

Case Study

Building Consumer Awareness

The European Consumer Centres Network (ECC-Net) is a network of consumer centres in the EU, Iceland and Norway.

It provides information on consumer rights and assists in resolving disputes when the consumer and trader involved are based in 2 different European countries.

There are several actions which can be taken to explain consumers their rights, eg. (provide two examples of actions taken by ECC_Net in order to build consumer awareness.)

Some advice is provided in an interactive form, like below:

Links:

Android:

https://play.google.com/store/apps/details?id=eu.cec_zev.ECCNetTravel

Apple: <https://itunes.apple.com/app/ecc-net-travel/id886668562>

Windows:

<https://www.microsoft.com/pl-pl/p/ecc-net-travel/9wzdncrdlp8z?rtc=1>

What is the aim of this action?

What are advantages and disadvantages of this type of educational actions? (provide two and explain)

What other educational campaigns would you recommend in order to explain consumer their rights (provide two examples and explain)