

Why do ecovillagers have a lower footprint?  
Because of group dynamics!

- Collective identity
- Collective infrastructure
- Knowledge sharing
- Political influence



# Collective identity



"When I joined the community, I felt such a relief. I was no longer alone"





# Physical and social infrastructures



"There are so many things to consider all the time. But we have frameworks. Some take decisions for others. It makes things extremely easy"





# Knowledge sharing



"No matter how much you know beforehand, you will always learn a lot after joining a community"



# Political influence

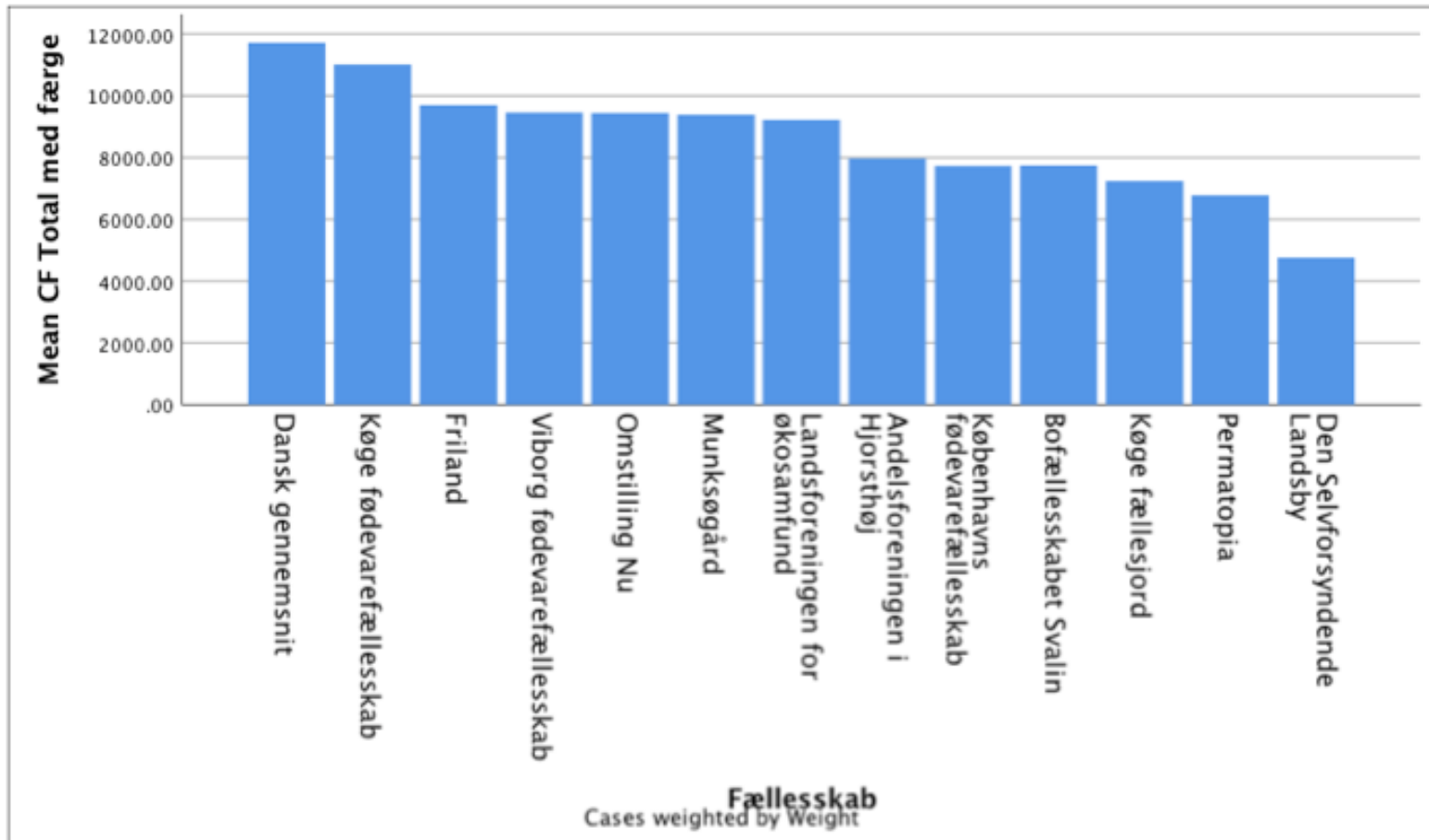


"It is not so difficult to make a change. You just need to make noise. If politicians see that you are organized in communities, they have to listen. "



# Conclusion

- Collective action triggers deeper & faster changes
- But different ecovillages do it differently





# Questions?

