



Consumer education: from blurred bits to focused features

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- consumer protection and awareness
 - consumer skills
 - public interest
(environmental/social issues and promoting democratic change)



“As the scope of consumer education becomes more proactive and widens it has focused increasingly on influencing consumer behaviour in more conscious and critical ways.”



Key challenges for consumer education:

Lack of overall strategies

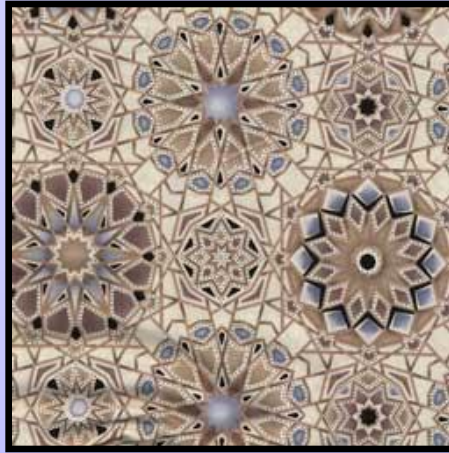
Need to enhance quality of education provided

Limited opportunities for education in school settings

Lack of cohesiveness with other relevant educational policies

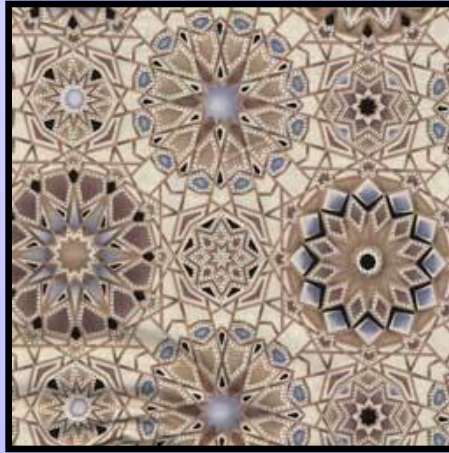
Lack of sufficient self-motivation for both educated and educator

Limited resources



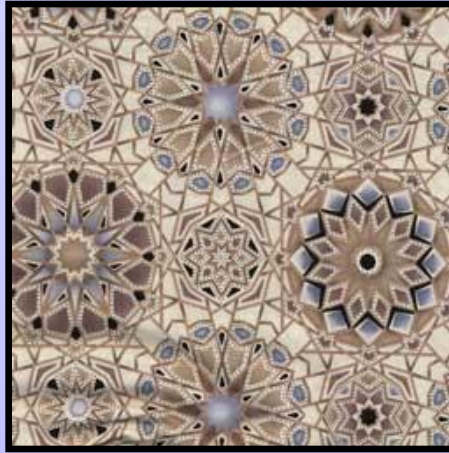
Clarify the value-base upon which consumer decisions are made

-learn to define “growth” and “prosperity”
in terms not only of material well-being but also in terms
of human dignity and non-material well-being



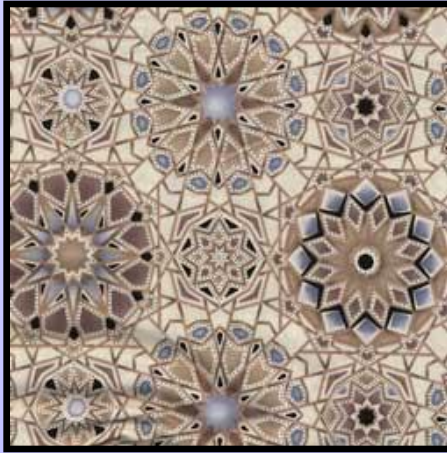
Recognize the motives and incentives for consumer choices.

-acknowledge the symbolic value of consumer choices,
the role of ethics and
the effects of peer pressure

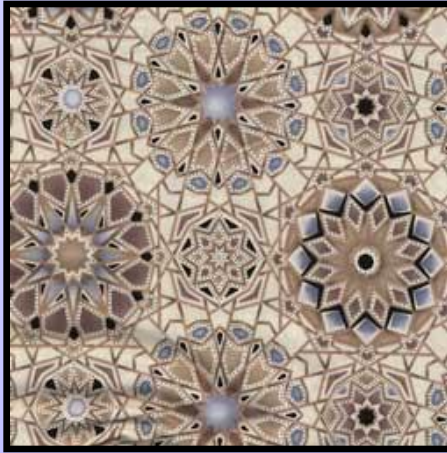


Identify the scope of consumer issues

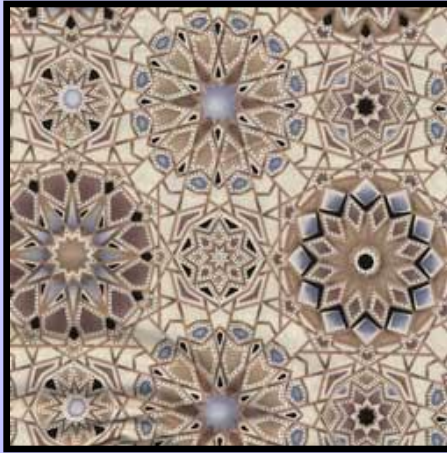
- local
- national
- global



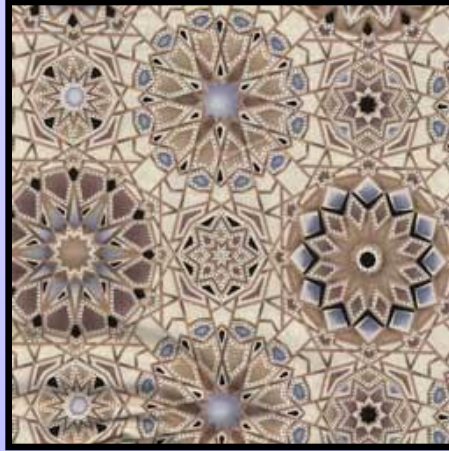
Understand the interrelatedness of
the economic, environmental and social systems and processes
involved in production and consumption



Stimulate interdisciplinary approaches
to consumer education



Incorporate relevant scientific research results
into consumer education materials and activities



Foster creativity
in students
so they can contribute to finding solutions
connected to consumer issues of the future.



Thank you