

civil groups aimed at the giving help to victims of fires. Sometimes these groups collaborated with SMOs, sometimes acted independently. The latter case is indicative because it is a clear evidence that Russian civil society do exist and capable to act independently both from its other units as well as from state organizations. Their power was in their capability to be in right place and in right time and above all with particular help needed right now.

Let us turn to *resources as such*. If disaster actually happened, which resources the SMs can actually mobilize for coping with a catastrophe? Again, resources for nature protection repertoire are different from those needed in disaster. Apart from their professional knowledge, their major resource was their experience of communication with various organizations of our society: power and business structures, other movements, expert groups, sister groups abroad, local people, etc. Of course, the rationalism and rational resource supply are needed in both cases. Nevertheless, in the protest campaigns activists are first of all *fighters* armed with knowledge of weak and sensitive points of their adversaries. In the case of disasters the major roles of activists are *helpers, assistants* who brings to those who suffered the empathy, human sympathy, and the feeling that they are not ‘throwaway people’. Above all, local civic rescuers be acquainted with local situation and culture were capable to do much more than the state rescuers.

As events of hot Summer 2010 showed, the Russian eco-activists fulfill a lot of functions. They were creators of particular resource mobilization networks, local knowledge finders, processors and carriers as well as local resource mobilizers, managers (distributors), guides, rescuers, volunteers and so on. The last but not least. Activists-turned-rescuers mobilized know-how of local residents and stimulate their creativity.

5. The role of Internet

It is now trivial that if someone use an IT networks, he/she is usually capable to attract more attention, resources and peoples and make a society more concerned. More important that civil self-organized forums and other internet communities worked against the disorganized force of central media whose favorite tactics is to pile one sensation over the other resulted in collage-like perception of the life process by ordinary people. Now, they felt that they were not alone, they experienced the feeling of fellowship and received the guide what has to be done first. Besides, at the civil self-organized

forums an information overloading what are peculiar to official media is impossible by definition: Only the necessary information gathered, processed and distributed. At such forums any irrelevant information is immediately cut out. An it is quite natural: The aim of information produced by forum organizers is to convert passive local residents into active citizens within a given community.

As everywhere, a civil society is much more network structured than the state organizations. From 1970s onwards, former the USSR's Greens were the first who became network structured and began to use networks for their everyday activity, including protest mobilization. During 2000s the state bodies by means of tough legislation, propagation of concurrence, consumerism and individualism suppressed or forced to dissolve thousands of grassroots and civic initiatives. The disaster stimulates the re-emergence many of them and creates a lot of new ones on the basis of internet communication. Today the internet serves as a great pool of potential resources which could be convert into actual ones and mobilized by civil activists independently of the state plans or intentions.

During 20 years previous the issue in question, Russian SMs accumulated a great experience in the use of networks for various needs, and first of all for accumulating social capital and social technologies (action repertoire). Therefore, when fires began, not the official media, but that of the SMOs became the building of network structures to gather information about the situation in various parts of the country, to mobilize material and human resources and distributed them in a targeted way. In some degree in this state of emergency the SMOs took in their hands the function of 'programmers and switchers' which usually is a prerogative of an official media.

The emerged network structure enrich both concerned parts: scientists and experts, on the one hand, and local expert-citizens and lay people, on the other hand. May be for the first time, activists and scientists from various social groups and value preferences got together to reflect on the issue and developed recommendation which were disseminated by the network channels. It is indicative, that this reflection was more politically and socially oriented than purely ecological. The very fact of network mobilization was a political phenomenon called U. Beck as 'sub-politics'. It meant that civil rescuers actually took decisions not pretending to get power. Besides, the internet communication allowed them to evaluate the size of territory af-

fectured by disaster, estimate material and human losses and compare their estimations with that given by officials and its media.

The civil rescuers revealed which IT instruments more applicable for a particular cases. For example, internet-forums turned out the most multi-functional device, especially efficient for rendering targeted aid and information exchange between victims and their relatives and friends outside the zone of disaster. Whilst twitter has been used for urgent dissemination information about new hotbeds of defeat. But there is a problem: New information is usually embedded in habitual frames. 'Humans have a strong tendency to make new information conform to *existing* views' (Keen, 2008: 150). For example, if we believe that a fire is always a bad thing, it means that we are psychologically predisposed to estimate all its consequences as 'bad'. Language is encourages this one-sided estimations, because it tend to direct our comprehension of fires in particular direction. That is, humans tend to embed this information into their habitual *frames* (worldviews).

More general conclusion is that in the future the civil society organizations including effective assistance of local administration, being armed with IT and having relevant resources, will be capable to cope with a disaster much faster and with less losses than the State emergency organizations did it. The explanation of this fact is rather simple: the former used networks for multi-sided contacts to mobilize all possible resources across the country, whereas the latter – first of all for their own needs. In other words, there are two kinds of mobilization: *by free will* and *ex officio*.

Finally, the internet helps to promote what is usually labeled as alternative public sphere that offer a new, empowering sense to lay people of what does it means to be a civil activist.

6. Revitalization of civil society (positive effects)

Since our project targeted to embrace all social phases of the fire disaster (from its predicting to final rehabilitation of affected zones) I would like to present here preliminary the most obvious positive results and effects of the civil mobilization under consideration.

(1) the map of disposition of forces and timing of the run of catastrophe has been revealed and fixed;