

*Introduction by Prof.
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PAST EXPERIENCES
IN THE EVOLUTION
OF
CONSUMER
EDUCATION

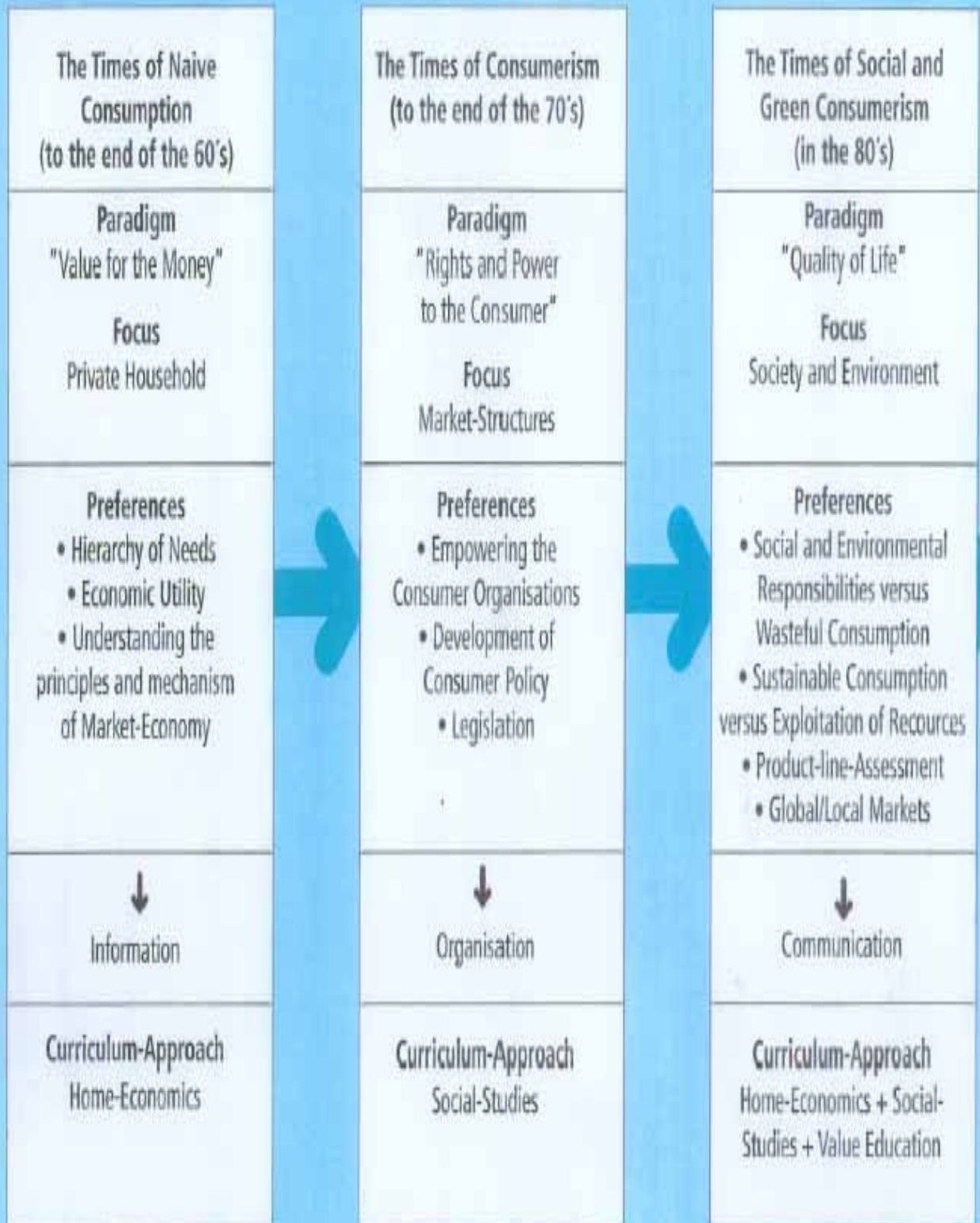
What we campaign for?

More pupils must be attracted into consumer education

No young person should leave the educational system without basic training in consumer education

Where appropriate, consumer of all age-groups should be retrained towards coping with new developments

THE EVOLUTION OF CONSUMER EDUCATION



**The Times of Naive
Consumption
(to the end of the 60's)**

Paradigm
"Value for the Money"

Focus
Private Household

- Preferences**
- Hierarchy of Needs
 - Economic Utility
 - Understanding the principles and mechanism of Market-Economy
-



Information

Curriculum-Approach
Home-Economics



The Times of Consumerism (to the end of the 70's)

Paradigm

"Rights and Power
to the Consumer"

Focus

Market-Structures

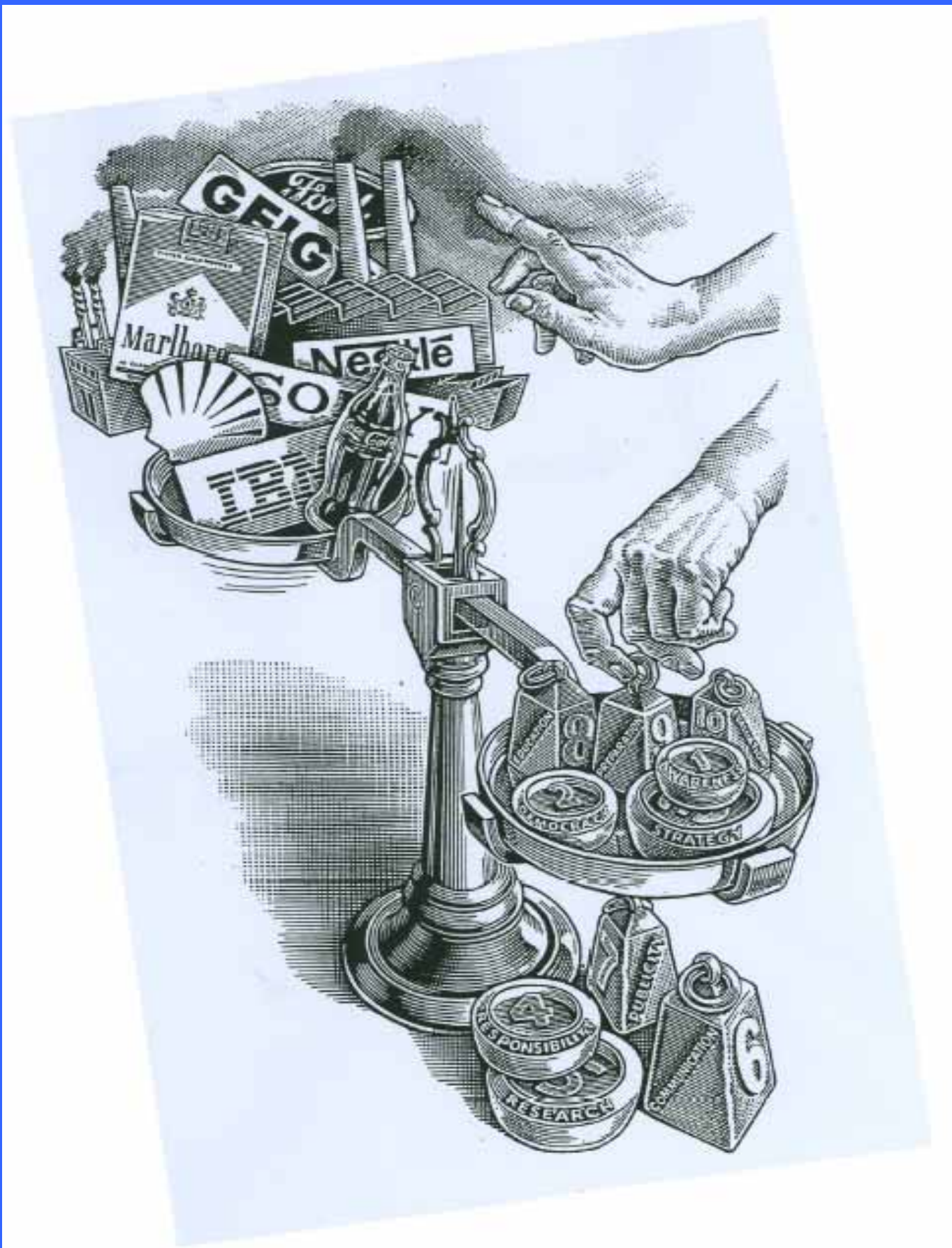
Preferences

- Empowering the
Consumer Organisations
- Development of
Consumer Policy
 - Legislation



Organisation

Curriculum-Approach
Social-Studies



The Times of Social and Green Consumerism (in the 80's)

Paradigm
"Quality of Life"

Focus
Society and Environment

Preferences

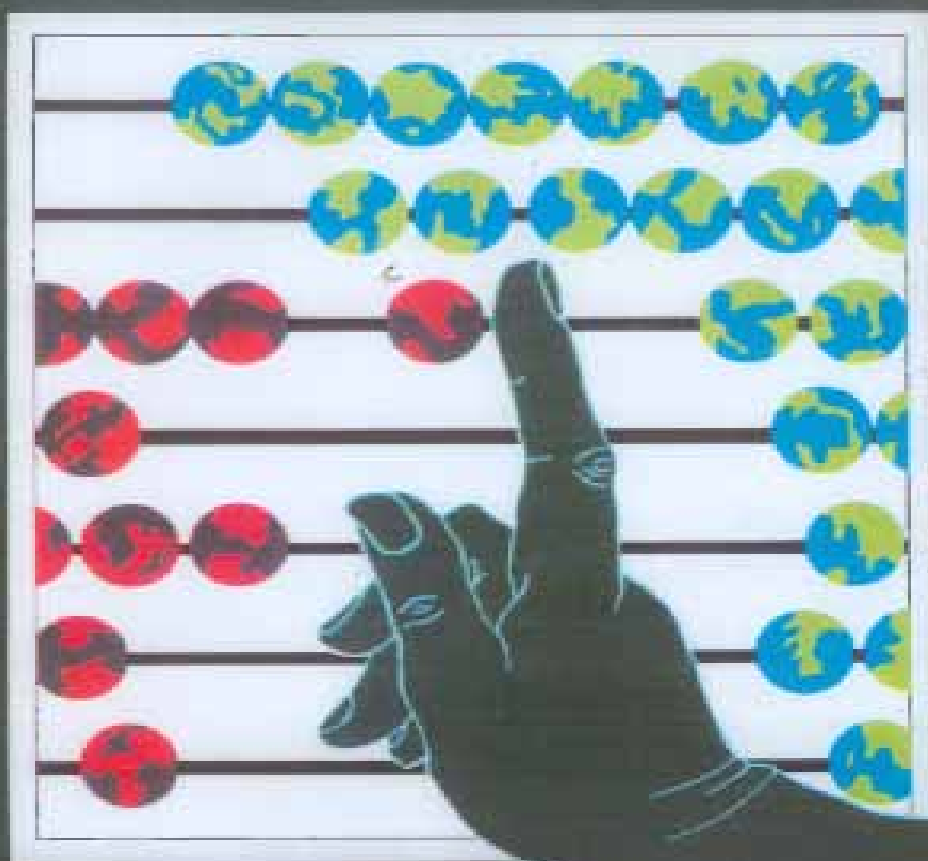
- Social and Environmental Responsibilities versus Wasteful Consumption
- Sustainable Consumption versus Exploitation of Resources
- Product-line-Assessment
- Global/Local Markets



Communication

Curriculum-Approach
Home-Economics + Social-
Studies + Value Education

SHIFTING THE BALANCE



CONSUMER ACTION

FOR A

GREEN WORLD

IOCU

International Organization of Consumers Unions

EARTH SUMMIT RESOURCE KIT JUNE 1992 RIO DE JANEIRO BRAZIL

The Sustainable Consumption Commodity Basket

Economic
Considerations

Societal
Considerations



Environmental
Considerations

Political
Considerations

The Times of Safety-Concerns
(since the 90's)

Paradigm
„Farm to Fork“

Focus
Food and Feed Production

Preferences

- The food chain under scrutiny
- GM food, functional food
- Emphasis on the right to choose
- Mandatory labelling
- International regulatory mechanism (Codex Alimentarius, WTO, European Food Authority etc.)
- Seasonal/regional origins


Evaluation

Curriculum Approach
Biology + Nutrition Education + Home
Economics + Social Studies

The Times of Safety-Concerns
(since the 90's)

Paradigm
„Web of Trust“

Focus
Consumers @ shopping

Preferences

- Effective safety policy
- Emphasis on choice and convenience
- Strict privacy policy
- High ease and low cost access for all
- @ guidelines for B2C consumers
- High standards of consumer protection


Selection and Interaction

Curriculum Approach
IT-Education + Home Economics + Social
Studies



HAMBURGER \$2.35
 CHEESEBURGER \$2.95
 TUNA SALAD \$2.75
 EGG SALAD \$2.65
 OMELETTE \$3.10
 BEEF STEW \$3.45
 FISH FILI \$3.10

RISKS	BENEFITS
HIGH WY 7MTE MIT	ALSO PUL CHIN
MORON PLUM	DEFLOW 1 17
LOW PETHS	KEVIN CUBO SCHEMATIC OF 1970
VEIT MIT FOR NITRO	LEFT OF INTALL
7MTE MIT MAY GREE PA	DEFO FISH ZELLY
MULTI WY LOT ONHTE	PULL ON T-71
11/1	11





Civil society

Interests of consumers

Paradigm

« Consumer citizenship civilises market-economy »

Focus: The active citizen

Preferences:

The tragedy or the sustainability of the commons

Incentives and disincentives for the active participation of citizens in public affairs

CoRe-competences: commitment and responsibility; self-confidence and courage; tolerance and solidarity; critical awareness and knowledge

Policy instruments of citizens: from petitions to press-releases; from complaints to collective campaigns; from individual action to a civil society organisation

Market economy, civil society, state institutions and democracy

Curriculum Approach

Civics, Social Studies, Consumer Education, Citizenship Education

Principles of Methodology

Use active and investigational methodologies such as projects, case-studies, role-playing and stimulation games which involve personal research and make use of information and material provided by consumer-organisations and test-institutes, etc.

Principles of Methodology

Encourage pupils to participate in extra-curricular activities such as events linked to consumer and environment protection organisations. Encourage them to participate in contests and competitions such as « Young Consumers Test Good and Services »

Principles of Methodology

Use primary sources and materials and personnel from non-school organisations, e.g. consumer organisations from your own or other countries

Prepare pupils to become familiar with consumer organisations by class-visits

APPENDIX 2

"A Topic Web"

Developed by Consumers International, Regional Office of Asia and the Pacific

HEALTH

- Is it dangerous to health? How?
- Does it make me healthier?
- Is it nutritious?

- Has its production caused ill health to workers?
- Hygienically prepared?
- What are its effects on the social health of the people?
- Does it undermine the health system?

ENVIRONMENT

- Does it cause pollution?
- Does it cause a litter problem?
- How do I dispose of it?
- Bio-degradable wrappers?

- Deforestation?
- Wasteful Resources Packaging?
- Toxic Waste Generated?

SAFETY

- Are there chemical additives?
- Are the ingredients safe?

- Is there occupational safety in the production process?

ECONOMICS

- Do I need it?
- Can I afford it?
- How will this purchase affect my lifestyle, savings, etc.?
- Is there an alternative choice?

- How is it produced?
- By whom and where?
- What are the work conditions of labour?
- How and where is the product distributed?
- Work and retirement benefits? Profit-sharing?
- Effect of purchase on External Debt Situation?
- Who is profiting and who is losing out?

LEGAL

- Is it labelled?
- Is there an expiry date?
- Is it shortweight?
- If it is spoiled, can I return it?

- Is it packaged according to safety regulations?
- Does the company respect trade unions' rights?
- Is it being dumped in other countries?

SOCIAL

- Is its advertising true and real?
- How has advertising influenced me to buy? Created needs?
- Has it undermined my value system?

- Has its' advertising altered lifestyles of society? New social problems? New value system?
- Does it involve child labour?
- What are the social costs of producing and marketing this product?





European Economic and Social Committee

Civil Society on the Move for a Healthier Europe!

Examples of best practice initiatives in the fight against
obesity, showcased by the EESC



Photo by Julie M. Pratt

EESC pamphlet series