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**Mothers Against Tequila Waste: Strategies for Environmental Activism in Mexico**

How do women in local civil society organizations strategize their environmental movements in the context of narco-masculinities? Private stillage treatment companies often dump the distillery residues from tequila production into farmlands and rivers while causing flora and fauna damage to the local environment. Against this contamination of the local ecosystem, groups of women have initiated environmental movements. Existing studies have paid little attention to Mexican women's participation in environmental protests in suburban areas and their specific strategies from a gender perspective. Filling the gaps in research, we examine the strategies and tactics of civilian women's environmental activism under criminal governance from the case of a municipality of Jalisco, Mexico. By conducting ethnographic research that includes 30 semi-structured interviews with local activists and residents, as well as online and field observation in a non-government organization in an anonymous municipality in Jalisco, we argue that women in local civil society organizations strategize their activism against Tequila waste by utilizing existing gender norms and expectations. Women, especially mothers, in the movement claim to protect the next generation--including their own children--and utilize the socially expected gender roles to protect their safety from potential retaliation by emphasizing their non-threatening and feminine image in a narco-environment. This research contributes to the literature on women's social movements under criminal governance and expands our understanding of women's participation in environmental activism, which is vital to promote the inclusivity and sustainability of the movements.

Minju Kwon is an Assistant Professor in the Department of Political Science at Chapman University, where she is also a faculty member for the Master of Arts in International Studies Program. She specializes in international relations, comparative politics, and gender studies, with a regional focus on Asia. In particular, she is interested in state and non-state actors' compliance with international human rights and humanitarian law with respect to children and women. Her current book project examines the conditions under which rebel groups commit to international humanitarian law with a particular focus on United Nations (UN) action plans for ending and preventing their child rights violations in armed conflict.

Iara Gonzalez-Ascencio is a student in the Master of Arts in International Studies at Chapman University. She is interested in conflict and women's studies, with a regional focus on Latin America. Since 2021, she has been co-authoring research papers on women's diverse experiences and actions in the municipalities of Jalisco, Mexico. Her thesis project explores local female civilians' experiences with narco-violence in suburban Mexican communities based on her fieldwork in Jalisco.