

>>> NEWSLETTER <<<

ECONSUMER. EMPOWERING E-CONSUMERS FOR GREEN TRANSITION

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ABOUT ECONSUMER



According to Eurobarometer data, 95% of the e consumers are inclined towards sustainable consumption and show concern for aspects such as sustainability, climate change and the future of the planet. However, they also report that they do not know what to do in order to reduce the environmental impact of the purchasing process. This shows a lack of training that we need to fill.

This is the origin of ECONsumer. A project that offers innovative materials to work directly on the sustainability gap between purchase intention and real purchase. How? By empowering the e consumers with green competences that directly influence real change towards more sustainable purchasing habits.



Under the premise that consumption is key in the social transformation process, ECONsumer takes inspiration from the need for enhancing the competences of the e consumers in sustainable consumption, following an inclusive and global perspective, using DigComp_Consumers as a reference, which offers a unified framework to improve the digital skills of the e consumers throughout the purchasing process.



ECONsumer
Empowering e-consumers for green transition



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➤➤➤ OBJECTIVE OF THE PROJECT

The main objective of EConsumer is to empower the e consumers, especially those from the most vulnerable groups, with the necessary tools so they can play an active role in the green transition in which our society is immersed. For that, we offer a series of training resources designed to educate e consumers in making sustainable decisions during the purchasing process.

WHAT IS NEXT?

In the coming months we will carry out the testing of the training course in order to develop improvements in the project with the results obtained.

The testing phase will be during May and June 2024 in each country, please follow our social media for more information if you want to take part.



➤➤➤ WHAT HAS BEEN DONE SO FAR?

On January the 29th, the kick-off meeting was held. The partners planned the development of future project activities. They also agreed on an evaluation of the project, the dissemination strategies, and finally, they made an introduction on the administrative and financial management of the project.



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Mittelstands (FHM)

Fachhochschule des Mittelstands (FHM)
www.fh-mittelstand.de



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