D4.2 – Digital information campaign

Project Acronym	CoRe
Project Title	Consumer (Re)generation
Grant Agreement Number	101196578
Programme	SMP-CONS-2024-EDU
Work Package	WP4
Lead Beneficiary	Cittadinanzattiva APS
Dissemination level	Public
Date	July 2026
Version	Final

Project web page (EN)	https://www.activecitizenship.net/projects/1290-2025-consumer-re-generation-core.html
Project web page (ITA)	https://www.cittadinanzattiva.it/progetti/17245-consumer-re-generation-core.html

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Description

The **Consumer (Re)generation (CoRe) project** was born with the strategic objective of boosting citizens' awareness in the contemporary market, aiming first and foremost to transform young people from passive users into informed, responsible, and proactive consumers. Within this empowerment framework, **Work Package 4 (WP4)** took on the crucial role of raising awareness and communicating the project's themes and outputs. The objective of WP4 went beyond simple dissemination; it aimed to generate a genuine transfer of knowledge from the school community to civil society at large.

Role Reversal: From Youth to Adults. The highly innovative element of the communication strategy was the adoption of a "bottom-up" approach. Starting from the outputs created directly by the students during their educational journey—specifically the Young Consumers' Manifesto and the communication slogans—we designed and structured an information campaign specifically targeted at an adult audience. This choice allowed us to trigger a virtuous educational loop, where the younger generations called upon adults (parents, educators, citizens) to embrace greater responsibility and ethics in their daily purchases, thereby ensuring a higher level of attention and empathy from the target audience.

Multichannel Approach and Content Valorisation. To ensure maximum reach and engage the different demographics of the adult audience, the campaign was rolled out through a multichannel strategy. All of Cittadinanzattiva's digital assets were deployed in synergy: the institutional website (acting as a hub for extended content), the newsletter (for direct engagement), and the social media platforms (Facebook, Instagram, X, and LinkedIn), adapting the tone of voice and formats to the specificities of each platform.

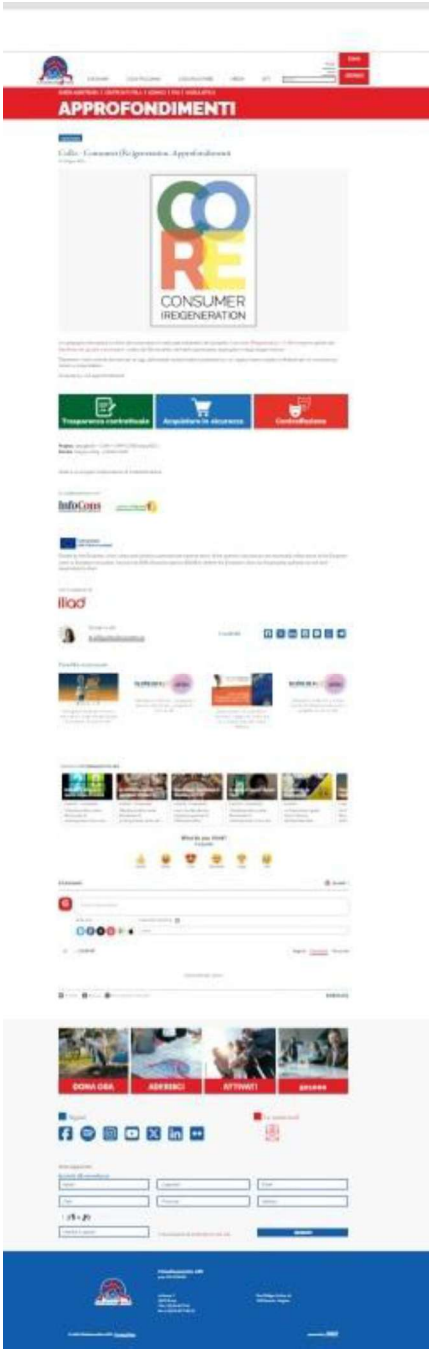
Thematic Deep Dives. The core content of the campaign focused on the market criticalities felt to be most urgent by the young people themselves. By linking our communication efforts to the three winning slogans of the student contest, we produced targeted thematic deep dives. This content translated the young people's creativity into concrete consumer protection tools, focusing on three fundamental pillars:

- **Contractual transparency**: educating the public on the critical reading of terms and conditions, especially in digital environments.
- **Safe purchasing**: providing defence tools against scams, unfair commercial practices, greenwashing, and privacy violations.
- **Combating counterfeiting**: raising awareness about the safety risks linked to fake products and the importance of protecting the legal market.

In short, WP4 allowed us to fully leverage the schoolwork, transforming it into a public utility campaign capable of stimulating more mindful, fair, and safe consumption across all generations.

1. Slogans and Deep Dives

Starting from the three winning slogans, thematic deep dives were developed on the Cittadinanzattiva website to raise awareness and educate the adult public about their rights, turning the insights of the younger participants into practical tools for protection and awareness in everyday shopping. **To provide visual evidence of this work, the images, links, and screenshots relating to the publication of the content and its dissemination across digital channels are provided below.**



Contractual transparency

Web page	Social media content (1)
	

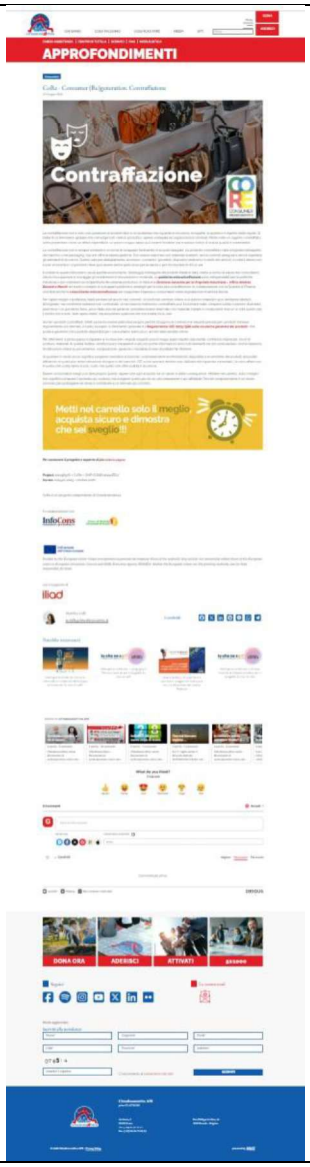
https://www.cittadinanzattiva.it/approfondimenti/17884-core-consumer-re-generation-trasparenza-contrattuale.html

Safe purchasing

Web Page	Social media content (2)
	

https://www.cittadinanzattiva.it/approfondimenti/17885-core-consumer-re-generation-acquistare-in-sicurezza.html

Combating counterfeiting

Web Page	Social media content (3)
	
https://www.cittadinanzattiva.it/approfondimenti/17886-core-consumer-re-generation-contraffazione.html	

2. The Educational Guide

As part of the campaign, we also ensured wide visibility for the Educational Guide, with the aim of disseminating the methodological tool developed throughout the project. The objective of this specific communication action was to consolidate the impact of our initiative, providing the public with a concrete, practical, and structured resource to dive deeper into consumer education pathways.

Social media content (4)



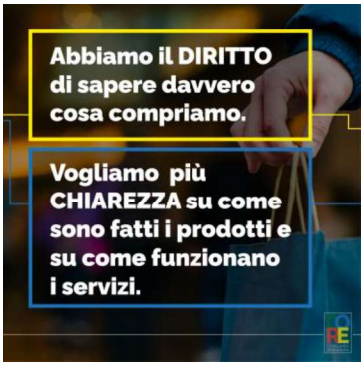
3. The Young Consumers' Manifesto

Through the information campaign, we also showcased the contents and the various sections of the *Young Consumers' Manifesto*. This action allowed us to give widespread visibility to the significant collaborative work carried out by the 35 classes and 667 students who actively participated in the project.

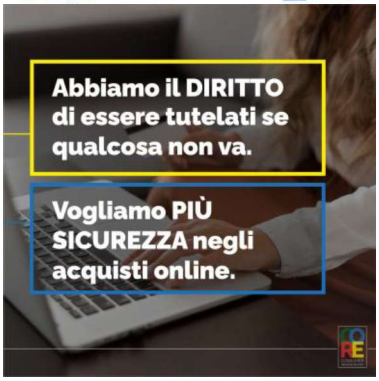
Consumer rights and duties

Social media content (5) - Carousel









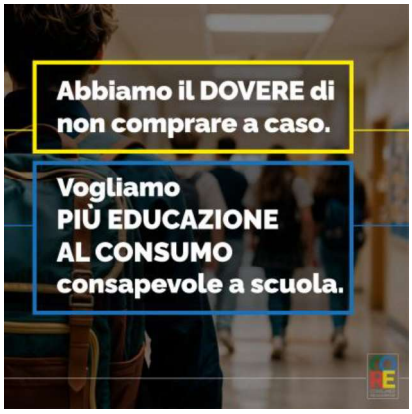


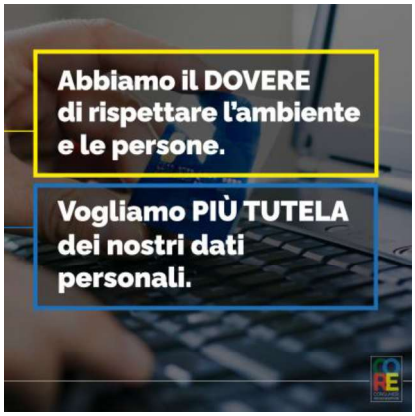
Social media content (6) - Carousel













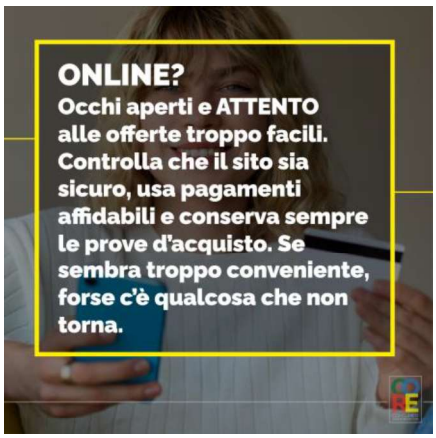
Tips for being responsible consumers

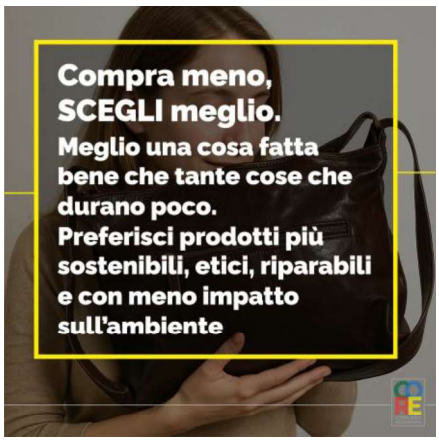
Social media content (7) - Carousel








ONLINE?
Occhi aperti e ATTENTO alle offerte troppo facili. Controlla che il sito sia sicuro, usa pagamenti affidabili e conserva sempre le prove d'acquisto. Se sembra troppo conveniente, forse c'è qualcosa che non torna.


Compra meno, SCEGLI meglio.
Meglio una cosa fatta bene che tante cose che durano poco.
Preferisci prodotti più sostenibili, etici, riparabili e con meno impatto sull'ambiente

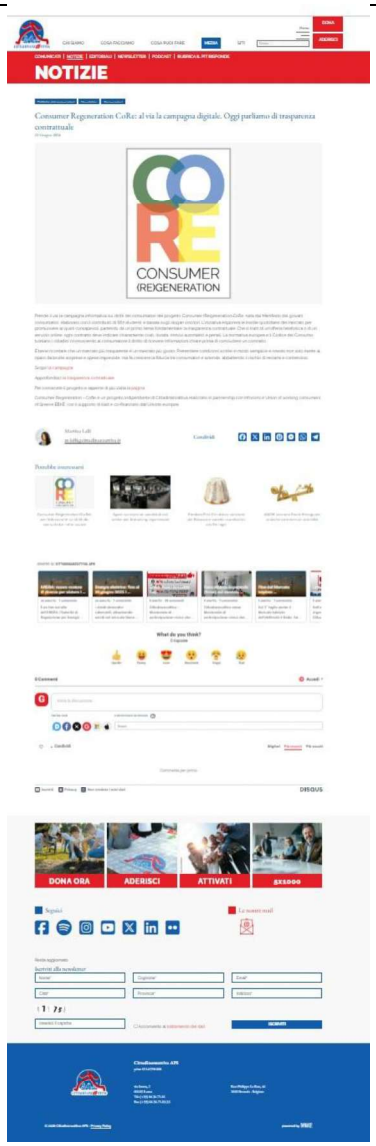
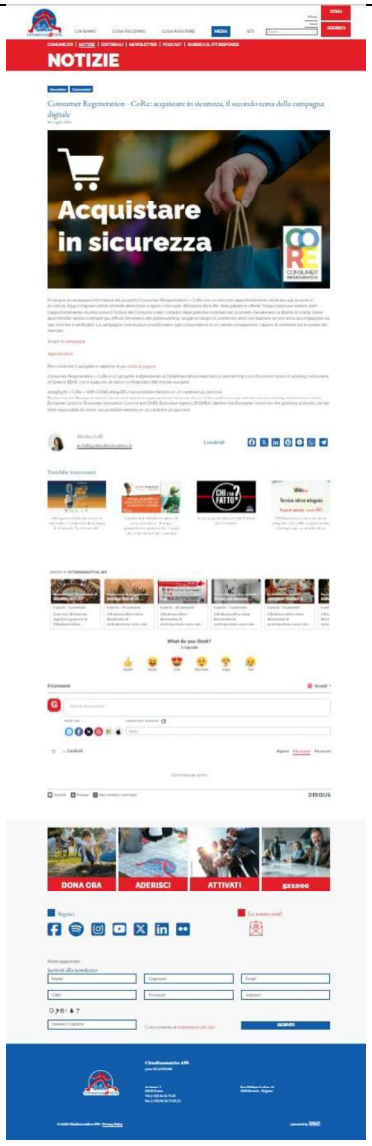
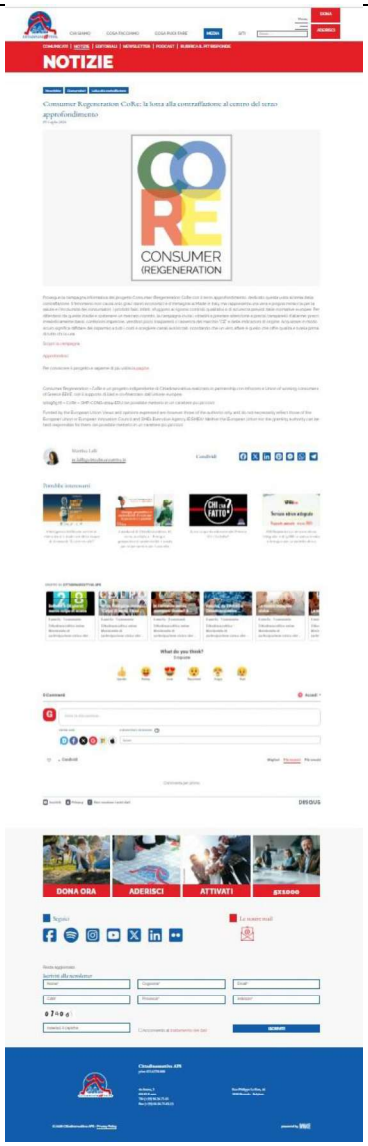

NON SPRECARE.
Riusa, ripara, ricicla: dare più valore alle cose significa produrre meno rifiuti.


Non aver paura di
FAR VALERE
I TUOI DIRITTI.
Se qualcosa non va, chiedi assistenza, segnala il problema e fatti sentire


QUALITÀ GARANZIA
Sicurezza Sostenibilità
LOTTA ALLA CONTRAFFAZIONE
Responsabilità RECESSO Doveri
Tutela
RISPETTO Informazione
RIMBORSO AMBIENTE
DIRITTI Consapevolezza
Scelta Trasparenza
ATTENZIONE! RICICLO
Visita il sito per conoscere il progetto
www.cittadinanzattiva.it

4. Newsletter

The institutional newsletter proved to be a strategic channel for directly and specifically reaching an already engaged adult audience. We used this tool to widely disseminate the Manifesto, the slogans, and the thematic deep dives, thereby consolidating the engagement of citizens, teachers, and project stakeholders.

Contractual transparency	Safe purchasing	Combating counterfeiting
		
https://www.cittadinanzattiva.it/notizie/17897-consumer-regeneration-core-al-via-la-campagna-digitale-oggi-parliamo-di-trasparenza-contrattuale.html	https://www.cittadinanzattiva.it/notizie/17920-consumer-regeneration-core-acquistare-in-sicurezza-il-secondo-tema-della-campagna-digitale.html	https://www.cittadinanzattiva.it/notizie/17930-consumer-regeneration-core-la-lotta-alla-contraffazione-al-centro-del-terzo-approfondimento.html