The Consumer Citizenship Network

European Consumer Day
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An interdisciplinary network of educators, researchers and civil society organizations (including UNESCO, UNEP and Consumers International)

who recognize the pressing need for constructive action by individuals in order to achieve responsible, sustainable consumption.
Participants from 127 institutions in 37 countries
The participants develop interdisciplinary approaches to central issues dealing with:

- the balance between material and non-material well-being

- how one can translate ethical values into everyday practice through conscientious participation in the market
- stimulate the dialogue between consumers, researchers and educators
- channel information to the public as a whole and students in particular
- influence authorities and even in some cases corporate enterprises
- contribute to the development of curriculum and of didactic approaches
- contribute to strengthening the profile of the subject in schools
- increase the competence of the teachers
Consumer citizenship education

What?
When?
Where?
For whom?
By whom?
Children, youth and adults are increasingly confronted with sights, sounds and experiences which are:

- multicultural
- historically complex
- morally diverse
- unrelated to earlier impressions
- directly connected to the market
There exist:

- new patterns of cognitive understanding and moral development

- new relationships within the family, community and society at large
Challenges for the individual

- Articulate visions
- Increase awareness
- Critical reflection
- Global civic spirit (servitude, culture of caring)
- Sustainable consumption/responsible lifestyles
- Greater commitment and involvement
Tasks for parents and teachers
Educational systems:

- more occupied with transmission of cultural heritage than with preparing learners for functioning in the present and the future

- more focused on national and regional perspectives than on global ones

- more concerned with abstractions and theory than how these relate to the learner’s everyday life experience

- more subject specific than interdisciplinary, thereby not emphasizing the interconnectedness of processes, systems and information

- more concerned with competition than cooperation
Consumer education:

- fragmented, unsystematic, uncoordinated, short-sighted
- information rather than education
- subject-specific rather than interdisciplinary
- to a great extent lacking:
  - meta perspectives
  - scientific foundation
  - student involvement
  - creativity
The Consumer Citizenship Network
NORWAY
- Teaching guidelines
- Instruction materials
- In-service training courses
- Yearly conferences for teacher trainers
- Decentralized seminars with all teacher training institutions
- National curriculum revision
- Projects related to consumer citizenship but not specifically connected to education

NORDIC COUNCIL
- NICE-net (European Network for Consumer Educators)
- NICE-mail (European journal for consumer educators)
- Goal Document for consumer ed.
- Teacher training handbook
- Projects related to consumer citizenship but not specifically connected to education (such as Nordic-Baltic Agenda 21, Youth,Identity and Consumption, Food Safety)

EUROPEAN UNION
* DG Education and Culture
  - Comenius
  - Gruntvig
  - Erasmus
* DG Research
* DG Health/Consumer Affairs

Core Life Skills
European School of Consumers
CEA and CEAN
YoMag
CiCe
DCC
Nordic/Baltic ConsEd
Nordic/Baltic ConEd 2

CONSUMER CITIZENSHIP NETWORK
A consumer citizen is an individual who makes choices based on ethical, social, economic and ecological considerations.

The consumer citizen actively contributes to the maintenance of just and sustainable development by caring and acting responsibly on family, national and global levels.
CCN thematic groups:

1. **Ethical challenges**
   How can the consumer citizen deal with the ethical challenges of prosperity?

2. **The information society**
   How can the media and ICT be constructive tools for the consumer citizen?

3. **Rights and responsibilities**
   What are the consumer citizen’s rights and responsibilities as regards food, transport, housing, energy use and personal finances?
4. Global solidarity
   What contributions can the European consumer citizen make towards the eradication of poverty in the world?

5. Involvement
   How can awareness and social involvement be stimulated in the consumer citizenship?

6. Sustainable development
   How can sustainable consumption be taught?
Consumer Citizenship

Consumer citizenship is when the individual, in his/her role as a consumer, actively participates in developing and improving society by considering ethical issues, diversity of perspectives, global processes and future conditions. It involves
First internasjonal CCN konferanse
2004 UNESCO hovedkvarter, Paris
“Using, choosing or creating the future?”
Second internasjonal CCN konferanse
May 2005, University of Economics, Bratislava
“Taking responsibility”
Third international conference of the Consumer Citizenship Network

15-16 May 2006
Hamar, Norway

“Catalyzing Change”
CONSUMER CITIZENSHIP EDUCATION

Guidelines

VOL. 1 HIGHER EDUCATION

The Consumer Citizenship Network 2005

Victoria W. Thomas (ed.)

Consumer Citizenship

A consumer citizen is an individual who makes choices based on ethical, social, economic and ecological considerations. The consumer citizen actively contributes to the maintenance of just and sustainable development by caring and acting responsible on family, national and global levels.

This is a set of guidelines about consumer citizenship education compiled by the Consumer Citizenship Network. These guidelines provide a framework for consumer citizenship education. A number of models are presented and suggestions are made as to comprehension, learning outcomes and methodology. The target groups for these guidelines are teachers in higher education in general and teacher training organisations.

“The new social movements, especially the ecological movement, have already started a new cycle of environmentally conscious consumption in which socially and politically correct consumption has been added. What may have begun as a drive towards consumer awareness in sustainable consumption was also more in the direction of consumer citizenship in which individual consumer consumption is seen as an act of political, social and ecological practice.”
Courses, modules, training seminars
Consumer citizenship education

- understanding the symbolic value of commodities and services

-learning how to function in relationship to the system which produces, distributes and markets commodities and services

- consumer education + civic training + environmental education
Consumer Citizenship Education

- based upon the concept of world citizenship which claims to provide a global ethic for sustainable development

- addresses both the supply and demand sides of sustainable consumption in light of intra-generational equity

- analyzes the prerequisites for and the implications of sustainable consumption

- reflects upon development in personal, local, national and international contexts

- facilitates the locating and understanding of relevant scientific information
ISO and Social Responsibility
The Future
ISO 26000 Standard
CULTURE OF PEACE