



## TRACON Newsletter



Education and Culture DG

Lifelong Learning Programme

# Tracon Project: Improving students' consumer behaviour

## Training teachers in developing awareness among children

### Aim of the project

Research shows that the majority of citizens are not able to cope with their individual consumer needs, thus not being able to effectively protect neither their personal health nor the global environment and society. Media play an important role in shaping consumer behaviour of young people. Educational programs focusing on consumer awareness and behaviour are not common in the school curricula in Europe. Furthermore, only few school-teachers are trained to provide their pupils with knowledge and skills in order to help them become rational consumers of food products, energy, water and other natural resources.

The TRACON (Training teachers in developing awareness among children) project aims at addressing this by training teachers via lifelong learning in order to help their students become 'smart' and rational consumers.

### What is TRACON project?

Tracon is a transnational project involving 9 partners from 5 countries in Europe. The nine partners represent one public University (Harokopio University of Athens, HUA), one consumer association (new Consumers' Association, INKA), one public Higher Technological Institution (ASPETE), one private organisation specialized in training activities (DIAN), three public (Egitim ve genclik Calismalari Enstitusu, State Vocational Education Institute, Scoala cu cls. I-VIII "Petofi Sandor") and one private

(International School of Athens) primary and secondary schools or school-institutes and one Network Organisation (EURORESO). For more information you can visit the website of the project: [www.tracon-project.eu](http://www.tracon-project.eu).

### First year of life...

Having completed its first year of life, the key outcomes of the project are: the revision of national legislations on consumer rights and protection and of national curricula of each school partner, preparation of training material for teachers and pupils, implementation of a pilot-training for selected teachers from participating countries via an e-learning course and development of a website where training material for teachers and schemes of classroom activities can be accessed.

### Future plans of the project

In the next months, the project will evaluate the teachers' training procedure, develop training material for pupils with more ICT applications and games, pilot-train and evaluate selected students in the four countries, disseminate the project and its results via website, newsletters, leaflets, local events and a Final International Conference and improve the e-learning platform.

Through its activities, Tracon aims to promote partnerships among teachers and pupils of various countries and to increase exposure of children, parents and teachers to European policies.