

NGOs' Anti-Whaling Movement

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In the environmental movement, the role of environmental / animal rights organizations is crucial; Organizations such as Greenpeace, Sea Shepherd and WWF provide an organized ground for the movement and undertake many tasks. They represent the interests of the public, negotiate with the authorities, monitor governmental policies, and provide the public with guides as to what is at issue and how to tackle the problems. They turn their critical eyes to ways of life, and social, political and economic structures and institutions of power. They emphasize the necessity of changing an environmentally damaging lifestyle into a more benign one compatible with nature. In other words, environmental / animal rights organizations have the role of “social influencer”. In the anti-whaling movement, which started in the 1970s, it was environmental / animal rights organizations that launched the movement, mobilized the citizens, and had an impact on the policies of the governments. In this presentation, I explore how environmental / animal rights organizations have been involved in the anti-whaling movement by employing the resource mobilization theory and the new social movement theory.