

Project Consume-Aware

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

Erasmus+ Action 2

**Businet Conference Tallinn (Estonia)
Workshop Sessions - Best Practice in Businet
“KA2 Project on Consumer Awareness”
Thursday 8 November 2018 – 13:05-13:55**





CONSUME-AWARE Present



representatives of 2 participating institutions

Gamze Karayaz

Assistant Professor Management Department
Işık University, Istanbul
Turkey



Corneel H.C. Theben Tervile

Head of the Bachelor Applied Computer Sciences
Howest University of Applied Sciences, Bruges
Belgium



Lieven Theys

Lecturer Business Management
Howest University of Applied Sciences, Bruges
Belgium





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Ongoing project



- An ongoing project
 - Start date: 01 Sep 2016, End date: 31 Aug 2019
 - Funded by EU
 - 8 partners (both EU and non-EU HEI)
 - An **interdisciplinary** working framework, bringing together professors and lecturers with expertise in various fields such as: marketing, law, specialized terminology and IT.

Interdisciplinarity is the asset of this project!



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Project partners



- Out of the DUKENET INTERNATIONAL NETWORK
 - <http://www.dukenet.net/>
 - An international network
 - of Universities and Universities of Applied Sciences
 - in the field of commerce and business
 - EU and non-EU higher education institutions
 - private and public institutions.
 - Members: 18
 - <http://www.dukenet.net/member-universities/>
 - 16 + **Immanuel Kant Baltic Federal University** + **Bauhaus-Universität Weimar**
 - out of 14 different countries
 - with a maximum of 1 or 2 per country



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Project partners



- 8 of 16 partners (EU and non-EU HEI)
 1. University of Economics, Katowice (Poland) = COORDINATOR
 2. Seinäjoki University of Applied Sciences (Finland)
 3. IAE Savoie Mont Blanc (France)
 4. Budapest Business School (Hungary)
 5. Università degli Studi di Trento (Italy)
 6. University of Bucharest (Romania)
 7. Işık University (Turkey)
 8. Howest University of Applied Sciences (Belgium)



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Aim of the workshop



- Testimony about the cooperation within this interdisciplinary project.
 - Content
 - Final outcomes
 - current progress
 - short demo (the Mobile App)
 - Exchange ideas about the further elaboration of this project

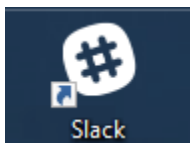


CONSUME-AWARE Teamwork



- Transnational meetings

- Slack



- Trello



- Involving students: 3 Mobile App Projects with ACS and BM students





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Consumer Awareness?



- **Awareness?**

- having knowledge or discernment of something

- **Consumer?**

- (In this case) an individual who buys products or services
 - for personal use
 - *not for manufacture or resale*
 - who can make the decision whether or not to purchase an item at the store
 - who can be influenced by marketing and advertisements



CONSUME-AWARE Smartphone needed!



What is important for a consumer? What is important for you if you buy a product or service (offline or online)?

Give me 2 answers

(Please restrict the length of each answer to one word)

- Smartphone
- Internet
- Go to menti.com and fill in:
✓ the code





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Consumer Awareness?



- The understanding by an individual of his/her rights as a consumer concerning available products and services being marketed and sold.
 - The concept involves four categories including
 - **safety**
 - **choice**
 - **information**
 - **and the right to be heard**
 - and evolved to basic rights
- [The first declaration of consumer rights](#) established in U.S. in 1962.
- Consumer activist [Ralph Nader](#) sometimes referred to as 'father of the consumer movement'.*



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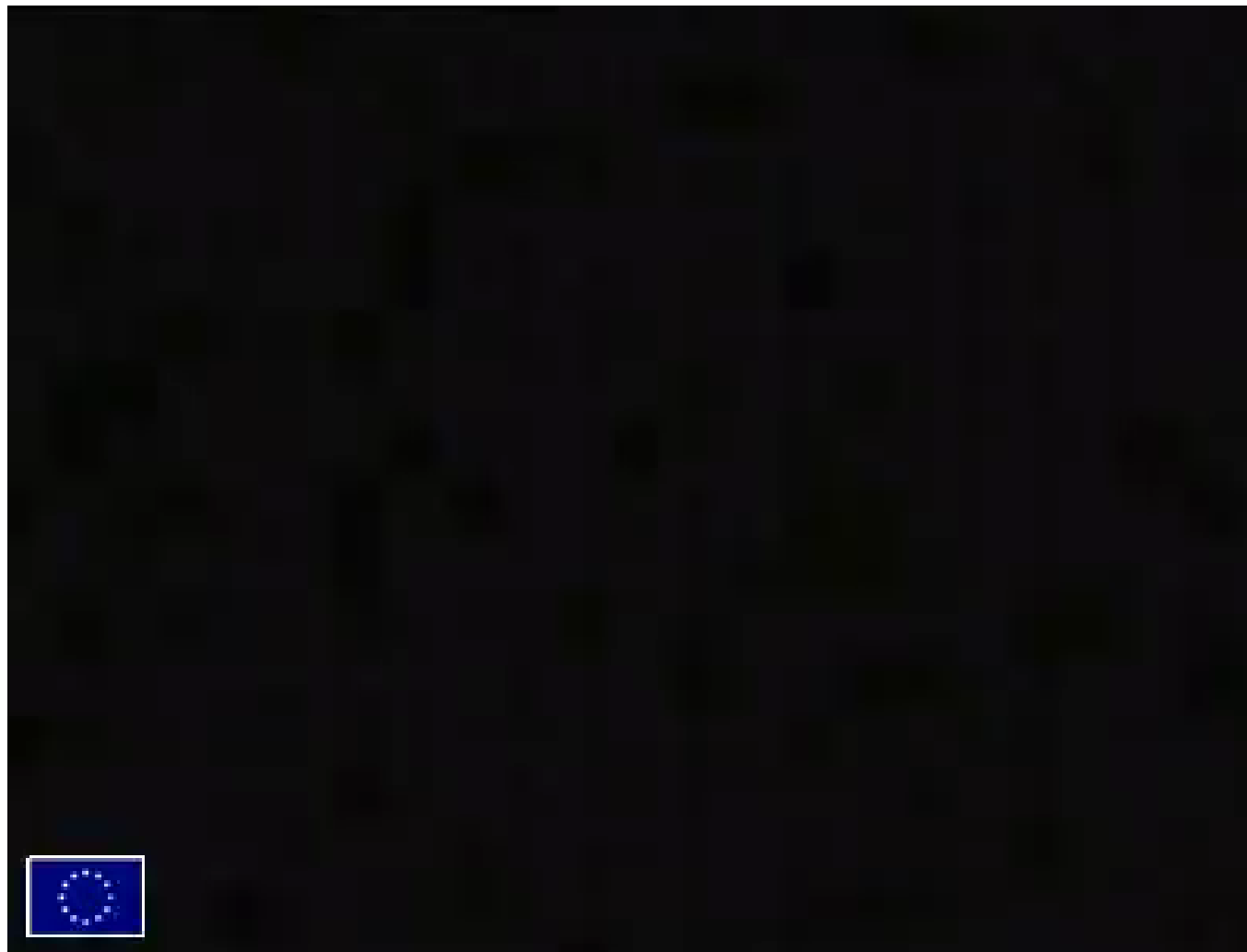
Consumer Rights



- The right to safety
- The right to be informed
- The right to choose
- The right to be heard
- The right to satisfaction of basic needs
- The right to redress
- The right to consumer education
- The right to a healthy environment



CONSUME-AWARE EC Consumer Policy



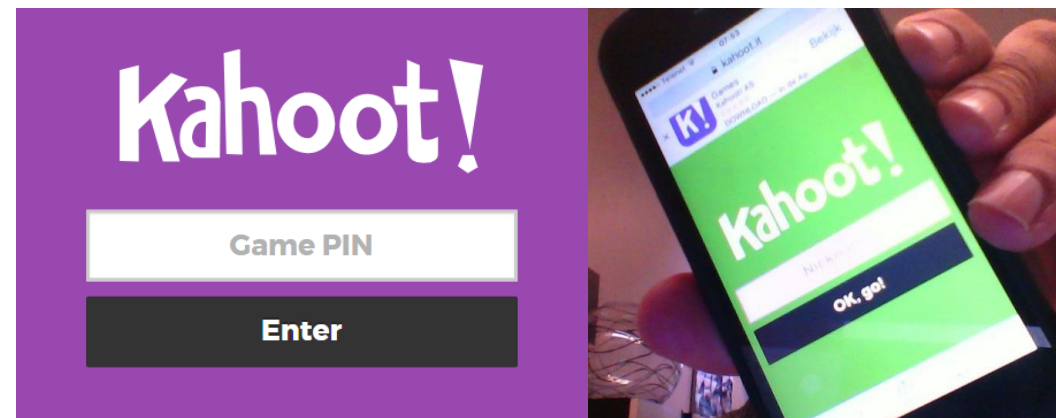


CONSUME-AWARE Smartphone needed!



How Consume-Aware are you?

- Smartphone
- Internet
- Go to www.kahoot.it and fill in:
 - ✓ the Game PIN
 - ✓ your Nickname





CONSUME-AWARE Content



- An interdisciplinary course about
 - doing business in a sustainable way with a focus on
 - cross-border sales
 - digital (via the internet)
 - (sustainable) marketing
 - EU Consumer Law and more specifically consumer protection



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Content



- The various elements of this module are:
 - understanding consumer values;
 - consumer awareness - relevance and strategies;
 - consumer rights and consumer protection in Europe;
 - practices both in the tangible goods sector and in the services sector;
 - models of consumer policy in the contemporary economy;
 - institutions of customer rights protection;
 - building consumer awareness.



CONSUME-AWARE Outcomes



- E-learning Platform
 - Mobile App
 - Book
-
- ✓ Will be open to all HEI
 - ✓ Launch? International Conference on Enhancing Consumer Awareness in June 2019 in Katowice



CONSUME-AWARE Book (content)



- ***Part I: Consumption in Europe; General Characteristics and Consumer Awareness Importance***
 - *Understanding Consumption and Consumer Values*
 - *Consumer Awareness Importance*
- ***Part II: Companies' Behaviour and Consumer Awareness Relevance***
 - *Understanding the Market and Companies' Behaviour*
 - *Consumer Awareness Relevance and Strategies*
- ***Part III: Consumer Protection in Europe***
 - *Consumer Rights; National and European Examples and Practices*
 - *Consumer Awareness Understanding in Tangible Goods Sector*
 - *Consumer Awareness Understanding in Services Sector*
 - *Models of Customer Policy in the Contemporary Economy*
 - *Institutions of Customer Rights Protection*
 - *Building Consumer Awareness*



CONSUME-AWARE Mobile App



- Idea to create the app by students during the 3y
- Since 2017 we have organized 2 international weeks and a 3rd will be organised in April 2019
 - University of Economics in Katowice has been host
 - +/- 10 IT students from Howest work with +/- 10 business students from UE Katowice in multidisciplinary teams
 - Business students perform the requirements analysis, domain study and create the questions
 - IT students co-operate with the business students and translate the requirements into the Mobile App Deliverable



CONSUME-AWARE Mobile App



- Evolution of the project
 - First edition in 2017 contained a brainstorm about several possibilities for the game design. A sky-is-the-limit approach led to several nice game concepts. At the end of the project week a prototype had been developed.
 - Second edition in 2018 version was delivered in April 2018 and the result can be found <https://appcage.howest.be>
 - Third version will be delivered next April 2019 and will be integrated in the learning platform



CONSUME-AWARE Mobile App



- This has been a success!
 - Good student integration, multicultural and multidisciplinary work
 - Overall appreciation was very good
 - Leading to student mobility from UE Katowice to Howest and hopefully in future also the other wayround
 - Further co-operation between the partners



CONSUME-AWARE E-learning Platform



- NEXT STEP is the e-learning platform
 - Integrates the book:
 - Lessons
 - PPT's of modules
 - Cases
 - Quizes
 - ...
 - You can enroll as
 - Student
 - Professor (admin role)
- Technically: in the development stage



CONSUME-AWARE E-learning Platform



- For best practice! Expectations?
 - As a student
 - ...
 - ...
 - As a professor?
 - ...
 - ...



CONSUME-AWARE Conference in June



- At the University of Economics, Katowice (Poland)
- Conference dates
 - Sunday 16th of June: welcome drink
 - Monday 17th and Tuesday 18th: conference
- **No Conference Fee!**
- Conference participation includes:
 - Welcome reception
 - Registration package
 - CD proceedings
 - Admission to all panels and sessions
 - Lunches
 - Refreshments and gala dinner



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Call for papers



- Suggested topics of interest (not exhaustive)
 - Consumer policy direction of development
 - ECC throughout EU
 - Consumer institutions
 - Consumer organisations best practices
 - Legal aspects of consumer protection
 - Academic experiences on awareness learning
 - Consumer education
 - Consumer resistance and boycotts
 - Consumer misbehavior
 - Sustainable consumption and consumer behavior
 - Sustainable marketing and CSR
 - Companies misbehavior



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