ECOnsumer
Empowering e-consumers for green transition

Get In Touch

Who we are

Fachhochschule des Mittelstands (FHM)

virtualcampus

Mediacreativa

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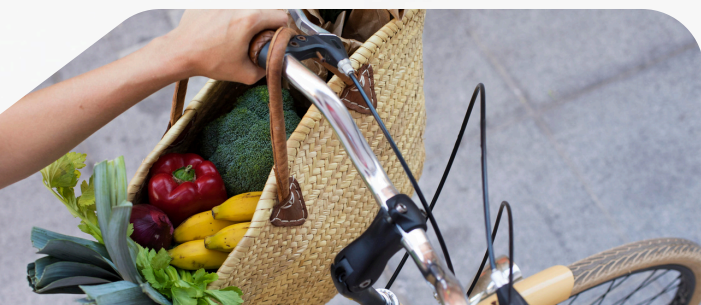foru aldundia diputación foral

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UNC Umbria
www.consumatoriumbria.it

EKOPOTENCJAŁ
PRZESTRZEŃ MOŻLIWOŚCI

ECOnsumer. Empowering e-consumers for Green Transition

Co-funded by the European Union

What is ECOnsumer

ECOnsumer is a project that offers innovative materials to work directly on the sustainability gap between purchase intention and real purchase. . ECONsumer is inspired by the need to improve e-consumers' competences in the field of sustainable consumption, from an inclusive and global approach based on the DigComp Consumers framework that offers a reference to support and improve consumers' digital competences

How? By empowering the e consumers with green competences that directly influence real change towards more sustainable purchasing habits.

ECOnsumer training resources are open educational resources, totally free, designed following innovative pedagogical perspective that unites different methodologies designed to make the student the protagonist of his or her training process.

These resources can be used together or independently and include a trainer's guide so that they can be used as training resources in both formal and informal contexts.

What do we offer

ECOnsumer Training Course

ECOnsumer training course is a course divided into 7 modules oriented to train e-consumers in the necessary competencies and skills to implement a sustainable purchasing process. This course contains practical activities and self-assessment tools.

ECOnsumer Toolbox of gamified resources

ECOnsumers toolbox of gamified resources is composed of a total of 100 activities contextualized in real scenarios easily recognizable to the e-consumer and related to the complete purchase process.

ECOnsumer Green Apps compilation

ECOnsumer Apps is a collection of 100 mobile apps, classified according to different phases of the purchase process, which provide information to the e consumer about different aspects that can make this experience more sustainable.