

## &gt;&gt;&gt; NEWSLETTER 4 &lt;&lt;&lt;

# ECONSUMER. EMPOWERING E-CONSUMERS FOR GREEN TRANSITION

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## &gt;&gt;&gt; ABOUT ECONSUMER

The ECONsumer project provides innovative materials designed to bridge the gap between sustainable purchase intentions and actual consumer behaviour. How do we achieve this? By empowering e-consumers with the green competences needed to make real, lasting changes towards more sustainable shopping habits.

Because our habits matter.  
Because sustainability is in our hands.  
And because responsible consumption is just one click away.

ECONsumer offers an innovative collection of resources, including:



- **ECONsumer Training Course**

The ECONsumer Training Course is divided into eight modules designed to train e-consumers in the key competencies and skills needed to carry out a sustainable purchasing process. The course includes practical activities and self-assessment tools to support learning and personal reflection.



- **Toolbox of Gamified activities**

The ECONsumer Toolbox is a collection of gamified activities designed to develop consumers' sustainability competences, following the principles of educational gamification.

It includes 125 activities set in real-life scenarios that are easily recognizable to e-consumers and cover the entire purchasing process.

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

The ECONsumer Apps are a collection of 100 mobile applications, organised according to the pre-purchase, purchase, and post-purchase phases. They provide e-consumers with practical information and guidance on different aspects that can make their online shopping experience more sustainable and responsible.



Co-funded by  
the European Union



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

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## »»» OBJECTIVE OF THE PROJECT

The main objective of EConsumer is to empower e-consumers, especially those from vulnerable groups, by providing them with the tools and knowledge needed to play an active role in the green transition that our society is undergoing. To achieve this, the project offers a series of open and freely accessible training resources designed to help e-consumers make sustainable decisions throughout the entire purchasing process: pre-purchase, purchase, and post-purchase.



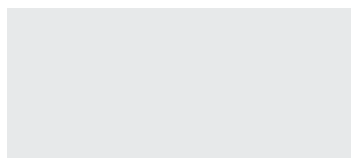
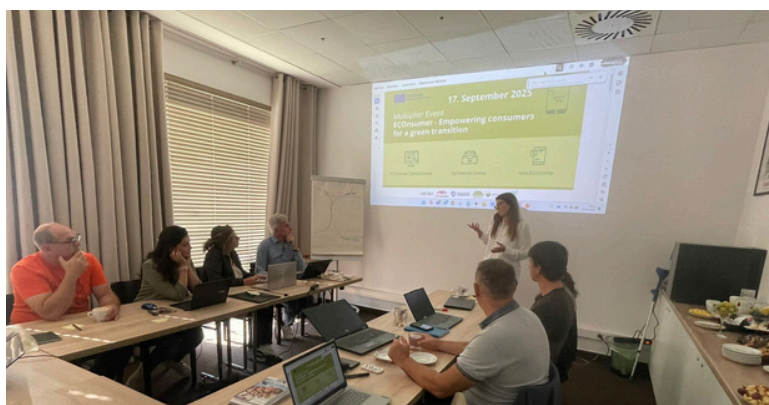
## WHAT'S NEXT?

Now that the project is complete, let's keep spreading the word so more people can use EConsumer resources.

Share them within your networks and help us promote sustainable consumption!

## »»» WHAT HAS BEEN DONE SO FAR?

In September, over 120 people took part in the final dissemination events held across all partner countries, where the project's final results were officially presented.





## »»» GET IN TOUCH



Facebook  
EConsumer



Instagram  
EConsumerproject



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

## »»» WHO WE ARE



**Fachhochschule  
des Mittelstands**

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



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