

ENHANCING QUALITY IN INNOVATIVE

CONSUME-AWARE

HIGHER EDUCATION ABOUT CONSUMER AWARENESS



Co-funded by the
Erasmus+ Programme
of the European Union



PROJECT MAIN OBJECTIVE



To create an interactive open education module for bachelor students in order to study consumers' rights protection, especially in the European digital markets

PROJECT FEATURES

This project involves the implementation of a mobile application, an interactive platform and a book for universities concerning the EU Single Market including:

Consumer protection;

Institutions which address consumers right protection;

Legal rules concerning consumer rights protection on goods and services market;

Legal rules concerning consumer rights protection in the digital markets.

TARGET GROUPS

Direct target groups:

Consortium professors/lecturers and bachelor students.

Indirect target groups:

Higher Education Institutions' authorities, employees and students who did not take part in project;

Institutions dealing with consumer protection rights issues;

European consumers.

WHY TO USE IT

- The improvement of academic innovative teaching methods.
- Transnational Meetings for teachers to enhance their knowledge.
- Cooperation in multinational teams foster appropriate skills development for teachers who create consortium.
- It increases the effectiveness of education.

WHY TO USE IT

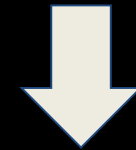
- It gives the opportunity to explore the potential of digital technologies, ICT to improve education and training systems.
- The creation of framework for consumer specialist knowledge transfer through creating an interactive educative platform.

THE PROJECT INNOVATIVE INPUT

- The improvement of the quality of higher education;
- The enhancement of the learners' competences;
- The establishment of a uniform system of innovative education;
- The creation of the European model for academic people

THE PROJECT OUTCOMES

- Learning platform: consume-aware.eu



Interactive teaching materials:
video, lectures, case studies, quiz ,guides,

- **BOOK** : Enhancing Consumers Awareness
 - Mobile Application: quiz game



BOOK

Published in June, 2019
Placet, Publishing House



CONSUMER PROTECTION Standards in Europe



Edited by
Sławomir Smyczek



BOOK – Features and goals

Theoretical background on the study of the consumers' protection: rights, risks and solutions.

- The analysis and characteristics of the consumers in the European traditional and e-markets;
 - The identification of the consumer's rights;
 - The identification and characteristics of the European institutions which provide a practical insight into the consumer's protection in the European Single Market.
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BOOK – Features and goals

- To characterize the consumer's protection models and to identify possible amendments which would enhance the quality of protection mechanisms within the European Union;
 - To enhance cross-country cooperation;
- To contribute to an advanced international dialogue by mutual discussions and exchange of opinions and expertise.



E-BOOK



Structure:

Introductory articles about all the important key concepts that consumers should acquire;

Interactive **case studies**;

A **short test** after each case study concerning the understanding of the particular topic.

Video

Consume Aware x Consume-Aware x Consume-Aware +

https://consume-aware.eu/ebooks.html

Alkalmazások Bookmarks Google Index ORIGO Üdvözlünk a Faceb... Skiline - we're Rein...

CONSUMEE

Book 1

Part 1: Part 1: Consumers and consumption in Europe - general characteristics and consumer awareness Importance


1. Consumers and their behaviour on the market

- Understanding consumer behavior
- Consumers and their behavior on the market
- The psychology behind irrational decisions - Sara Garofalo

2. Understanding consumption and consumer values

- Understanding consumption and consumer values
- Understanding consumption and consumer values
- The importance of studying consumer behavior

The importance of studying consumer behavior



₺ The importance of studying consumer behavior

Megnézendő videók Megosztás

Consumer Behavior



MOBILE APPLICATION

An innovative tool used within the learning process
as a useful solution for all consumers within the
European Union

MOBILE APPLICATION

CONSUMEE

Welcome to the Consume Game! Your task, should you choose to accept it, is to work your way through the game to test your consumer awareness skills. The questions are designed to test all aspects of consumer experiences and the knowledge that comes with them. Good luck!

PLAY
THE
GAME

MOBILE APPLICATION

This application gives the possibility to check the actual customer awareness level. It also plays an educational role in teaching students, customers and individuals about their rights on the market. Thanks to this application, their consumer awareness knowledge could be developed. Customer Aware App can guarantee excellent education through entertainment.

PROJECT PARTNERS

Specialists in consumer and marketing topics, international business and ICT, with extensive expertise in transnational projects.

Each partner possesses country specific experiences and is able to contribute with country specific knowledge and best practices.

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**INTERNATIONAL
PARTNERS**

IN EUROPE

MEET OUR PARTNERS



PROJECT PARTNERS AND THEIR EXPERTISE

- Howest, University College West Flanders, Belgium – digital marketing, Consumer and Internet Law and Cyber Security
- Budapest Business School, Hungary – IT skills
- Isik University, Turkey – e-learning
- Université Savoie Mont Blanc, France – consumer research, quantitative and qualitative market research



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PROJECT DURATION AND STAGES

Duration: 2017-2019

Transnational meetings:



2016:

University of
Economics,
Katowice, Poland-
initiation of the
project,

2017:

Budapest Business
School, Budapest,
Hungary and
University of
Applied Sciences,
Seinajoki, Finland,

2018:

Università degli
Studi di Trento,
Trento, Italy and
Université Savoie
Mont Blanc,
France,

2019:

Howest, University
College West
Flanders, Belgium.

PROJECT ACTIVITIES

Distribution of tasks per partner;
Contents of the BOOK and E-BOOK;
Intensive Programmes: testing the
mobile application on target groups;
Design of the project assessment survey;
Design of the course and teachers'
assessment survey;
Design of the course syllabus.

PROJECT ACTIVITIES

Collection of case-studies, video materials,
quizzes for the Mobile Application;
Mobile Application guide of good
practices;

Project promotion presentation;
Project dissemination presentation
(formative and summative);

Project writing guide and platform.



THE PROJECT'S MOST IMPORTANT BENEFIT

It increases internationalization by
cooperation with European partners

PROJECT BENEFITS

- Promotes good practice examples on lifelong learning in Europe;
 - Promotes digital skills as a major asset in personal and professional growth in modern Europe;
 - Educates future specialists on the issue of e-consumers' rights and protection;
 - Enhances the integration as well as the development of networking and cooperation between the European Universities.
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PROJECT BENEFITS

- Promotes modern technologies as a powerful tool for teaching;
 - Offers appropriate recognition for both students and teachers after the Intensive Programmes;
 - Offers a space of good practice, experience and know-how exchange as well as networking and communication between the best European specialists;
 - Offers a model of teaching and learning using advanced technology.
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PROJECT BENEFICIARIES

Students and teachers from the European Higher Education Institutions
Consumers from the European Union (estimated number of almost half billion)
Policy makers on regional, local, national and EU level
The European Commission
Enterprises
Media

PROJECT DISSEMINATION

Formative dissemination:

Media press releases

Newsletter

Links promoting the project ongoing activities on each participating university website

Round tables with peer fellow teachers and students from the home university

Project platform

Social media

Leaflets, posters

PROJECT DISSEMINATION

Summative dissemination:

International conferences

Workshops

Round tables

Integration of the BOOK,

E-BOOK and MOBILE APPLICATION in the curriculum of each participating university

DG SANCO website

Social media

Articles

Interviews

PROJECT IMPACT

Provides a modern approach of teaching and learning using advanced technology;
Provides high quality materials and a rich virtual learning environment;
Educates future specialists on the issue of e-consumers' rights and protection;
Stimulates the integration, the internationalization and the development of cooperation among the European Universities.

THANK YOU