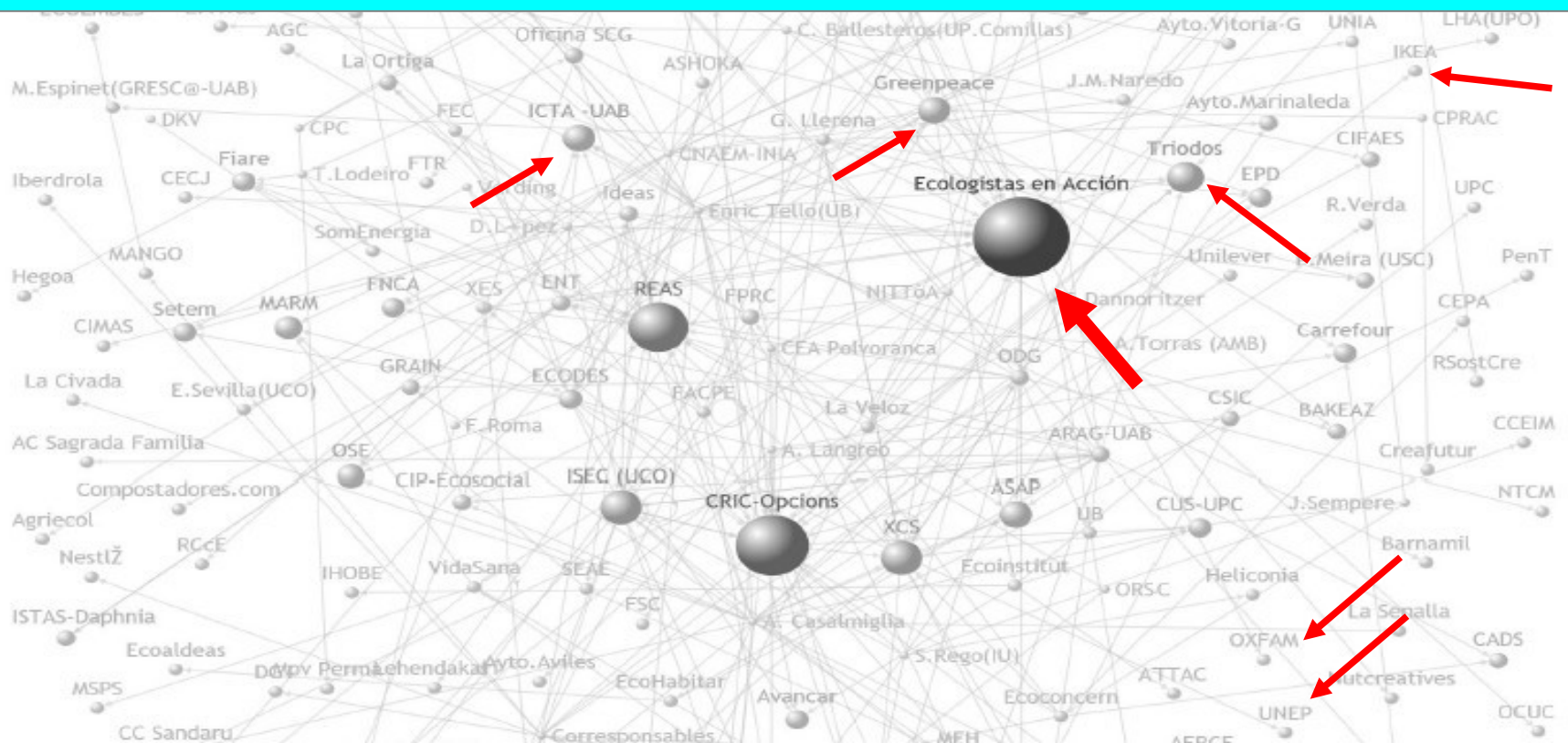




# Environmental grassroots NGO (Spain) promoting lifestyle change to achieve sustainability

**How we are perceived by society:** Network of stakeholder dealing with environment, consumption and lifestyle change identified by survey participants. Global Change Report, Universidad Complutense de Madrid (2012)

*Dot size and intensity refer to number of citations. Lines express relationship amongst different stakeholders*





# Strengths

## 1) Local community:

around 300 local groups all over Spain

## 2) Large social base:

33000 individual members

Facebook: 161 500 followers

Twitter: 75 500 followers

(45 additional fanpages, profiles and facebook groups of our local groups, amounting to more than 20.000 additional followers)

## 3) Reliable source for media:

1500 media contacts receive our PRs

## 4) Access to decision-makers:

Considered respected stakeholder by institutions

# Capacities

**Communication**  
**environmental monitoring**  
**education**  
**capacity building**  
**awareness raising**

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