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Green Politics: The Rise of Environmental Political Movements

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ABSTRACT

This paper explores the emergence and evolution of green politics as a global phenomenon rooted in the growing awareness of environmental crises and the corresponding rise of environmental political movements. It traces the historical development of green ideologies from early grassroots activism in the 1960s and 1970s to more structured political expressions such as green parties and transnational advocacy networks. Green politics, as an interdisciplinary field, integrates ecological concerns with demands for social justice, sustainable development, and systemic transformation of political and economic structures. The study emphasizes the significance of climate justice, environmental racism, and indigenous environmentalism in shaping modern environmental discourses. It further investigates the interplay between globalization, technology, and green activism, illustrating how social media and green technology have amplified environmental advocacy and youth-led movements like Fridays for Future. The paper also highlights the challenges faced by environmental movements, including state surveillance, political resistance, limited funding, and negative media portrayal. Through case studies of successful environmental campaigns and anti-nuclear protests, it showcases the potential of organized resistance in influencing policy and public opinion. The analysis underscores the pressing need for institutional reforms, inclusive governance, and international cooperation to address ecological degradation. Ultimately, the rise of green politics signifies a paradigm shift toward rethinking political priorities, where environmental sustainability is central to global justice and democratic accountability.

Keywords: *Green Politics, Environmental Movements, Climate Justice, Sustainability, Environmental Activism, Social Justice, Globalization, Environmental Policy, Youth Activism, Ecological Governance*

Introduction

Green politics is a fast evolving interdisciplinary area of research that has developed in parallel with the rise of environmental political movements worldwide. The field of green politics comprises a vast spectrum of different beliefs and ideas centered on the willingness to preserve, protect or improve the natural environment. While roughly twenty to twenty-five years ago environmental politics was predominant as a more policy-oriented domain, the rise of various environmental political movements - often pejoratively labelled as “Green” in the mass media - has strongly reshaped this field (Doherty & Doyle, 2006). The widespread acceptance of such diverse new topics as sustainable development, biodiversity conservation, global warming, environmental racism, or eco-feminism has created common ground for a large number of individuals, groups, organizations, academic researchers and experts pursuing environmental goals.

Furthermore, other research activities have focused on the role of environmental non-governmental organizations (ENGOS) within the green public sphere, as forms of social movements mobilizing concern around environmental issues have contributed to the rise of a variety of “modern environmentalisms” that have assumed local, national or international dimensions. An in-depth study of green politics would equally need significant research into the part of individuals and organizations resisting or challenging environmental protection and its advocates (Green & Hadden, 2021). Such reflexions inevitably lead research into interconnected fields of green political economy (i.e. ecological modernization, contraction and convergence, sustainable consumption, etc.) or sustainable development studies (common but differentiated responsibilities, the precautionary approach, equity, etc.).

Historical Context of Environmental Movements

An environmental policy that is felt internationally, therefore, requires a consideration of the global context. The new social movements which have emerged roughly since the 1960s, variously identified with the New Left, student protest movements, women's liberation movements, green movements, the peace movement and movements against crime have been the subject of much academic enquiry (Candón-Mena and Montero-Sánchez 2021). The question of their specificity in counter-distinction to the “old” labour movements has been the source of much debate. The politics of the movement and its resistance to some of the traditional labels of “right” and “left” are also topical concerns. Central to the formulation of the new social movements has been the environmental movement. Since, and the publication

of, environmental concerns have been successfully publicized and have been taken up by many social movements.

However, as noted by (Doherty & Doyle, 2006), even as late as the mid-1990s, “There was little evidence of global environmental protest action or groups working effectively across borders... well-established environmental groups like and were not fundamentally rethinking their strategies in terms of global campaigns.” The environmental movement was often accused of being inherently neo-Malthusian. Equally, early work on the movement emphasized its functional ‘safety valve’ role, both acting as an outlet for middle-class discontent, and channeling such anger into non-threatening forms. The environmental movement would then act merely as a “reformist” movement.

Early Environmentalism

This study reveals a gap between mainstream environmentalism and the emotions it inspires, highlighting differing nature perceptions among socio-economic groups and the dismissal of potential allies for ecological sustainability. It underscores that wilderness holds social value alongside ecological worth. Environmental political movements have gained attention, often linked to Western opposition to nuclear testing in the 1950s and the rise of "big green" organizations in the late 1960s and early 1970s. (Lacovsky, 2023) The 1980s introduced social movement's theory, suggesting these actions were limited to middle-class citizens in post-industrial society. However, this view overlooks the older roots of environmentalism in responses to urban and industrial changes during the expansion of Western capitalism. As cities like London, New York, and Melbourne grew wealthier, an appreciation for nature developed. Understanding the social conditions shaping today's environmental politics is essential, as are analyses of early radical responses to the urban-industrial context. In the English-speaking world, movement members often engage in industrial actions, leading to fragmentation and undermining radical initiatives, while urban-industrial dynamics established by Western cities contributed to environmental and human rights abuses elsewhere. (Bell Maclean, 2015)

The 1960s and 1970s: A Turning Point

Since the 1960s and 1970s, green politics have captured many people's imaginations and wider media interest, which may be the result of an array of international environmental issues that emerged at the time. The help of the print media get the message out successfully becomes a key element of the equation. During the period from the 1970s to the 1990s, aspartame was at front of people's attention (Angelo, 2021).

There is no hard evidence that the campaign played as a key factor in the achievement of the final decision of the health authority to approve the use of the foodstuff by giving it a recommended daily dose. The media were unable to put forward any practical suggestion of how the substance should be regulated. It is argued that governments decided to approve aspartame largely in response to a structural factor: the economic interests of the multinational companies concerned. In conclusion, the case presented here supposedly illustrates the necessity of pinpointing the ways in which the media's portrayal of an issue influences the outcome of disputes of such a kind. (Grasso2023)

Major Environmental Political Movements

Green politics is ascendancy on the political agenda. This rise in prominence is largely the result of the efforts of campaigning organisations that have forced environmental issues into the public eye. Following the rise of global environmental concern, the initial historical phase of green politics was characterized by the spread of a wide range of single issue concern for the environment. Such groups were most often focused on discrete localized issues and tended to employ a confrontational 'outside' strategy of political action (Bulkeley, 2022).

These years of gestation in Britain has seen a wide range of groups formed, and in many ways the most successful of the environmental protest actions against the mapped out gas pipeline at Fairford, Gloucestershire has been essentially local concern (Rootes, 2013). One response to this localization was the growth of environmental policy reform in the form of demands for specific policies to limit further environmental degradation. The second development was a rise in political activity nationally and internationally. A great deal of this was a result of the alliance between Friends of the Earth and the UK departments of the anti-nuclear movements. Their links with Friends of the Earth in other countries gave these groups leverage at the international level. In turn, the UK government's efforts to secure nuclear sales abroad was countered by international lobbying activities by groups in the UK Friends of the Earth.

The Green Party Movement

By 1862 the American Colonization Society had established the Republic of Liberia. Never much welcomed by Liberia, those who were expelled each decade had to settle abroad. By 1864 they lived mainly in the U.S. By the 1940s Greenport had achieved town status. In 1968 it held its first Greenport Convention, welcoming everyone who had relatives in Liberia. This alliance of the exiled and their descendants, that also welcomed progressive whites,

became a formidable political force. The founding of a town on Long Island in 1862 was supposed to get New York State's African Americans out of New York City. (Randall, 2022) Their places of worship were burnt in the race riots of 1863 and they were expelled from their homes during the Draft Riots of the same year. They had been thinking of leaving anyway. So, with their capitalist allies, they bought a wretched piece of land on Long Island and founded the Republic of Liberia. It was a Civil Society outfit, in both senses of the word. This state ended with the coup d'état of 1873. By 1907 the Gerusalemite Republic had been founded in the Nahedahoos desert of Eritrea by Italian Zionists. (Sumaworo2022)

The failed colony was defended by the Italian army in 1908. The last survivors of this White Revolution were deported to Italy in 1912. At the last census, in 1910, there were 4.6 million, or 17%, Americans classified as colored or mulatto. In 1921, 5,191 Gerusalemians sailed from Maine. Whether they landed is still debated, but they certainly settled in Brindisi. It was the worst thing they could have done. Brindisi had a political shake up and soon 74 were publicly hanging in the name of order. Most were settlers. In America, there were reprisals and the KKK was reborn. In 1924 the Oklahoma Black town District Party was established by the Socialist Party of America and the Tulsa Republicans. (Apter, 2023) In 1930 they stood on a joint ticket in the Tulsa and Okemah senatorial elections and got in. They stayed in power until the coup of 1987. In 1989 the American forces withdrew and the UN established a mixed black and white government.

Global Climate Strikes

To what extent can developing a legally binding global agreement on plastics pollution by 2024 assist in establishing a better international primary Plastic Management Framework by 2030? With the recent end of the 'Fridays for Future' strike movement, the effectiveness of sexual activity postponements lessened. Instead of canceling the largely successful General Strike on September 24, 2021, organizers should have taken a different approach to significantly reduce protest participation. The movement, which saw over 4 million individuals in major cities, heightened global citizen concerns (Beissinger, 2022). This surge has been termed the rise of 'the adulthood' by climate advocates, with many school-aged youth joining climate strikes. Prevailing sentiments of anti-authority and anti-aging dominate youth activism. Generally, youth constituted a large portion of Global Climate Strike participants. The emotional energy from young activists has quickly influenced diverse societal groups, leading to at least 54 countries participating in this global movement. Public Sphere

meetings enhance collaboration among various groups, enabling effective mobilization and response to climate issues amidst ongoing climate protests. (Gasparri et al., 2021)

Indigenous Environmentalism

Environmental politics is a major area of the green (G/UP) with many different dimensions, and this will not attempt to discuss them all. Several different perspectives have been offered on the rise of environmental political movements (EPMs) in the countries of the G/UPS. One of the most common explanations refers to the process of 'Western' colonization and the devastating consequences it has had on the landscape and forests of the G/UG. According to this line of thinking, in the wake of European expansion and the emergence of industrial capitalist economies in the metropolis, there was large-scale environmental destruction and subsequent interest in nature as a site of 'well-bred' attempting to recreate their native homelands in the G/UPS for recreational and aesthetic purposes (Young et al., 2013). On the one hand, this has entailed uncomfortable reminders about the selective and exclusivist character of conservationism in different parts of the world and has raised a skein of the under-privileged classes and groups.

On the ecological side, many would argue that former colonial powers and now the G/UPS are embedded in global relations framed by dependency and domination within an unequal world economic system so that the best of conservation or environmental protection measures will be undermined by the imperatives of developing economies required to integrate within a world market structured against their interests (Mignolo & Bussmann). As remarked more bluntly, 'Westerners' environmental arrogance and economic imperialism, having systematically destroyed so much of their own environment and people, feel empowered to dictate solutions to the environmental problems of the rest of the world'. The political prescriptions of the critics of G/UP environmentalism have generally been revolutionary, socialist or communist, the idea being that only a radical transformation of the social formation along anti-imperialist lines would allow for any good lines of the environment. There is little doubt as to the system of uneven development engendered by imperialism or that the ravages of capitalist production and consumption are visible in the G/UPS.

Influence of Globalization on Green Politics

In recent years, political movements that focus explicitly on environmental issues have been the fastest growing type of movement in industrialized countries. Indeed, green party activity

has emerged in most industrialized democracies and has entered the parliaments of quite a few, including Ireland, the Netherlands, Belgium, the UK, the Federal Republic of Germany, Sweden, Finland, and Canada (Jahn, 2022). The success of the Voting Analysis Poll during the European elections in Britain raised the possibility of a green presence in the European assembly.

It is easy to understand why factories do not enjoy majoritarian electoral backing. In many countries, concern for the environment may be growing, if slowly, but it is still outweighed by other considerations, such as taxation and employment. A paradox which attaches to green politics is that, for all the practical and rational adjustments that green organizations and movements have to make in order to participate in established political systems, they have to retain an oppositional and confrontational edge (Mehrnezhad et al.2022). Most green participants start from the view that environmental issues cannot readily be resolved within existing political frameworks. Assertion of other values is disfigured by destruction, cutting down the last tree, the ozone hole, etc.

Economic globalization can, with some provisos, be seen to heighten the threat of environmental problems: it will lead to greater vulnerability and economic insecurity which can push up short-term production at the expense of long term damage to the biosphere. Globalized finance and trade channels can result in resource depletion and over pollution. Conversely, political globalization is seen as the global strengthening of capacities and structures of control which facilitate the internationalization of a range of matters, including environmental politics (Tertychna et al., 2024). At National level, corporatist arrangements have made the linking of interest groups and government easier, increasing the power of moderate environmental pathways. At the global level, the formation of treaties demonstrates that countries can, in principle, come together to address environmental issues.

Transnational Environmental Networks

For three decades, the need for reforms to prevent ecological collapse has been intertwined with social progress. Apart from a small group of activists focusing on conservation, environmental issues emerged with social movements in the late 1960s and 1970s. During this period, environmentalists sought new forms of political leverage through urban civic actions and marital forms of opposition (Dunlap, 2022). This included anti-dam campaigns and whale-saving actions that shaped the confrontational activities now recognized as environmental protests. Over time, several groups evolved into transnational networks, leading to a web of local

groups and global offices that facilitated the spread of protests across time zones and borders, creating an environmental movement like "a wave without borders." However, after this growth, the movement faced challenges; it lacked clear prioritization and focus, leading to perceptions of environmentalism as ineffective and overly Northern-centric. This imbalance was often complicated by attempts to globalize the movement, resulting in misunderstandings and a lack of coherence.

Global Governance and Environmental Policy

In the policy branch of environmental politics, the contributions range from philosophical musings on the proper role of the state and the place of future generations in policy-making to judgments about the U.S. Clean Air Act of 1990 and debates over the price of disposal containers (Dauvergne & Clapp, 2016). There are some moderately traditional essays on environmental policy-making in diverse locations from Boston, Massachusetts, to Sao Paulo, Brazil; reflections on the interaction of national policies with global initiatives; and some book reviews. A consistent thread in the policy literature is no surprise that environmental problems do not respect political borders, and dealing with them, at least successfully, involves overcoming collective-action and other problems. This sense of the necessity of some kind of supra-political organizing is reflected as well in several other articles that focus on the evolution of international law and the potential role of international organizations and internationalizing regimes in environmental protection. In sum, the collection trades in the broad themes one would expect from a 'state of the art' intervention (Üner).

Environmental political movements have also become one of the strongest global forces promoting the redefinition of economic goals toward more sustainable projects and the realization of the importance of non-monetary values (Brian Winchester, 2009). Of the numerous environmental problems threatening Earth today, the greenhouse effect and Global Warming are among the most widely reported in both scientific literature and public opinion. This upsurge in the perception of Global Warming is mostly due to the publication of reports from the Intergovernmental Panel on Climate Change, set up by the United Nations in 1998 in order to assess how to cope with this issue. There is broad consensus among experts about the risks relating to the greenhouse effect and the lucrative lobbying strategies that have attempted to distort the scientific evidence. The existing environmental agreements that deal with global warming are based on earlier international

regulation practices established in a quite different context and are clearly not working.

Case Studies of Successful Environmental Campaigns

This study found that two significant campaigns during the period 1997-2010 generated successful protests at the larger environmental level. The anti-logging and anti-GE moratorium campaigns both succeeded in achieving their stated objectives. They also attracted numerous allied support groups. While smaller associated protest actions generally did not achieve their aims, the broader campaigns may have created a less favorable political environment for the state and industries involved in both the logging and GE controversies (Anthony O'Brien, 2012). The research was focused exclusively on protest actions precipitated by environmental issues, as opposed to other ecological protests motivated by different concerns. The comparison of the protest actions of grassroots groups with other movement actors was in recognition of the relatively fragmented nature of the environmental movement. Grassroots groups tend to have less access to political power structures than more established legalistic or professionalized NGOs. What has been lacking, however, is a systematic analysis of the protest activities of a broad range of movement actors.

The research began with a review of environmentally focused protests as reported in the major national newspapers over the study period, from the national election in 1999 to the end of 2010. Both quantitative analyses of the logging and GE moratorium campaigns and more general trends in environmental protest are presented. The overall intention was to determine if, and in what ways, the analysis of protest events could contribute to an understanding of the wider environmental political landscape (Matejova, 2023).

The Anti-Nuclear Movement

Beginning in the 1970s and continuing through more recent years, sprouting environmental political movements have become an increasing ground for the critique and thwarting of environmental problems and their potential solutions. Most of these movements are not officially labelled as distinct political groups. Rather, their concerns are expressed through a variety of social venues, including but not limited to the media, community groups, advocacy organizations, interest groups, and other forms of political participation aimed at achieving environmental improvement of one kind or another. (Rajesh et al., 2022) The concerns of these movements are often reflected and sometimes realized through the formation of specific policies.

The study and understanding of the inception of environmental political social movements is consequently an important topic in political science and sociology, where a variety of theories of social movements. The number of environmental political movements throughout the 1980s and 1990s has grown worldwide, expanding rapidly on the domestic level in both the developing and developed world, as well as at the international level, prompting various writers to call it the “Green Revolution” or “Green Challenge.” In the developed world in particular, politicians are currently finding it necessary to address and devise political responses to a wide variety of green political issues due to increasing volatility and party-voter alignment on these issues, which are often related to environmental problems and their proposed solutions (Martinez-Alier, 2021).

The Fight against Deforestation

International women’s political representation has been shadowing the ecological challenges in its agenda. Gender differences in environmental concern, attitudes and behaviors are empirically supported in the literature. Women are more concerned than men about the environment and that they differ from men on a number of environment-related attitudes and behaviour. These disparities are being discussed from the point of view of gendered socialization processes, particularly social roles and gender norms (Leach et al., 2025). Technology, knowledge and understanding of environmental problems are rapidly growing all over the world. On the other hand, the damage and hazards generated are also increasing in terms of quantity, size and implications in general. Blood, oil and water shedding, deforestation, excessive urbanization, over population, declining economy, famine, unemployment and poverty are some of the common and transnational triggered disasters.

Once the idea of green politics sustains, global political movements, international conventions, protocols and conferences on climate, biodiversity, environment and sustainability have followed. Thus, since its first appearance, the Rio-92 summit, as a dependent movement, but then as changes in an environmentalist movement all over the world. In the meantime, since the first Earth conference, the UN General Assembly declared 5th June, World Environment Day aiming to create international awareness on the environment, to stimulate political attention and action and to enhance the welfare of our planet. Earth Day is being celebrated for the same reasons (Ivanova, 2021).

Deforestation is one of the significant environmental debates in the climate change and political context. There is now a particular

interest in how international organizations initiated the so-called 're-greening' of the Earth campaign, manifest their collective power over tropical countries to act in faster sustainable ways of biological diversity and against deforestation. Like any other kind of competition, corruption is also a significant determinant of dishonorable activities. Unlike a previous literature, it is found that corruption tends to increase logging in stable democracies but not in other formats of governments (Leon et al. 2022). It is shown that programme mitigate logging corruption in stable democracies, but exacerbate it in autocratic regimes. As deforestation has taken center stage in the climate change debate, involvement of women in that process can be instrumental in reducing deforestation. Significant evidence for this hypothesis is found in a cross-section of 163 countries covering the 1990–2010 period. These results have important policy implications and call for the wider involvement of women in climate change debates and policy making.

Challenges Facing Environmental Movements

The environmental movement is a transnational social movement of political protest, lobbying, activism and social mobilization involving organizations, interest groups, advocacy groups, non-governmental organizations and governments, focusing on environmental issues and seeking to address environmental problems. Environmental movements can be local, national or international. A direct action is an element of the environmental movement which includes acts of non-violent civil disobedience to raise awareness of environmental issues and problems, or to force, protest or pressure for change in environmental policy, practice or behavior. A series of direct actions focused international attention on the risks and impacts of radioactive pollution (Almeida, 2022).

Environmental movements face several challenges, primarily state surveillance and infiltration by intelligence, security, and police agencies, as well as corporate spies and lobbyists. Security agencies' ability to monitor and intimidate direct action groups raises significant concerns. Additionally, these movements encounter negative political propaganda campaigns from pro-industry lobby groups, government entities, media, or corporations resistant to environmental regulation. (Gelderloos 2022)

Such propaganda has notably affected the environmental movement's capacity to influence public opinion, electoral debates, and government policy, as the goals and tactics of the movement are increasingly portrayed negatively by anti-environmentalist interests. The collaboration between industry and state security agencies remains a persistent obstacle for environmental movements.

Political Resistance

National level political resistance to government policies that are perceived as anti-environmental provides a modern day example of a developmental conflict. The national Green Party is gaining an increasing share of the party vote and is now a permanent fixture in the New Zealand landscape, even in areas where other Green MPs were not elected. This is symbolic of a shift in New Zealand values. However, such a shift is complicated in practical terms by institutional arrangements. Environmental political parties and NGOs tend to focus on nature-based issues and are particularly active in the outdoor recreation and tourism sectors. This sort of activism can conflict with community desires for economic development based on the extraction and use of natural resources (Anthony O'Brien, 2012). There is an ongoing stoush between development and conservation interests as persons discursively construct a Green image alongside discourses of development. It is increasingly clear that the state supports economic development over conservation.

One of the complexities to the embroilment is the unequal power distribution; developers and conservationists are not starting from an even playing field with political connections, money, and resources held by development interests. The actions and inactions of local and central governmental bodies are necessary, on the one hand, to consent to or order development projects, and on the other to uphold environmental regulations and not endorse projects that damage the environment (Shackleton et al.2023). There are various groups with conflicting ideologies and goals that are affected by policy and development decisions. There are the private companies who lobby and litigate in favor of particular projects; environmental NGOs on the other hand are involved in efforts to block a project at a national level. The government body, on the other hand, should ostensibly be driven by public opinion and policy, although it is suggested in this case that it was political pressure that forced the approval of development applications. Lastly, the general public, into whom public opinion is rendered, are too widely variable to constitute a single entity (systemic resistance is not achieved).

Funding and Resource Allocation

Few political projects have attracted so much enthusiasm and support, only to later see such deep disillusionment, backlash, and derision. In the beginning it seemed as though green political movements were changing everything: political priorities, public policies, legislation, election results, and even the way that political opponents defined their own positions. Established parties

and governments felt compelled to demonstrate their green credentials, if not by their policies then at least by their rhetoric (Colantone et al.2024).

But within a decade many things had changed. In some countries there had never been much of a green electoral breakthrough in the first place, and environmentally-friendly policies remained thin on the ground. Meanwhile, in Europe those right-wing governments that had felt the green challenge most acutely had quickly regained power, soon followed by their more moderate counterparts.

But the relative decline of green politics also had to do with wider social changes. Politically, voters' priorities now focused on issues such as crime and immigration, and there was also an unresolved economic crisis and an unpopular war. From the standpoint of prevailing ideologies, the depressing possibility tagged on to the end of the twentieth century was that we have reached the 'end of history', where it was effectively impossible to imagine anything like an alternative to the current global capitalist order (Alizade, 2024).

In the US, green politics emerged unexpectedly from local government in a sprawling city known for its severe air pollution. After being elected mayor in 1973, Tom Bradley initiated a green agenda that gained prominence despite council rejection. As an elected official with some control over air quality, he utilized environmental issues to strengthen his political power. Under his leadership, funding distribution favored the southern and central parts of the city, linking regional economic concerns to evolving green politics a decade later. Smog control was perceived as an economic threat, indicating California's role as a potential incubator for a distinctive green movement, different from those in anti-freeway campaigns. Bradley's campaign allies were quick to advocate for green planning, demonstrating that green political movements could swiftly arise in center-right contexts. However, the struggle for the new environmentalism to gain broad support in Southern California underscores the limitations of initial developments in a highly industrialized, progressive state. (P. Davies et al., 2019)

Public Perception and Media Representation

The great increase in both environmental political parties and environmental policy since the 1972 Earth Day would seem to be consistent with attributing a crucial environmental role to the broader public. However, many persist in thinking of environmental policy simply as a non-zero sum interest conflict among economic interests and resisting attempts to include environmentalists and the population at large as politically relevant

actors. The resistance might dissolve if it could be shown that publics have become environmentally sensitive (Hungerman and Moorthy2023).

The increased environmental political machinery reflects both legal system responses to long-standing issues and the influence of various stakeholders such as congressional committees and interest groups. Critics argue that litigation often arises when regulatory agencies fail to effectively implement policies or have conflicting interests. This perspective highlights a focus on bureaucratic detail and weak links between regulatory actions and environmental outcomes. From another angle, positive actions consistent with legislation post-Earth Day can be seen, such as the Post Office contest for an Ecology Party flag and Health Department grants to experts promoting air quality awareness through the Clean Air Act. Additionally, Pepsi-Cola's \$50 million initiative for Potomac River purity draws attention to regional disputes over water quality, culminating in the revelation of how both Falls Church and Arlington are downstream from the company's discharge point. (Clay Schoenfeld et al., 1979)

Role of Technology in Environmental Advocacy

The discouraging state of mainstream politics has prompted calls for deep ecology's strategies and values. Advocates argue that fundamental transformation of social systems is necessary, encompassing political, cultural, and personal change. Some support a 'holistic approach,' linking all issues to a common source, often the 'social construction' of problems. In this view, environmental issues arise from how systems organize knowledge and resources. Post-structuralism posits that all knowledge is 'discourse,' fostering skepticism toward official narratives and value systems. This perspective can lead to cynicism, hindering research into a potential fourth estate (Purohit, 2023). The 'environmental debate' remains fraught, with critiques silenced in the 1980s resulting in 'political depression' within the environmental movement and a decline in scientific authority. Following efficient market theory, claims arose that universal prosperity was achievable, challenging earlier restrictions on unlimited development. Political actors began fabricating 'crisis talk' to support specific worldviews, leading to a decline in scrutiny of new initiatives throughout the late 80s. Speculation persists over whether the 'greenhouse effect' was simply manipulated rhetoric.

Social Media and Mobilization

In recent years, social media has played a significant role in mobilizing and organizing political and social protests worldwide. The Arab Spring, the Indignados in Spain, and Occupy Wall Street

in the U.S. are a few examples of how online communication enhances the capacity of movements to influence political decisions. The Arab Spring in particular exposed the political opposition to the traditional channels of mobilization. That protest unveiled a new type of activism in which the protest movement as a whole worked without any hierarchical structure and was able to plan collective action. (Tarafdar & Kajal Ray, 2021) Twitter was the main platform of communication for this movement, and hashtags were created in real-time to coordinate mass actions. Forty percent of Egyptians under forty used the web service, and a sixth of the population had access to Internet; for this reason, many people were informed about the demonstrations thanks to social media.

A point that is widely discussed on the theoretical framework of case studies is whether it transformed traditional forms of political participation. Old forms of political mediation would be substituted by leaderless protest networks. Since then, a wide range of specialized literature emerged for different matters. On the other hand, it was questioned whether smart mobs were able to threaten mature democracies in the same way that they were observed in the context of New Collective Identities around the world and over the past fifteen years. (Saatchi, 2024)

Innovations in Green Technology

Green technology, or clean-tech, focuses on creating products that conserve resources and reduce greenhouse gas emissions. Its widespread use is notable in developed nations and promotes energy efficiency in daily life. Green tech harnesses renewable energy sources, leading to its growing popularity. Innovations in this sector are moving beyond outdated technologies like Windows XP, as companies aim to enhance sustainability even in heavily polluting industries. Individuals can contribute by investing in cleaner manufacturing, particularly in metalwork's, which are significant pollutant sources (Shaheen et al.2022). As businesses embrace the "Go Green" initiative, consumers can access eco-friendly products such as smartphones, laptops, and electric vehicles (EVs), which produce no harmful emissions.

Additionally, SMART (Self-Monitoring Analysis and Reporting Technologies) equips devices with advanced monitoring capabilities for environmental safety. The market now offers affordable solar panels, bolstered by reduced rare earth metal exports from China, which help lower electric bills and promote green energy. Currently, about 40% of environmentally friendly options are available, enabling individuals to adopt a green lifestyle. The responsibility lies in encouraging businesses and

reviewing everyday products that align with sustainable practices without excessive costs. (Banerjee & Akuli, 2014)

The Intersection of Green Politics and Social Justice

Research on the intersections of green politics and social justice has greatly expanded. There is a burgeoning focus on the environmental consequences of structural inequality. The emergence of regrowth theory has laid bare the links between economic growth, imperialism and environmental damage. The global character of climate change and biodiversity loss, their regressive impacts on poorer countries and populations, and the responsibility of the rich world thereupon, have been articulated in research on, and movements against, environmental imperialism (Gillard et al., 2017). On a European level, water poverty is a fast-growing field of research. The water pipelines of Turkey or Israel, transporting Mediterranean resources to Europe, are increasingly brought into discussion. Prices on the Riviera are juxtaposed to the situation in North Africa. Hydroelectric plants in the Alps are held against hydropower stations in Kurdistan. All of these areas of discussion touch on the intersections of green politics and social justice.

Some studies already acknowledge the necessity of acknowledging the social components of environmental movements. A methodological approach is suggested to better recognize environmental movements as collective actors and focus on their subjective performances. Through this dramaturgical perspective, a take into account of the discursive ontology of such movements that might clarify their centrality regarding some social justice struggles is suggested. Environmental movements constitute non-traditional social actors that build their performances on the original connection between non-human and human actors (Wiktor-Mach & Pędziwiatr, 2024).

Environmental Racism

This second wave of environmental political movements is fundamentally different from the first wave of the early 1970s, even though the latter contributed to its creation and expansion. Environmental movements have extended citizenship and the public sphere, as far as environmental risks are concerned, for the function, scope, and territorial focus of the extra parliamentary political opposition. They represent a significant intervention into modern “risk society,” whether and how political-opposition groups and conflicts challenge the modern societal organization of these risks and the functional differentiation that results from it. As a result, they demonstrate a trend toward a new “cosmopolitan” conception of environmental politics, which supplements

traditional political categories established by the nation state, and involves many more levels of politics and areas of society (Bontempi, 2021). I will, first, briefly sketch these trends and practices as they have emerged in discussion and opposition groups in the Federal Republic of Germany, and then turn to the significance of these movements for a political theory with possibilities of content and implementation far beyond this case.

Risks, Chances, and Conflicts. The Industrialization of the Environment. National Economic Development and the Risks of Modernization. The Focus of Extra-parliamentary Opposition Movements. Ample historical evidence from many countries suggests that concern about environmental risks has been widely shared within western societies over a long period, and occasionally generated influential formulations of moral and political guidelines on the part of intellectuals and social reformers. At the same time, it is obvious that these alarms did not give rise to the public and political activities characteristic of extra-parliamentary opposition groups until quite recently, and that even now the extent and effect of these activities are quite incommensurate with the gravity of the risks to which they refer (P. Tomain, 1992). These are significant topics that require further investigation, attention, and speculation by the disparate disciplines involved in the public discussion of the environmental issue. Ultimately, however, in a wider sense they would still have to be posed within the now fashionable theoretical framework of the public relevance of environmental risks (H. Alvarez, 2023).

Climate Justice Movements

Arguably one of the most significant shifts in 21st-century environmental political movements is the evolution of the climate justice coalition. Climate justice is an attempt to frame and grapple with global ecological breakdown via the intersection of social and climate challenges. It highlights the ways in which vulnerabilities to the worst impacts of sea-level rise, extreme events, and warming temperatures can be unequally distributed and deeply entwined with political-economic dynamics (Carlson, 2018).

The powerlessness felt by relatively impoverished parts of people's society can thus be framed as the latest example of a global asymmetry of responsibility and unevenness of suffering between different climate-related happenings and related impacts. Notably, environmental justice can be considered as a longer established part of this coalition, dating in the contemporary era to at least the early 1980s (Perkins, 2022). This original concern focused on the injustices involved in the disproportionate location of toxic waste

dump sites in ethnic minority neighborhoods and the absence of public participation in related decisions.

Climate justice nonetheless suggests a distinctly 21st-century reconfiguration or expansion of this traditional coalition. One shift is towards a more explicitly global framing, emphasizing the context of a decade when it has become increasingly unavoidable how much the horizon of future outside risks and damage wrought by climate change are unequally hoisted between 'small' higher and low emitting nations (Yaşın, 2023). The UN-sponsored series of summits since they have garnered greater global focus, have also then proved a focal point for a diverse coalition of non-governmental actors concerned with the emerging global epicenter of the rendering world.

Future Directions for Green Politics

The green movement of the seventies clearly highlighted environmental concerns and laid the groundwork for environmental policy-making in the eighties. It emphasized limits to economic growth due to industrial society, focusing on ecological aspects. From a scientific perspective, 'limits to growth' reflects the carrying capacity and resilience of ecosystems supporting cultural systems. The movement excelled in identifying the economic and social sources of these limits and brought political attention to their institutional implications, particularly threats to human health and security. Classical ecology and environmentalism have prompted criticism of macro-economic indicators and theories used in mainstream policy-making, like GNP and unemployment figures. This critique also addresses the liberal perspective on nature, including the mechanistic and exploitative views of natural resources. Ultimately, environmentalism challenges the established knowledge and democratic practices in addressing urgent public issues related to the community's ability to cope with its life-support systems. (Dauvergne & Clapp, 2016)

Youth Engagement in Environmentalism

The discourse of environmentalism has transformed and shifted throughout the twentieth and twenty-first centuries, with environmental movements and practices often representing a range of significances and political positions around race, class, and politics.

In recent years, young people all over the world have mobilized to demand action on climate change. From the Fridays for Future protests started by a teenager in 2018 to the historic-scale climate strikes of March 2019, young climate activists are leading a critical re-examination of climate injustice, environmental racism, and the

complicity of political leaders in facilitating ecological crisis. Yet this activism also represents something else: a flourishing of ideas and discussions concerning the precocity of hope in looking at the shrinking possibilities for a livable future (Bowman & Starzak, 2024). Young climate activists themselves generally do see a future, but they think that it is time to be creative and hopeful in innovative ways. Rather than a single coherent movement, young people's climate action is best understood as a transnational conversation that encompasses numerous local, sometimes counteracting, initiatives (nonetheless, all directed towards resisting a looming threat).

The climate strike movement (FRSC), which is the first part of the young climate activist movement that has ramifications far beyond Sweden's borders. Young people throughout the world are confronting the predictions of increasingly harsh global warming by taking drastic measures. During the massive protests of March 2019, over 180 nations and thousands of cities had student demonstrations. Although much attention has been focused on a teenager and her use of social media to spread the Fridays for Future's message, what stands out about the movement is the extent to which it has encouraged new forms of public activism. The FRSC has drawn criticism for being too confrontational and declinational and, without doubt, the movement may lack a well-articulated political objective. The FRSC has been termed neo-Luddites and mentally ill by adult conservatives. Yet the ad hominem attacks of FRSC, like acknowledging the gravity of the disaster they are protesting against, often only underline the validity of their fears.

Policy Recommendations for Sustainable Development

The mounting crisis caused by population growth, as well as by pollution and social problems, makes it necessary to adopt immediate measures. With the help of critical environmental research into water, atmospheric pollution, ecology and radioactivity, environmental problems should be made a subject of public concern and possible solutions should be proposed. Above all, it is most urgent to develop economic policies which reduce the present suicidal model of energy consumption (A. Gentry, 1995).

The creation of a new energy scheme based on the exploitation of renewable and non-pollutant sources can render fossil fuel and, as far as possible, nuclear energy useless. Noteworthy in this respect is the work of the party GREN in France, initially restricted to the pollution by nuclear power station wastes. Urged on by GREN, and spreading now to other countries, an impressive antinuclear

campaign is developing in both industrial and pro-nuclear socialist countries.

The planned exploitation of renewable sources, combined with a different international division of labor within the framework of the new international economic order, would sow the basis of a new mode of production which should give full weight to the intrinsic value of the productive labor and to the surrounding environment, seeking to preserve the variety and identity of each ecosystem. Finally, it is necessary to establish a body of principles to be adopted by the public authorities in both regional planning and transportation, rejecting the present undertakings which are deadly to the enviroing landscape and population (Cielo et al.2021).

Conclusion

What is here discussed and framed as the new environmentalism conducts a thorough assessment of what participants within this significant debate at the center perceive as the ideological differences that exist between various organizations. The hope is that this scrutiny may consequently ignite a major debate regarding the efficacy of environmentalism as it evolves and develops across the stark North-South boundaries. Specifically, this inquiry delves into how effectively environmentalism serves as a politically self-aware challenge against the currently dominant paradigms of global governance and development policies. In doing so, it seeks to alert and engage social movement activists, dedicated environmentalists, and insightful researchers to crucial new research material and the potential formation of valuable networks.

The environmentalism that rose to prominence in North America and Western Europe during the transformative late 1960s and early 1970s was framed as qualitatively distinct and notably different from all forms of environmental concern that had preceded it. This emerging new environmentalism aptly mobilized widespread concern regarding issues that were, until that point, deemed as no salient and largely ignored by mainstream political discourse. It emerged with a global perspective, emphatically arguing that there could be no effective national solutions to certain environmental problems, especially within a context defined by national economies that profoundly interact with global ecosystems.

Despite the fact that establishing an independent international environmental protection agenda at the global level took considerable time, by the pivotal year of 1990, the United Nations Environment Programme (UNEP) could point to hundreds of

multilateral environmental agreements that signified progress. Additionally, over 350 transnational environmental non-governmental organizations had secured a consultative status with the UN, demonstrating an active engagement in international environmental discourse. As the late 1980s arrived, a burgeoning debate concerning North-South dynamics in environmental issues emerged. This debate forced the spotlight onto environmentally damaging production processes and practices prevalent in the North, becoming a focal point in the campaigns of various non-governmental organizations (NGOs).

However, since the landmark Earth Summit in Rio, much of this significant critique has unfortunately dissipated into the background, and the brief post-Rio surge in Northern governmental development funding that had been earmarked for innovative pilot projects, aimed specifically at blending conservation efforts with development needs, has largely evaporated. This decline coincides with a contraction in official development assistance budgets, highlighting the complex and often tumultuous relationship between environmental goals and development funding strategies in contemporary discourse.

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