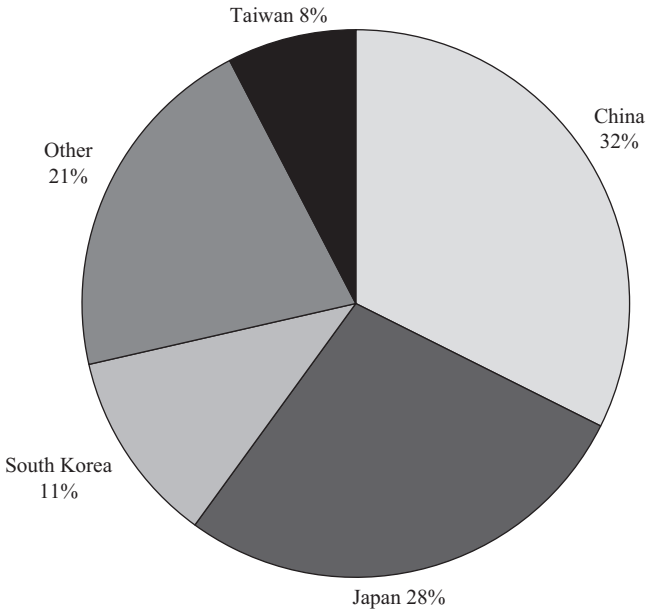


## Appendix A: Interviews

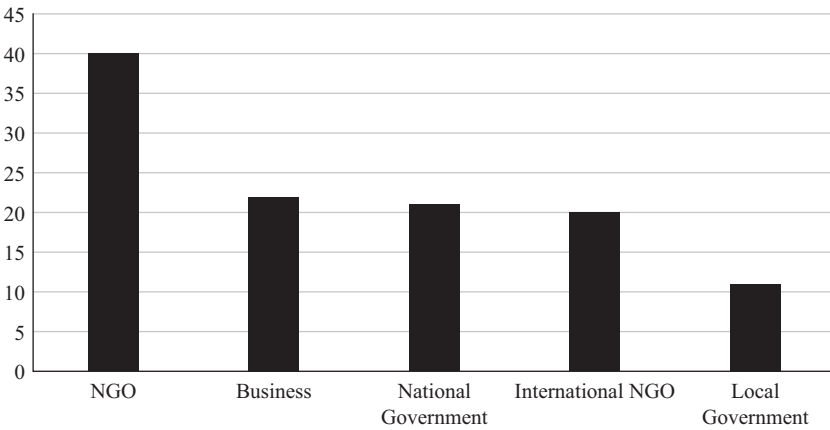
The interviews for this book were conducted over the course of ten years, 2009–2019. Most were held with advocates where they lived—in China, Japan, South Korea, or Taiwan—while some were held in other locations, such as at international conferences. Therefore, while the location of the interview is not a perfect measure of how much time I spent in each place or how many advocates I spoke with who were from that country, it offers a reasonable approximation (figure A.1).

As explained in chapter 1, in order to obtain a diverse set of perspectives on effective advocacy, I sought to speak with as many environmental advocates and as many different kinds of advocates as I could. In each country, I actively sought out, at a minimum, activists from each of the three advocacy sectors—nonprofit (nongovernmental organizations [NGOs], including grassroots organizations, and international NGOs), for-profit (business), and government (national and local). As chapter 1 and especially chapter 8 highlight, many people belonged to more than one sector—an NGO advocate might also serve on a national government advisory panel, and a businessperson might also be on the board of an NGO. Figure A.2 is a chart of how many people I spoke with who were part of each type of organization. Because many people had more than one organizational affiliation, the numbers do not add up to 105 (the total number of interviews in the dataset).

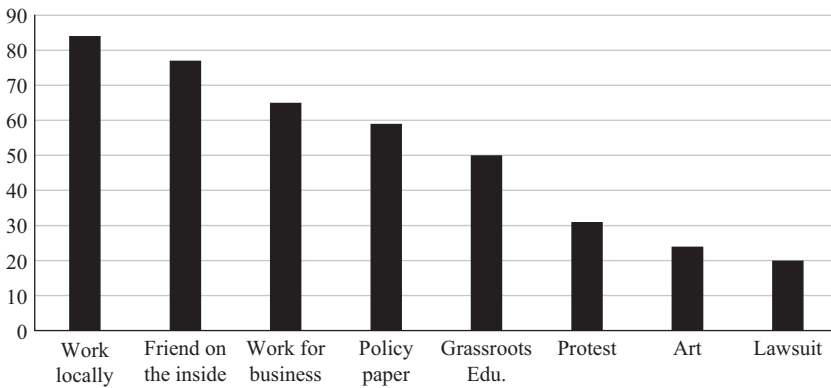
Finally, figure A.3 illustrates the frequency with which different strategies were mentioned in the course of my interviews. As chapter 1 explained, the focus of this study was on effective advocacy, so the vast majority of my conversations were spent discussing strategies that advocates thought were effective and listening to their ideas about why they thought they were effective. Not surprisingly, occasionally conversations about effective advocacy



**Figure A.1**  
Location of interviews.



**Figure A.2**  
Organizational affiliation of interview subjects (count).



**Figure A.3**  
Strategy type (count of interviews that mention).

would also involve discussions of failed advocacy, as well as advocacy with neutral or mixed results. Figure A.3 indicates the number of interviews that contained a reference to any advocacy strategy, whether the interlocutor viewed it as generating a successful, unsuccessful, neutral, or mixed result.

Because of the nonrandom and noncontrolled pattern of my interviews, these data are not useful for any broader conclusions about frequency of strategy use or effectiveness—the next set of analyses were intended for that purpose. I provide them here because they do indicate which strategies my interlocutors thought were important to discuss, which, in turn, influenced the strategies that I sought to investigate. Because almost all of my interlocutors referenced more than one strategy, the numbers add up to more than the 105 interviews in the dataset.



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# **Effective Advocacy**

## **Lessons from East Asia's Environmentalists**

**By: Mary Alice Haddad**

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