

>>> NEWSLETTER 2 <<<

ECONSUMER. EMPOWERING E-CONSUMERS FOR GREEN TRANSITION

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>>> ABOUT ECONSUMER

The EConsumer project will offer 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. Because our habits count, because sustainability is in our hands and responsible consumption is just a click away. EConsumer will offer an innovative set of resources that include:



- **EConsumer Training Course**

EConsumer training course is a course divided into 8 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.



- **Toolbox of Gamified activities**

EConsumer Toolbox, gamified activities conceived and designed for the development of sustainability competences of consumers, according to the principles of Educational Gamification.

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.

- **Compilation of APPs for the promotion of sustainable consumption**

EConsumer Apps is a collection of 100 mobile apps, classified according to the different phases of the pre-purchase, purchase and post-purchase cycle, which provide information to the e-consumer on the various aspects that can make the online shopping experience more sustainable.



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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 open and freely accessible training resources designed to educate e consumers in making sustainable decisions during the whole purchasing process: pre-purchase, purchase and post-purchase.



WHAT IS NEXT?

In the coming months we will carry out the final version of the Training Course, continue working on dissemination and start with the development of WP3: EConsumer Gamified Toolbox.



»»» WHAT HAS BEEN DONE SO FAR?

On May the National Steering Committees were organised and these different groups of experts in different fields (training, consumption, sustainability...) had been able to access the materials developed to give us their opinion and thus help us to apply an approach of continuous improvement.

During May and June the first version of the course was ready testing sessions were organised in all the countries that are part of the project partnership. More than 100 people participated in the testing of the course, a testing that will allow us to improve those aspects that you indicate to us in order to produce the definitive version. A thousand thanks to all the people who have participated! The sessions have been a success and very soon we will have the results.



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Website
econsumersforgreentransition.eu

>>> WHO WE ARE



**Fachhochschule
des Mittelstands**

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



virtualcampus

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<https://virtual-campus.eu/>



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