

Communities' Perception of a Proposed Mine-Mouth Coal-Fired Power Plant Project in Benito Soliven, Isabela, Philippines

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ABSTRACT

This study was conducted to determine the communities' perception of the proposed mine-mouth coal-fired power plant project in the two barangays of Dagupan and Villaluz, in Benito Soliven, Isabela, Philippines. Focus group discussions and key informant interviews were used to gather data from local leaders and representatives from different sectors of the two communities. Participants were asked to answer a questionnaire to determine their socio-demographic characteristics, awareness and perception of the proposed project.

Results showed general awareness among the respondents about the coal-fired power plant project, with only 12% of respondents from Dagupan and 9% from Villaluz claiming unawareness. That most respondents were aware of the project can be attributed to the information, education, and communication (IEC) campaign done by the Philippine National Oil Company-Exploration Commission (PNOC-EC). However, majority of respondents (53%) in Dagupan and close to half (44%) in Villaluz perceived that the project will have a negative effect on agriculture in the area. Other sectors that are seen to be negatively affected in both barangays included livelihood/economic at 41% and 40% respectively for Villaluz and Dagupan, social interactions at 44% and 36%, environmental at 47% and 31%, and resettlement at 41% and 36%. Project proponents have to dispel these negative perceptions to fully implement the project.

Keywords: communities' perception, coal-fired power plant, awareness, negative effects

INTRODUCTION

The Philippines has large reserves of various energy sources that include oil, natural gas, and coal. Geothermal energy and hydroelectricity are other sources that can be harnessed. The majority (58%) of the country's energy needs are provided by local sources while the remainder is imported from nearby countries such as China and Indonesia. In 2009, more than one-fourth (27%) of the energy supply came from coal power plants (PNOC 2011).

Coal is a fossil fuel made of combustible, sedimentary organic rock. It is composed mainly of carbon, oxygen and hydrogen and formed from vegetation which has been consolidated between other rock strata (World Coal Institute 2005). Coal deposits are scattered all over the Philippines and a large deposit could be found in Semirara Island, Antique. The strong potential of local coal lies in its excellent quality. It can be used without blending with imported coals. According to the Department of Energy (DOE), the *in-situ* coal reserves of the Philippines as of December 2005 amounted to 446 million metric tons, or 18.8%

of the country's total coal resource potential of 2.37 billion metric tons (DOE 2007). The PNOC-EC is the upstream oil, gas, and coal subsidiary of the state-owned Philippine National Oil Company (PNOC). It has explored oil, gas, and coal in Isabela since 1975. The partnership between PNOC-EC and the province has resulted in the construction of the first gas-fired power plant in the country, the San Antonio Natural Gas Power Plant that was established 14 years ago. A natural gas refueling station for the transport sector was also put up 10 years ago. Both projects are located in Echague, Isabela (PNOC 2010).

In 2010, the PNOC submitted a project proposal to develop in Isabela the first mine-mouth coal-fired power plant in the country. The project was designed to (1) explore and develop possible sources of local energy; (2) supplement energy supply in the Luzon grid; (3) provide the local need of Isabela for a steady supply of energy/electricity amidst increasing demand; and (4) serve as a venue to ensure the implementation of social and economic development projects in the areas identified (PNOC 2011). Since 1997, the PNOC-EC has held 122 Coal Operating Contracts (COC) covering 122 nine coal blocks located in 9,000 hectares of land in the municipalities of Benito Soliven and Naguilian and in Cauayan City.

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In 2010, it was granted an Environmental Compliance Certificate (ECC) by the Department of Environment and Natural Resources-Environmental Management Bureau (DENR-EMB) in 2010. Despite these, the company has not been able to produce a document to show that the project is acceptable to the communities to be affected.

To pursue this, the PNOC has implemented community-based projects in Isabela that serve as venue for regular public consultations on the proposed project, with no assurance that it will eventually be accepted by the community people. PNOC recognizes the importance of community acceptance of the project, alongside their perceptions in all project stages to determine how individuals would react and adapt to the project's potential impacts (Brasier *et al.* 2011).

This study was conducted to determine the perceived effects of the proposed mine-mouth coal-fired power plant project in Isabela. Specifically, it sought to:

1. describe the socio-economic characteristics of affected communities;
2. determine the communities' level of awareness and perception of the proposed project;
3. determine the factors affecting awareness and perceptions; and
4. formulate recommendations for the local community development programs and communication campaigns regarding the project.

METHODOLOGY

Research Design

A case study approach was used for the study. Household and key informant interview (KII) and focus group discussion (FGD) were conducted to gather primary data. Review of existing company and public documents was also conducted.

Conceptual Framework

Figure 1 shows the conceptual framework indicating the relationship of the variables perceived to affect the communities'

decision to accept or reject the proposed project. The participants' awareness of the proposed project is believed to affect perception, be it negative or positive. In turn, these negative or positive perceptions would affect the decision to accept or reject the project.

Locale of the Study

The study was conducted in the Municipality of Benito Soliven. It is bounded by the Municipality of Ilagan in the north, San Mariano in the east, Naguilian and Cauayan City in the west, and San Guillermo in the south. The study focused only on Barangay Dagupan and Barangay Villaluz as these are the areas that will be directly affected by the project.

Benito Soliven is a fourth class municipality with a total land area of 18,408.0073 hectares. It has a total population of 27,423, population density of 1.490 ha⁻¹ and 5,856 households (National Statistics Office 2009). It is composed of 29 barangays that include barangays Dagupan and Villaluz, with a population of 2,092 and 2,770 respectively. Being an agricultural community, most of the residents are into farming.

Participants and Informants

During the ocular visit and courtesy calls with the local government units, the lists of officers of all sectoral groups in the barangays and local government officials were obtained. The sectoral groups are those that are locally-recognized and registered with the local government and represent the diverse interests of the community. The key informants are the community leaders who represent the interests of the local people.

Invitation letters were distributed to sectoral groups for the FGD and KII scheduled from August 8-September 25, 2012. Respondents were limited to those who attended the activity. For the sectors not present during the FGD, a follow-up KII was conducted. Table 1 shows the schedule for the conduct of FGD and KII where ninety sectoral leaders from both barangays participated.

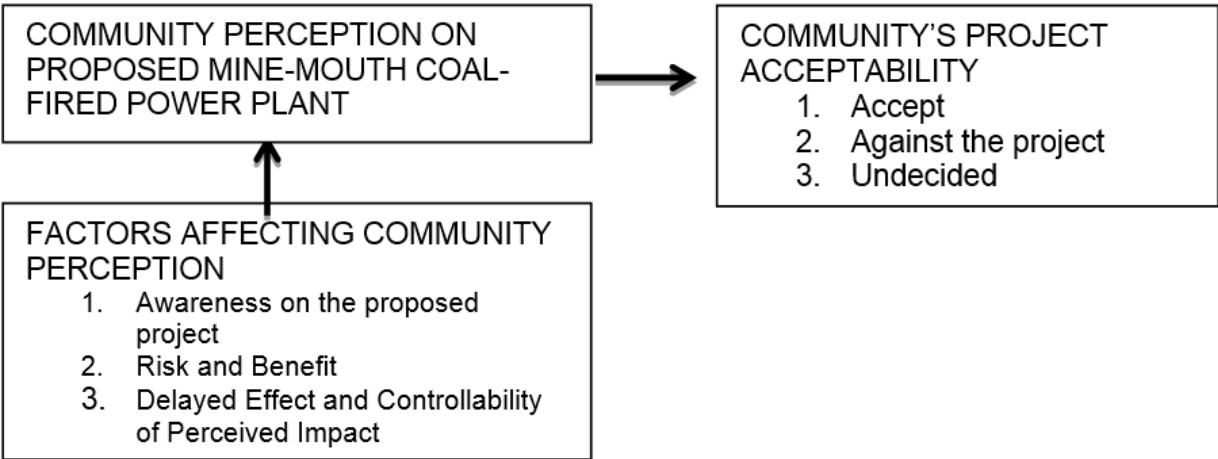


Figure 1. Conceptual framework of the study

Table 1. FGD and KII participants and schedules

Date	Time	Location	Sector/Participants	No. of Participants
FGD Schedule				
Barangay Dagupan				
August 8	12:00 nn	Barangay Hall	Youth	6
August 9	2:00 pm	Barangay Dagupan	Farmer	9
August 14	2:00 pm	Sicat Residence	Senior Citizen	5
August 30	1:00 pm	Barangay Hall	Barangay Development Council	7
Barangay Villaluz				
August 18	1:00 pm	Barangay Hall	Barangay Development Council	10
August 20	2:00 pm	Barangay Hall	Youth	7
August 21	10:00 am	Barangay Hall	Women (IGLO)	22
August 22	1:00 pm	Barangay Hall	Peace and Order	8
Total				74
KII Schedules				
Barangay Dagupan				
August 6	3:00 pm	Elementary school	education	2
August 7	10:00 am	Bermudez residence	education	1
August 9	2:00 pm	Bermudez residence	health and women	2
September 5	3:00 pm	Brgy. Dagupan	peace and order	2
September 5	8:00 am	Sicat Residence	religious	2
Barangay Villaluz				
August 21	2:00 pm	Barangay Hall	health and senior	3
August 22	3:00 pm	Villaluz School	education	2
August 23	3:00 pm	Sicat residence	religious and farmers	2
Total				16

Data Gathering Materials and Instruments

Survey questionnaires were distributed to the FGD participants and key informants before the FGD proper. The questionnaire was divided into socio-demographic and economic characteristics, priority needs and projects, awareness about the project and PNOC-EC, perceived effects of the project, and ratings of the performance of PNOC-EC and its Corporate Social Responsibility (CSR) Programs. The questions were translated into the local dialect (Ilocano) for community members to fully understand them. A semi-structured FGD and interview guide was also developed using the same themes and categories as those in the survey questionnaire.

Data Analysis

For each FGD and KII, the objectives of the project and the issue of confidentiality were discussed. Only the researchers had access to the transcription of the interviews and FGD sessions. Every conduct of FGD and KII were voice-recorded to facilitate transcription of the discussion. The transcriptions were later sent back to each sector for validation. They were then analyzed and answers were grouped into categories based on the interview guide and the research objectives.

RESULTS AND DISCUSSIONS

1. Socio-Economic Characteristics

Socio-economic characteristics comprise sex, age-group, civil status, educational attainment, years of stay in the barangay and monthly income. Table 2 summarizes these characteristics.

Gender. Majority (59%) of the respondents in Barangay Dagupan are male while 51% in Barangay Villaluz are female. Based on the 2010 census of Barangay Dagupan, the number of males was also slightly higher, accounting for 51% of the population. This is also reflected in the male-female ratio at the municipal level which was 1:1 (MPDO 2011)..

Age Group. Less than half (44%) of the respondents in both barangays were into their middle adulthood (40-59 years old).

Civil Status. Many (68%) of the respondents in Dagupan (68%) and Villaluz (80%) were married.

Educational Attainment. Less than a third of the respondents from Barangay Dagupan (32%) were high school undergraduate and high school graduates, while 36% of the respondents from Barangay Villaluz were high school graduates. All respondents had attended formal schooling. The literacy rate of the municipality was 93%, higher than those of other municipalities in Isabela (MPDO Profile 2007).

Years of Stay in the Barangay. Most of the respondents from Dagupan had stayed longer in the barangay than those in Villaluz. Almost half of the respondents (47%) in Dagupan had stayed in the barangay for duration of 31 to 50 years while the other half (47%) of Barangay Villaluz have stayed in the barangay from 11 to 30 years. The majority of the respondents were born in their respective barangays.

Monthly Income. Respondents from both barangays had a monthly income between PhP 1,000 to PhP 5,000, 79% for Dagupan and 60% for Villaluz. This was way below the 2009 poverty threshold of PhP 8,421 (NCSB 2013) in Isabela. Their major source of income was agriculture with corn as the main crop. In addition, almost one-fourth of the participants (24%) from Villaluz had no source of income and were mostly housewives.

Participants' Awareness of the Proposed Project

The participants had different levels of awareness about the project, ranging from fully aware, moderately aware and need to learn more about the project, to unaware. Only a few from Dagupan (18%) and 9% of the respondents in Villaluz were fully aware of the project, while those unaware were 12% for Dagupan and 9% in Villaluz. Majority were aware of the project (61%, Dagupan and 82%, Villaluz) but wanted to know more about it (Table 3).

In 2011, PNOC commissioned the Lichel Technologies to conduct a Land Acquisition and Resettlement Plan (LARP) study where 114 respondents from the two barangays were interviewed. Back then, the majority (57%) from Dagupan and some (30%) from Villaluz did not know anything about the project with only 30% from Dagupan and 52% of the population in Villaluz knowing something about the project (Table 4). In the present study, the IEC activities of PNOC-EC were already zeroing in on Dagupan while the IEC activities in Villaluz have already been completed. Table 5 lists the various factors that affected the participants' awareness of the project, with most respondents attributing their awareness to attendance in meetings and the IEC activities conducted by the PNOC-EC in their communities.

Communities' Perception of the Proposed Project

Table 6 shows the perceived effects of the proposed project on the following aspects namely economic/livelihood, agriculture, social/community interactions, environment and resettlement. Participants from both barangays perceived that the project will negatively affect agriculture (53% and 44% in Dagupan and Villaluz, respectively) as it will displace them from their own land.

Some participants from Dagupan believed that it will negatively affect the environment (31%), social interactions (36%), resettlement (36%) and livelihood (40%). They feared that their land will be converted, social interactions will be affected, and their sources of livelihood will be lost. Participants from Dagupan also expressed mistrust regarding the promised resettlement project since they still have not seen the actual site and plan.

Similarly, participants from Villaluz perceived that the project will negatively affect their livelihood (40%) and social interactions (36%), environment (31%), and resettlement (36%). Furthermore, they believed that they will not get any economic benefits from the project. Instead, they think that it will only affect peace and order in their community since migrant workers will flock to the area. Table 7 summarizes the reason for the negative or positive perception on the proposed project.

Table 2. Socio-economic characteristics of the respondents

Characteristics	Barangay			
	Barangay Dagupan		Barangay Villaluz	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Sex				
Male	20	59	27	49
Female	14	41	28	50
Total	34	100	55	100
Age Group				
19 years old and below	6	10	6	18
20-39 years old	22	40	10	29
40-59 years old	24	44	15	44
60 and above	3	6	3	9
Total	34	100	55	100
Civil Status				
Single	8	23	10	18
Married	23	68	44	80
Widow/er	3	9	1	2
Total	34	100	55	100
Educational Attainment				
Elementary Level	3	9	3	5
Elementary Graduate	6	18	12	22
High school level	11	32	8	15
High school graduate	11	32	29	36
College level	0	0	5	9
College graduate	3	9	7	13
Total	34	100.0	55	100.0

Table 3. Participants' degree of awareness on the proposed project

Level of Awareness	Dagupan		Villaluz		Total	
	Frequency	Percentage (%)	Frequency	Percentage (%)	Frequency	Percentage (%)
Have heard of it but there are still questions about the project	24	70	45	82	69	78
Fully aware of the project	6	18	5	9	11	12
Unaware of the project	4	12	5	9	9	10
Total	34	100	55	100	89	100

Table 4. Communities' awareness on the mine-mouth coal-fired power plant

Knowledge of the Project	Barangay Dagupan		Barangay Villaluz	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Knows the project	17	30	30	52
Does not know about the project	32	57	17	29
Did not respond	7	13	11	19
Total	56	100	58	100

Source: LARP by Lichel Technologies Inc. 2011

The community's perception of the project could be divided into major themes - perceived risks, uncertainty on project effects and impacts, ambivalence on the project risks and benefits, and confusion on some technical details of the project. Most respondents perceived that the project poses risks to the community in terms of loss of livelihood, environmental damage, disruption of peace and order, health and social problems.

The participants were also uncertain about the actual effects of the project. The negative perceptions put the barangay officials in a difficult situation since they know that it is the people who have the last say on the proposed project.

While the people recognized that the project will create jobs and provide access to better roads and electricity in remote areas, they are also aware of the risks posed to livelihood and social relations. They were not certain if the promises made by the company when the project pushes through will be realized. Furthermore, the community knew that coal will be mined in their area.

However, they lacked information about what a "mine-mouth coal-fired power plant" is. As one representative from the health sector shared, "Why mine coal from the area when the quality is low?" Table 8 summarizes the participants' reasons for such perceptions.

Previous studies (Alaska Miners Association 2008; Coal Pro 2008; Bataclan 2008) have noted the positive impacts of mining, which include financial gains of host communities through tax payments, job opportunities and livelihood for community

members, resources (minerals, ores) for local and international consumption, and development or provision of community services and infrastructure (roads, electricity, telecommunications, among others). However, negative impacts of mining and large-scale developments have also been well-documented. Negative impacts ranged from extensive environmental destruction and pollution, loss of land and livelihood, violation of indigenous culture, displacement of local community members, to health and safety hazards (McAndrew 1983; Women Workers Program 1993; Sarma 2005).

Similarly, Carreon (2009) noted the negative impacts on those who live in mining communities. In particular, socio-economic, health and environmental effects were identified as the distinctive impacts for indigenous peoples especially by the large-scale mining operations.

Furthermore, Veiga (2012) noted that the acceptability of a certain project like mining is affected by the local people's perception of the proposed development.

Factors identified to affect a community's perception of large-scale developments such as mining include the extractive history of the area, population density, awareness and understanding of the mining process and its impact, and the desire to develop the resource (Brasier *et al.* 2012, Veiga 2012).

Jimena (2010), pointed out in a study on determining the social acceptability of a large scale quarrying project that the early timing of ascertaining social acceptability is beneficial for both the local community and the large-scale quarrying proponent.

Table 5. Reasons for the awareness of the participants

Reasons for the awareness of the participants*	Frequency
<i>Alam ko dahil isinasama ako sa mga meetings</i> (I am aware because they include me in the meetings.)	19
<i>Hindi malinaw</i> (Not clear)	13
<i>Bihira lang akong makadalo ng meeting</i> (I do not frequently attend the meeting.)	7
<i>Hindi lubos, di pa nakikita kung totoo sinasabi nila</i> (Not much because I/we still haven't proved what they are saying.)	5
<i>Basta maraming masisira na pangkabuhatan</i> (A lot of livelihood will be damaged.)	5
<i>May effort naman sila</i> (They do have effort.)	3
<i>Yung asawa ko na nakikipag-usap</i> (My husband/wife speaks to them.)	2
<i>Hindi namin gusto ang pagmimina dito</i> (We don't want mining here.)	2
<i>Nakonsulta naman sila</i> (They consult us.)	2
<i>Magkaroon daw ng bahay</i> (We can have a house.)	2
<i>Kasi sapat na yung bahay- bahay</i> (The houses are enough.)	1
<i>Bungkalin ang lupa</i> (Cultivate the land.)	1
<i>Hindi ine-entertain</i> (We don't entertain them.)	1
<i>Di na tungkulin alamin</i> (It is not my/our responsibility to know.)	1
No answers	34
Total	98

*multiple answers

Factors Affecting the Communities' Perceptions

Schmidt (2004) identified the main factors in risk perceptions. These include voluntariness, controllability, delay effect, natural vs. man-made, familiarity and habituation, benefits and risk-benefit distribution and the role of media. In the present study, the factors identified as affecting community perception about the project include controllability, habituation and familiarity to the project, benefits and risk-benefit distribution, and the role of media.

Controllability

Most of the participants agreed that should the project materializes, the people would not have direct control over the effects of the project. They feared that they will be forced to change and adapt to a new community and livelihood.

Habituation and Familiarity to the Project

According to Schmidt (2004), “new or exotic risks that have nothing to do with the known world are perceived as more dangerous,” and this seemed to apply to the two barangays to be affected by the mine-mouth coal-fired power plant, a relatively new development and infrastructure in the area. The area does not have direct experience in the project and rely on media and experiences of other areas to assess the project's perceived effects. Thus, one of the strategies employed by the company was to undertake information, education and community campaigns in the areas. Through attendance to meetings and participation on community activities, the respondents were made aware of the project and the planned interventions to reduce risks.

Benefits and Risks Distribution

Respondents from Dagupan had strong negative perception towards the proposed project and its impact to resettlement since they will be the ones who will be relocated. In Villaluz, only the farm lots will be affected. Thus, there was lower percentage of those living in Villaluz who perceived the project negatively compared to those from Dagupan.

Still, both barangays have strong negative perception about the project because of its direct effect on their communities. They believed that the greater supply of electricity for the Luzon grid resulting from the project would be at the expense of the affected communities.

Role of Media

According to Schmidt (2004), “the media is one of the main tools to amplify or attenuate a certain (risk) topic.” Some respondents shared the information that most of the perceived risks came from the media. Mine disasters such as landslides, mine tailings, collapsed dams and contamination of water, among others, have been documented in the media. Community members who do not have direct experience with mining tend to rely on other sources of information such as the media, whether in TV, radio or print.

Table 6. Participants' perceived effects on the project to the community

Area of	Strongly	Negative	Neutral	Positive	Strongly
Barangay Dagupan					
Economic/ livelihood	14	10	7	2	1
	42 %	29 %	20 %	6%	3%
Social	15	10	9	0	0
	44%	29%	26%	0%	0%
Environmental	16	10	8	0	0
	47%	29%	24%	0.00%	0.00%
Agricultural	18	10	4	2	0
	53%	29%	12%	6%	0.00%
Resettlement	14	8	7	4	1
	41%	24%	21%	18%	3%
Barangay Villaluz					
economic/ livelihood	22	17	13	3	0
	40%	31%	24%	5%	0.00%
social	20	15	17	3	0
	36%	27%	31%	5%	0.00%
environmental	17	22	14	1	1
	31%	40%	25%	2%	2%
agricultural	24	21	10	0	0
	44%	38%	18%	0.00%	0.00%
resettlement	20	26	9	1	0
	36%	47%	16%	2%	0.00%

CONCLUSIONS

The population in the two barangays of Dagupan and Villaluz are predominantly male, with only about a third being either high school undergraduate and high school graduates, with a great majority below poverty levels, having a monthly income between PhP 1,000-PhP 5,000. The majority of the participants are corn farmers.

Because of the PNOC-ED's information, education and communication campaign, most (88%) from Dagupan and (91%) from Villaluz are aware of the project. In Dagupan, 53% of those who are aware of the project believe that it will have a negative on agriculture. Other sectors that are perceived to be negatively affected include economic/livelihood (41%, 40%) social interactions (44%, 36%), environmental (47%, 31%), and resettlement (41%, 36%) in Villaluz and Dagupan, respectively.

Residents in both barangays perceived the project to pose risks to the community. Both areas shared that the most negative effects could be in agriculture (53% and 44% respondents from Barangay Dagupan and Barangay Villaluz, respectively). The respondents feared that they will be displaced from their own land and will be forced to rent a farm which could affect their income.

Barangay Dagupan identified the following areas to be most negatively affected after agriculture, environment (47%), social interactions (44%), resettlement (41%) and economic/livelihood (41%). In Villaluz, these are economic/livelihood (40%) and social interactions (36%). The participants' perception on the project could be divided into major themes - negative risks, uncertainty of project effects and impacts, ambivalence on the benefits and risks, and confusion on some technical details of the project.

The factors identified to affect the communities' perception include controllability of risks, habituation and familiarity to the project, benefits and risks distribution and the role of media. The participants' awareness affect their perception about the proposed project, which in turn, affected their willingness to accept, or reject the proposed project. It is important for development planners to recognize the importance of social acceptability before implementing a project in a community since this may spell the success or failure of the proposed undertaking.

Table 7. Perceived effects of the project to the community by issue

Area	Positive	Negative
Economic Effects		
Villaluz	<i>Pagbigay ng benepisyo</i> (It will give benefits.)	<i>Walang magandang maidudulot</i> (It has no advantages.)
Dagupan	<i>Maraming matutulungan</i> (It will help a lot of people.)	Loss of livelihood and source of income
Social Effects		
Villaluz	No perceived positive effects	Problems on peace and order
Dagupan	Implementation of policies	<i>Masisira ang buong barangay</i> (The whole barangay will be damaged.)
Environmental Effects		
Villaluz	No perceived positive effects	Environmental degradation Water contamination
Dagupan	No perceived positive effects	Conversion of land Changes in the community
Agricultural Effects		
Villaluz	No perceived positive effects	<i>Mawawalan nang taniman ang mga tao</i> (The people will lose the lands for planting.)
Dagupan	No perceived positive effects	<i>Net lang ng ani ang ibibigay pag nirenta lupa; di kayang tustusan ang maibibigay nila sira pa ang lupa</i> (Only the net of the harvest will be given if the land will be rented, it's not only insufficient but the land is also damaged.)
Resettlement		
Villaluz	<i>Sabi kasi nila maganda na ang daan at</i> (They said that the road has already improved and there is already an electricity.)	<i>Mahirap magpanibagong buhay. Hindi alam saan lilipat at panibago na naman buhay at pakikisama yun</i> (Starting a new life is difficult. We don't know where to transfer; new life means new people to deal with.)
Dagupan	<i>Maganda naman ang sabi sa meetings tungkol sa isyu ng resettlement</i> (Good points were raised in the meeting regarding the issue of resettlement.)	<i>Loss of houses. Baka hindi totohanin yung mga sinasabi</i> (They might not do what they said.)

Table 7. Reasons for community's perception of the project (barangay level)

Barangay	Positive	Negative	Neutral
Dagupan		<i>Dahil malalim na ang attachment sa lugar at takot kami na mawalan ng kabuhatan</i> (We have a deep attachment with the place and we are afraid to lose our livelihood.) <i>Magkakaroon ng pagbaha, tagtuyot, mawawalan ng hanapbuhay ang mgatao at hindi na matatamnan ang lupa</i> (There will be flood and drought, many will lose their jobs and the land will not be available for planting.) <i>Maraming masisira</i> (A lot of things will be damaged.)	<i>Depende, basta sigurado dapat na may malilipatan agad at may pangkabuhatan na maipagkakaloob sa mga tao</i> (It depends, as long as resettlement and livelihood will be immediately provided.) <i>Depende sa may-ari ng lupa, desisyon ng may-ari kung gusto din naman ng iba, wala ring magagawa</i> (It still depends on the landowner's decision, others might accept it but if the landowner does not want, it will still not push through.) <i>May disadwanatges din kasi at yung mga nakasanayan na ng mga tao ay mababago</i> <i>Hindi alam ang epekto sa kalikasan, sabi nila</i> (It has disadvantages and it will change the people's way of life. They said that we don't know the effects it may bring on the environment.) <i>OK pero iba sa TV</i> (Its ok but its different when seen on TV.)
Villaluz	Solution for unemployment, economy and industrialization	<i>Low class lang naman ang makukuha nila bakit kailangan pa at yung magaganda lang naman ang nakukuha nila</i> (They will only get low quality of coal so why will they need it) <i>Magulo ang lahat, magugulo pa ang buhay namin</i> (Things are chaotic and our lives might also get in chaos.) <i>Masisira ang pangkabuhatan, magkakasakit ang mga tao</i> (The livelihood will be damaged and people will get sick.)	<i>Masisira ang kalikasan</i> (The environment will be damaged.) <i>Magkakasakit ang mga tao</i> (People will get sick.) <i>Maraming masisira pero project ng gobyerno eh</i> (A lot of things will be damaged but it's the government's project.) <i>Depende sa tao, wala pang sapat na information about sa project</i> (It depends on the people; there is no sufficient information about the project.)

RECOMMENDATIONS

For Future Research Study

A more detailed community survey and statistical correlation of variables affecting community perception could be done in the future. Community perception could also be correlated with the proposal's acceptability. This study could provide a qualitative context about community perception on the proposed project.

For the LGU and PNOC

The results of the study could serve as baseline information about the perception of the community to the proposed project which could guide the continuing implementation of IEC and community projects in the area. The company should clarify and avoid technical and ambiguous terms such as "low quality coal" and "mine-mouth" in its discourse. It is important to communicate success stories of similar projects in the country and other parts of the world to provide concrete example of possible project impacts and the interventions to the community. This would help lessen ambiguity of the project's risks. The company and the LGU should also be more specific about the benefits of the project and also be transparent about the risks.

For the community leaders and PNOC

Continuous dialogues with the community members and the local government officials must be conducted to enable them to better understand the community members' perception about the project. Through this, it will also help the community members identify their perceived effects and find solutions to address the perceived risks and effects. It is important to inform all sectors of the concerns of all stakeholders to come up with a consensus and address all relevant issues, especially those that matter most to the community. As shown in the study, the participants' awareness affects their perception towards the project. In turn, perception influences them to accept, reject or remain undecided about the proposed project.

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