

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 educational module for bachelor students in order to study consumers' rights protection, especially on the digital European market

# 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 on digital market.

# 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

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- Acquired skills will be recognized by institutions around the Europe.
- Higher chance of finding a job with an estimated 90% of jobs requiring digital skills in the future.
- It allows for an increase in the effectiveness of education.
- The aim is to enhance digital skills development.
- All individuals may learn anytime and anywhere.

# WHY TO USE IT

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- Intensive Programs for students to give them a chance to improve their knowledge.
- Cooperation in multinational teams foster appropriate skills development.
- The creation of framework for consumer specialist knowledge transfer through creating an interactive educative platform.

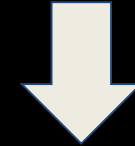
# THE PROJECT INNOVATIVE INPUT

- The improvement of the quality of the 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



# THE PROJECT OUTCOMES

- Learning platform: [consume-aware.eu](http://consume-aware.eu)



Interactive teaching materials:

videos, lectures, case studies, quizzes ,guides,

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



# BOOK

Published in June, 2019  
Placet, Publishing House



BOOK

## BOOK – Features and goals

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

- The analysis and characteristics of the consumer on the European traditional market and e-market,
    - 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 on 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.

# Case Study



**Video**



# MOBILE APPLICATION

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



# MOBILE APPLICATION



## 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

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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

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## 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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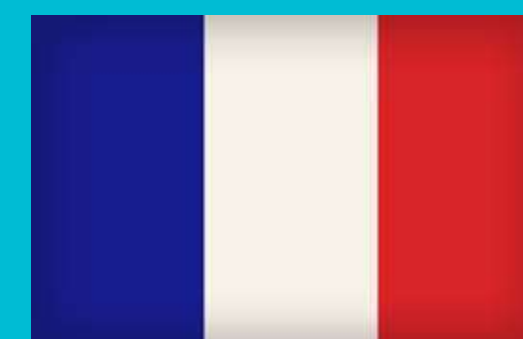
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# PROJECT DURATION AND STAGES

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

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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

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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,  
Project platform.



# 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

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# 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 between the European Universities.

**THANK YOU**