

CONSUMEE...



**Enhancing quality in
innovative higher education about consumer awareness**

Consume-aware

Erasmus+ Action 2

<https://consume-aware.eu/>

PROJECT MAIN OBJECTIVE

To create an interactive open educational module for bachelor students in order to study consumer 's rights protection, especially on the digital European market.

PROJECT FEATURES

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This project involves the implementation of a mobile application 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.

THE PROJECT INNOVATIVE INPUT

- Improvement of the quality of the higher education.
- Enhancement of the learners' competences, such as: communication in a foreign language, digital skills, cooperation in groups, initiative and entrepreneurship, stimulation of the cultural awareness and creativity.
- Establishment of a uniform system of innovative education with specific guidelines regarding the resources, the innovative techniques and the teaching approaches.
- Creation of a European model for academic innovative teaching in order to support the development of the digital methods in delivering consumer education.

THE PROJECT OUTCOMES

-  **BOOK** : *Enhancing Consumers Awareness*
-  **E-BOOK**: *theoretical input, games, case-studies, quizzes assessment tests.*
-  **Mobile Application**: *video lectures, video case-studies games, questionnaires, a guide of good practices.*
-  **Project platform**: <https://consume-aware.eu/>

BOOK – Features and goals

It offers a theoretical background on the study of the consumer's protection, rights, risks and solutions.

Goals:

- To analyze and characterize the concept of the consumer on the European traditional market and e-market, from both national and international perspectives.
- To identify the consumer's rights both on national and international levels.
- To identify and characterize the European institutions underlying the consumer's protection– and, thus, to provide a practical insight into the consumer's protection on the European Single Market.

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.

BOOK

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Published in September, 2019

University of Economics , Katowice, Publishing House

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.

E-BOOK

- video materials;
- search engine connected to the Mobile Application, including information concerning the possible consumer problems and solutions;
- a methodological guide on how to use the Consume-aware mobile application;

MOBILE APPLICATION

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

MOBILE APPLICATION

The database includes:


- a structured set of data concerning the possible consumer problems and solutions, underlying the consumer rights;
- the problems and solutions are categorized according to the country of origin.

The database is updated on a regular basis with new issues, first of all by the participating institutions in this project, as well as by all the other institutions interested in the implementation of this Mobile Application.

MOBILE APPLICATION

The mobile application has an intuitive search engine, thanks to which it will be possible to find the particular consumer's rights problems and their possible solutions.

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.

PROJECT PARTNERS AND THEIR EXPERTISE

- University of Economics in Katowice (Leader), Poland – consumer rights protection in CEE countries
- Seinajoki University of Applied Science, Finland, – mobile application design and implementation
- University of Bucharest, Romania – marketing, PR, dissemination
- Trento University, Italy - consumer rights protection in Western Europe
- 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
- 80 students

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: Universita 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 - students from the partner universities, assisted by IT experts and partner teachers.**
- **Design of the project assessment survey.**
- **Design of the course and teachers' assessment survey.**
- **Design of the course syllabus.**
- **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 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.

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.

PROJECT MOST IMPORTANT BENEFIT

**It increases
internationalization by
cooperation with European
partners**

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 between the European Universities.

University of Bucharest Contribution

- Our students designed two videos on customers' rights.: tourism domain, food domain.
- They provided the editing of those videos.
- Our students gave feedback type information on several chapters of the BOOK, especially on breaking Business Ethics Code.
- Our students participated in Intensive Meetings of the project and made remarks on the structure of the book, of the mobile application, on different English issues regarding the specialised terminology.

University of Bucharest Contribution

- Diana Ionita and Daria Protopescu provided the proofreading of the entire BOOK and E-Book.
- Diana Ionita and Daria Protopescu designed the Terminology Glossary – English for Consumer Awareness

Samples of the Terminology Glossary E-BOOK

- **Business Ethics**

- Business ethics (also known as corporate ethics) is a form of applied ethics or professional ethics that examines ethical principles and moral or ethical problems that arise in a business environment. It applies to all aspects of business conduct and is relevant to the conduct of individuals and entire organizations.
- Business ethics is the social and ethical responsibility of the companies to their customers, their staff, their business partners, their local community, society in general and the natural environment, responsibility that is as important as, or more important than their responsibility to provide financial returns to their shareholders.

- **Sources**

- <https://www.globalethics.org/What-We-Do/Consulting/Organizational-Ethics-Where-Values-and-Cultures>
- *Jan MacKenzie, 2007, English for Business Studies, Cambridge University Press*

- **Change management**

- Change management is a systematic approach to dealing with the transition or transformation of an organization's goals, processes or technologies. The purpose of change management is to implement strategies for effecting change, controlling change and helping people to adapt to change. Such strategies include having a structured procedure for requesting a change, as well as mechanisms for responding to requests and following them up.

- **Sources**

- <https://searchcio.techtarget.com/definition/change-management>, [accessed 10.01.2019, 18:10]

- **Commodity**

- A [substance](#) or [product](#) that can be [traded](#), [bought](#), or [sold](#).

- **Sources**

- <https://dictionary.cambridge.org/dictionary/english/commodity>

- **Moral hazard:**

- A situation in which one party gets involved in a risky event with awareness that it is protected against the risk and the other party will incur the cost.

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- **Sources**

- The Economic Times, (2014). *Definition of 'Moral Hazard'*. Retrieved March 21, 2018, <http://economictimes.indiatimes.com/definition/moral-hazard>.

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Samples of the Terminology Glossary BOOK

- **Informal dispute resolution**
- “Informal dispute resolution” means, but is not limited to, consultation between the landlord or landlord’s agent and one or more tenants, or mediation utilizing the services of a third party.
- **Sustainability**
- Sustainability is a broad discipline, giving students and graduates insights into most aspects of the human world from business to technology to environment and the social sciences. The core skills with which a graduate leaves college or university are highly sought after, especially in a modern world looking to drastically reduce carbon emissions and discover and develop the technologies of the future. Sustainability draws on politics, economics and, philosophy and other social sciences as well as the hard sciences.

- **European Small Claims Procedure (ESCP)**
- The European Small Claims Procedure (ESCP) became operational on 1 January 2009, as a special, EU-wide procedure available both to consumers and traders for pursuing cross-border claims within the internal market of a value not exceeding €2000. During the first five years of its existence, however, the ESCP has been used only rarely. According to available statistical data, the average number of claims pursued yearly amounts to as few as 120 per Member State. In many Member States, the number of claims filed was even below 10 per year.

- **Chapters of the BOOK, E-BOOK and the Mobile Application will be used for the elective courses for both BA and MA students.**

- <https://consume-aware.eu/>