

THIRD PARTY PROJECT OVERVIEW – IMPACT4VALUES

CALL 1 – SMALL AND MEDIUM PROJECTS

MEDIUM PROJECTS

1. ASSOCIATION EKO BREZNA: CONSUMERS FIRST!

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Funding awarded	55.447,69 Eur
Project duration	15 months (1.9.2023 – 30.11.2024)

Project "Consumers First!" aims to contribute to the implementation of the EU Charter of Fundamental Rights, focusing on consumer protection in public services. The project will establish conditions for the creation and operation of advisory bodies/complaints committees, which are the responsibility of local self-government units (LSGUs) and public service providers (traders) in accordance with the Consumer Protection Act. These established advisory bodies/committees will serve the local population.

One of the project goals is to raise consumer awareness about their rights under the EU Charter, particularly consumer rights, so they are informed about the available services. Since the topic of consumer protection is underrepresented in the Brod-Posavina County, the project will first conduct a situation analysis (surveys of LSGUs, traders, and citizens) to assess how well the obligations under the Consumer Protection Act are being met and to determine citizens' level of awareness about their consumer rights. Support will be provided to LSGUs and traders in fulfilling their legal obligations, and info workshops will be organized for citizens, primarily the elderly, to educate them on topics such as consumer rights and online safety.

To ensure a higher level of consumer awareness of their fundamental rights under the EU Charter, the project will organize a public campaign (roundtable discussions/public events) and establish a monitoring system to oversee the work of advisory bodies/complaints committees.

Expected Project Results:

The project aims to increase the number of local self-government units (LSGUs) and public service providers (traders) in Brod-Posavina County that establish advisory bodies/complaints committees, which will serve as accessible services for citizens to get informed about their consumer rights, exercise these rights, and submit inquiries, complaints, or claims regarding the use of public services.

Another result is to improve the knowledge and competence of LSGUs and traders regarding the establishment and operation of advisory bodies/committees and to support them in implementing such services within their areas of responsibility. To achieve this, and to establish at least 3 new

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advisory bodies/committees, the project will organize a minimum of 10 info workshops for LSGUs and traders, introducing them to their obligations under the Consumer Protection Act.

The project also aims to familiarize citizens with the established advisory bodies/committees and their fundamental rights under the EU Charter. This will be achieved through info workshops for citizens, primarily for the elderly (at least 70 participants), 5 roundtable discussions, and public events as part of the consumer rights awareness campaign. Additionally, the project will include media promotion, such as 15 radio programs, 2 TV reports, 350 information leaflets, and posts on the organization's website and social media, as well as the social media of the project partner, the Association for Consumer Education, Protection, and Information.

Furthermore, the project will strengthen the capacities of the Association for Consumer Education, Protection, and Information by including new members and experts who will provide support to citizens in exercising their consumer rights.