

# ECONSUMER. EMPOWERING E-CONSUMERS FOR GREEN TRANSITION

2023-1-ES01-KA220-ADU-000153634

## >>> ABOUT ECONSUMER PROJECT

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:

## >>> WHAT HAS BEEN DONE SO FAR?



### ECONsumer Training Course

[Click here to discover our training course](#)

In the ECONsumer website, you will find the final version of the 8-module training course along with a User Guide that will provide you with the necessary guidelines for the application of this resource. This course contains practical activities and self-assessment tools and you will find it in both PPTx and online versions.



### Toolbox of Gamified activities

[Click here and discover our 125 gamified activities](#)

In the ECONsumer Toolbox, you will find 125 gamified activities conceived and designed for the development of sustainability competences of consumers. Aligned with the DigComp Consumers framework it covers Food, Travel, Fashion, Home, and Tourism sectors, each featuring 25 dynamic activities that reflect practical sustainability challenges and opportunities.



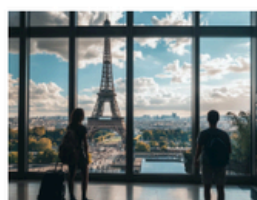
FOOD



FASHION



HOME



TOURISM



TRAVEL

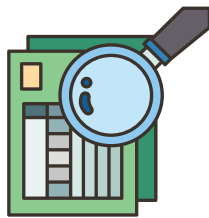


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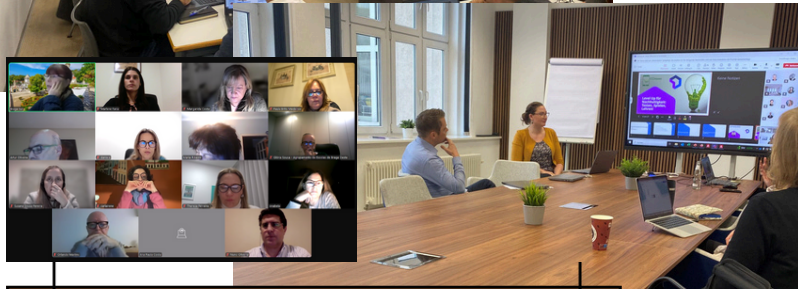
**ECONsumer**  
Empowering e-consumers for green transition

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In January 2025, all partners conducted their validation sessions of the first version of the EConsumer Toolbox.

A total of 115 participants took part in the validation process and provided feedback via structured questionnaires. The collected results will allow us to improve some aspects in order to produce the definitive upgraded version.

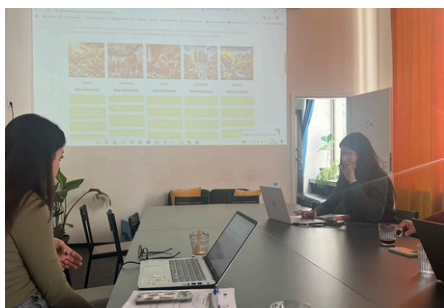


**A THOUSAND THANKS TO ALL THE PEOPLE WHO HAVE PARTICIPATED!**

## >>> 2ND TRANSNATIONAL MEETING

On March the 18th, we held the 2nd Transnational Meeting in Wroclaw (Poland) where all partners met face-to-face and overviewed the project results and discussed the planning and implementation of our next result and steps.

**WROCLAW (POLAND)  
18TH MARCH 2025**



## >>> WHAT'S NEXT?



### Compilation of APPs for the promotion of sustainable consumption

EConsumer Apps is a collection of **100 mobile green 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.

Coming soon....

In the coming months we will carry out the final version and translation of the Toolbox of Gamified activities, continue working on dissemination and start with the development of WP4: Compilation of APPs for the promotion of sustainable consumption. We will also conduct the 3rd Round of the National Steering Committees with experts of different fields (training, consumption, sustainability...), whose feedback and opinion will help us apply a more concise approach and continuous improvement in our next steps.



## >>> GET IN TOUCH



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Website  
[econsumersforgreentransition.eu](http://econsumersforgreentransition.eu)

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## >>> WHO WE ARE



**Fachhochschule  
des Mittelstands**

Fachhochschule des Mittelstands (FHM)  
[www.fh-mittelstand.de](http://www.fh-mittelstand.de)



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