

# Alyansa Tigil Mina (ATM)

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2006 Campaign Highlights

# Outline

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- Campaign Design
- Outputs
- Outcomes
- 2006 Assessment
- 2007 Directions

# Campaign Design

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1. Objectives
2. Major Strategies Components
3. Targets
4. Who were involved

# Campaign Objectives

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1. Strengthened a national alliance with a solid local character of anti-mining advocates
2. Supported a locally-driven and nationally-supported anti-mining movement in focused sites of struggles.
3. Utilized various forms media to effectively and efficiently articulate ATM views and perspectives.
4. Installed a reliable system of mobilization and sharing of resources among advocates.

# Campaign Strategies/Components

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- Organizational Development and Strengthening
- National Mobilization and Lobbying
- Information, Education and Communication Work
- Direct Support to Local Sites of Struggles (SoS)
- Highlighting the IP struggles against large-scale mining

# Campaign Targets

## Alliance Strengthening

- c) 10 SoS partners directly participating
- d) Alternative Mining Law bill drafted
- e) 2 national-level mobilizations
- f) National IP Conference
- g) 2 national meetings
- h) Resource mobilization
- i) Linkage-building with other sectors
- j) Staff complement

## Direct SoS Support

- c) 60 local speakers trained
- d) 5 RFAs are published
- e) Mobile IEC packets
- f) Direct support of Php 45,0000.00 for each site.
- g) National media projection
- h) 3 case studies on the focused areas.
- i) 5 local consultations

# Campaign Targets

## Media Work

- c) [www.alyansatigilmina.org](http://www.alyansatigilmina.org)  
– is installed, updated daily and linked with local and international websites
- d) Four (4) media briefings/press conferences are conducted, resulting in 5 major print exposures, 2 TV broadcasts and at least 3 radio coverages.
- e) IEC materials (500 primers, 500 brochures, 100 posters and 100 info packet CDs)

## Resource Mob & Sharing

- c) Functional linkages are established with the Philippine Misereor Partnership (PMP) and Defend Patrimony (DP)
- d) Maintenance of ATM InfoShare and ATM Update communication system
- e) Provision of support to national events

# ATM Campaigners

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- 45 institutional members and partners
- 6 full-time volunteers
- More than fifteen student volunteers have shared their time/skills
- Functional linkages with international partners
- 12 local alliances/mechanisms that are doing frontline campaign work

# 12 Frontliners

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1. DESAMA and KEF/KIRED (NV)
2. PREDA/OZCSON (Zam)
3. ALAMIN (Mindoro)
4. MACEC (Marinduque)
5. SAM (Romblon)
6. BAAM (Bicol)
7. BM-Palawan (ELAC)
1. HERO (Samar)
2. SAC-Kabankalan
3. DCMI
4. SAC-Tandag
5. SAC-Koronadal

# Alliance Strengthening Outputs

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- Staff complement of full time campaign coordinator and volunteers
- Twelve (12) local groups are on-board actively
- Total alliance membership is at 45 organizations
- 3 national-level mobilizations conducted
- National Conference on IPs and Mining was conducted last Mar. 10-12, 2006.
- 3 national statements issued (Rapu-Rapu, Cha-Cha and ASEAN)
- 3 national-level meetings
- Alternative Mining Law bill drafted and endorsed to AKBAYAN party-list
- Trained 150 secondary teachers in NCR on Biodiversity, IPs and Mining
- Conducted 5 school fora/exhibits in NCR

# Direct Support to SoS: Outputs

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- 56 speakers were trained in two batches last August-September, 2006.
- RFA publication documenting 12 sites was published last December 2006.
- 15 sets of IEC materials were produced and delivered to SoS
- A total of Php 455,000 were released to 13 SoS\*
- 4 site-level direct actions were supported (Mindoro, Bicol, Tampakán, Romblon)
- 3 local consultations conducted\*

# Media Work Outputs

## IEC materials produced:

- ATM website has been installed and operational since August 2006.
- 4 press conferences resulted in at least 16 print exposures, 6 TV broadcasts and more than 20 radio coverages
- Burned and distributed more than 100 films in VCD
- Built a network of media contacts
- Provided inputs to 6 articles in magazines and newsletters
- 18 sets photo-exhibits
- 1,000 pcs. brochures
- 1,000 pcs. primers
- 1,000 Mining Q & A (AMRSP)
- 1,500 People's Alternative Mining Framework (DP)
- 2,000 posters
- 20 flags
- 25 streamers
- 1,000 comics

# Resource Mobilization/Sharing

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- 3 joint activities with PMP and DP have been conducted
- At least 211 postings of ATM InfoShare and 118 postings of ATM Updates were issued
- Provided resource persons in at least 15 fora/discussions
- At least Php 200,000 co-funded activities extended to PMP and DP\*
- ATM-PMP Convergence in 2007
- Initiation of Kontra-Mina

# Outcomes

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1. Checked the skewed media projection and sharpened the debate on the mining issue
2. Local alliances have clear links with national support groups in terms of campaign work
3. Policy reform track has been initiated with the actual endorsement of a draft bill to AKBAYAN, for sponsorship in Congress
4. ATM has been sought by different sectors as a source of information or as an “actor” in dialogues or negotiations

# Outcomes

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1. Initial integration of the religious and academic sector in the mining campaign
2. Leveraged ATM funds for other joint activities
3. Convergence between ATM and PMP Mining Campaign, towards a Mining Campaign Center starting in 2007.
4. Strengthened the international track of the campaign

# 2006 Assessment

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- “Firefighting” mode of the campaign
- Divided positions of communities and even local advocates
- Overlapping support by different groups
- Inadequate monitoring of national teams
- Unclear monitoring of media/IEC interventions

# 2007 Directions

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- Clear Green and IP agenda on national events (elections, Mining Conference, Earth Day)
- Strengthen international campaign work
- ATM as a Resource Center
- More pronounced interaction between and among SoS
- Focus on Rapu-Rapu, without losing site of Didipio (NV) and Siocon (ZdN)

# The impacts

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1. ATM has successfully built social capital
2. Confidence and credibility at the SoS and campaign center has significantly increased
3. ATM has yet to peak (we need to flex our muscle more)
4. Without a doubt, we are player in the field

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