. That’s not only not taught in the universities, it’s discouraged.”

-Kieran Suckling, founder, CBD, High Country News
(Dec. 21, 2009)

18

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BREAKIN' THE LAW



OTHER TACTICS

- Building coalitions
- “Science”
- Leveraging uncertainty
- Playing on fears

22

LOOKING AHEAD

- **NGO initiatives will continue to proliferate and endure**
- **Nearly every significant decision likely to be challenged**
- **ESA, MMPA, CWA, NEPA, CAA = platforms of choice**
- **Federal officials may not always be nimble or strategic**
- **More “creative” campaigns/messaging**

23

INDUSTRY STRATEGIES

- **Work within the system; push when appropriate**
- **Build coalitions (e.g., polar bears, CD-5)**
- **Be an active participant in regulatory process**
- **Defend permits and reasonable regulations**
- **Promote and develop good science**

24

INDUSTRY STRATEGIES

- **Take the fight to the NGOs (e.g., Shell, 2012)**
- **Think one (or two) steps ahead of NGOs**
- **Education and smart messaging**
- **Be persistent and stay focused on the goal**
- **Think long-term**
 - **Coordination and coalitions**

25

YOU ARE NOT ALONE!



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THANKS FOR YOUR TIME

27

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