



Role of social movement knowledge, experience, relationships

Experience of ENGO “homo ecos:”

an environmental organization with a mission to create and maintain a social movement that supports environmentally friendly ideas and puts them into practice through everyday actions and long-term decisions

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Building social movement together – TO HAVE OR TO BE?



1

LIVE (DO/BE/WORK) WITH LESS:

Learn to refuse, reduce, reuse, recycle – in that order. Where you cannot do without, you can reuse things by repairing, adapting, swapping, borrowing, buying secondhand, etc.



2

REDUCE THE IMPACT:

Reduce the consumption of energy, water, chemicals and create less waste.



3

USE GREEN ALTERNATIVES:

Seek natural, reusable, renewable, locally-produced, organic, energy/water efficient, non-polluting items.

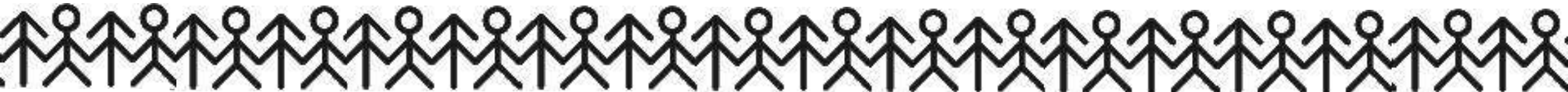


4

ENCOURAGE OTHERS:

Seek to educate yourself and encourage others to follow these principles.

Picture: Green Tool Box



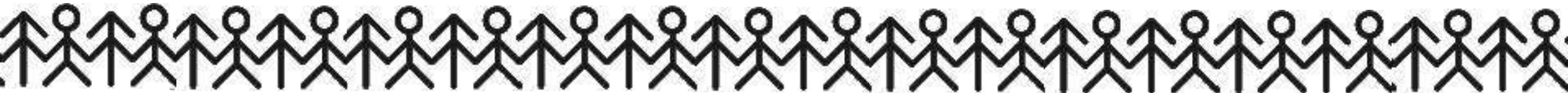
How does it happen?

Key principles

- Keep it short and simple
- Focus on the small rather than the big
- Focus on people and their lives
- Keep it factual
- Be creative
- Involve



How does it happen?



Creative workshops



Food workshops



Deed for community



Experiments



Does it work?

YES



Thank you!

www.homoecos.lv