



Economic and Consumer Literacy in European Schools



# MULTIPLIER EVENT

## GREECE – NATIONAL REPORT

KEPKA – Consumers' Protection Center  
Thessaloniki, Greece – 16<sup>th</sup> March 2022

Co-funded by the  
Erasmus+ Programme  
of the European Union



## 1. Introduction

The ECOLES project aims to improve and enhance the economic literacy of students as young consumers and to provide teachers with resources on 7 educational topics related to consumption. In addition to the resources a virtual consumer manager game was developed to help students and teachers test the skills acquired and knowledge gained.

KEPKA organized on the 23<sup>rd</sup> of February a Final Conference (multiplier event) in Thessaloniki, Greece, in hybrid format in order to communicate and disseminate the intellectual outputs of the project.

## 2. Preparation

The invitation was communicated to an already extensive network of stakeholders all over Greece. All available dissemination tools (send by email to mass media, consumers and stakeholders, posts at social media, phone calls, publication at website, etc) were used to make an impact on larger scale. This event targeted key people in the national education system (policy makers, Regional Primary Education Directorates and Secondary Education Directorates, Primary Education Directorates, Secondary Education Directorates, schools, teachers, NGOs, consumers and students).

KEPKA is a member of BEUC – the European Consumer Organization (umbrella group for 46 independent consumer organizations from 32 countries). KEPKA is also a member of Diktyo-Thess (umbrella group for 60 NGOs in Northern Greece). BEUC and Diktyo-Thess invited their members to participate in the event and informed them on the intellectual outputs of the project.

KEPKA prepared all documents needed for the event such as: press release, invitation, registration form, agenda, participants' list for face-to-face participation, participants' list for online participation, presentation, evaluation form and certificate of attendance.

## 3. Conducted event

Date: 23<sup>rd</sup> February 2022, 17:30

Type: Hybrid (face-to-face and online).

Location: Thessaloniki (face-to-face)

Equipment: GOTO meetings software (online) and advance technology equipment.

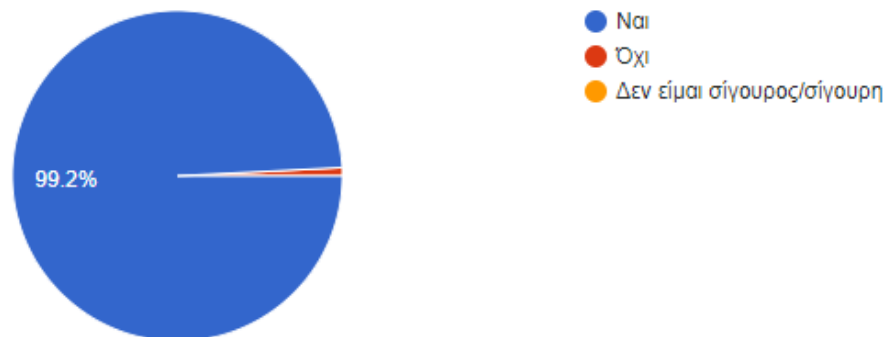
Participants: 18 face-to-face and 105 online.



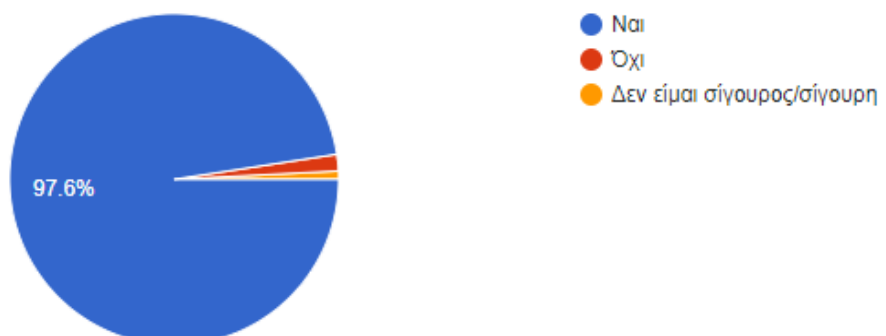
## 4. Participants' evaluation

Participants provided evaluation through an evaluation form designed for this reason. The feedback is presented in summary below.

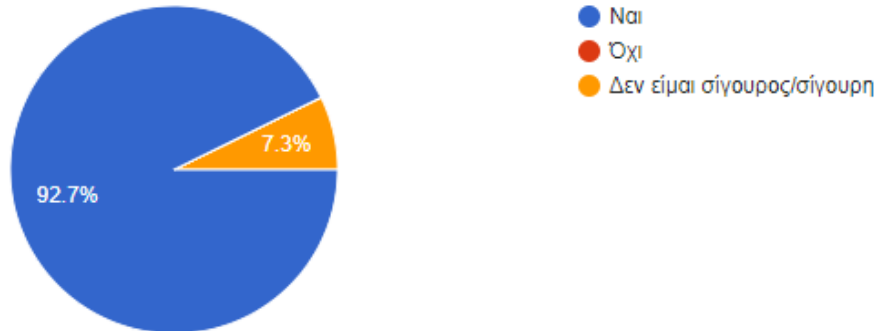
- All modules were useful:
  - **Yes: 99,2%**
  - No: 0,8%
  - I am not sure: 0%



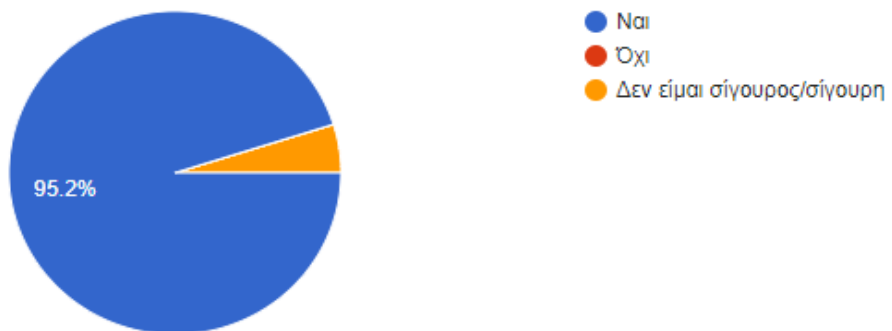
- I learned new information about the young consumers:
  - **Yes: 97,6%**
  - No: 1,6%
  - I am not sure: 0,8%



- The ECOLES virtual consumer game is appropriate for 7-18 years old students:
  - **Yes: 92,7%**
  - No: 0%
  - I am not sure: 7,3%



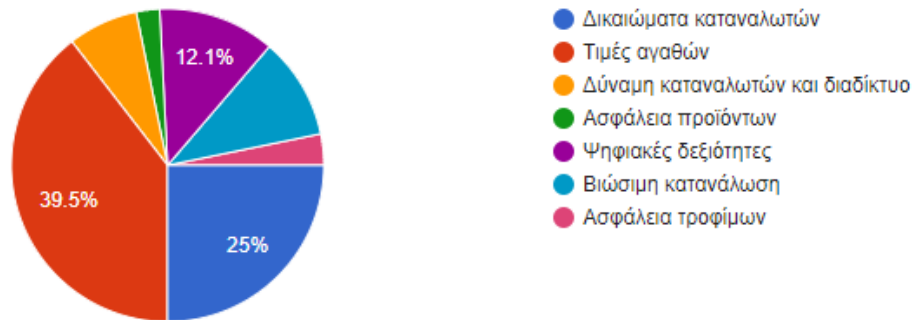
- The ECOLES virtual consumer game can be used in different curriculums:
  - **Yes: 95,2%**
  - No: 0%
  - I am not sure: 4,8%



- Which was your favourite module?
  - Consumer Rights: 25%
  - **Pricing: 39.5%**
  - Consumer Power and the Web: 7,3%
  - Product Safety: 2,4%



- Digital Skills: 12,1%
- Sustainable Consumption: 10.5%
- Food Safety: 3,2%



The vast majority of the participants (more than 90%) provided positive feedback from the participants for all aspects of the event and the project. Regarding the preferred training module, participants' preferences are for all modules but the most interesting are the "Prices" and "Consumers' Rights".

## 5. Conclusion

This event provided the opportunity to different categories of stakeholder to engage with KEPKA and discuss the project's research, methodologies and findings. The event stimulated an exchange of the project's conclusions and recommendations with stakeholders and promote interaction among different types of stakeholders, including policy-makers, local authorities representatives, as well as academia and consumers associations' representatives.

Participants were thrilled by the presentation and the intellectual outcomes of the project. They were very pleased by the quality of the information received during the event, the thorough explanation of the technical specifications and the ways presented on how they can make the best use of the educational material in their schools.

Participants were invited to act as ambassadors of the project and its results among academic and school education cycles, after the completion of the project.

