RIGHTS AND DUTIES OF CONSUMERS

1. We have the RIGHT to truly know what we are buying.
Price, materials, origin, quality, instructions, and terms of sale must be clear. If the information is not transparent, we cannot make good choices.

2. We have the RIGHT to safe and high-quality products.
What we buy must not harm us, must not mislead us, and must live up to what it promises.Safety comes first.

3. We have the RIGHT to be protected if something goes wrong.
If a product is defective, does not work, or is not as we expected, we must be able to benefit from a warranty, replacement, refund, or return easily and quickly.

4. We have the RIGHT to choose without being misled.
Misleading advertising, fake reviews, non-transparent influencers, unsafe websites, and online tricks must not affect our choices.

5. We have the DUTY to inform ourselves before buying.
Reading labels, comparing prices, checking the website, and fully understanding what we are purchasing is the first step to making informed decisions.

6. We have the DUTY not to buy impulsively.
Not everything we like is something we truly need. Buying responsibly means avoiding waste, impulse purchases, and choices driven only by trends.

7. We have the DUTY to respect the environment and others.
Every purchase has an impact. Choosing more sustainable, durable, and ethical products means respecting the planet, workers, and the future.

8. We have the DUTY to assert our rights.
Keeping receipts, reporting issues, denouncing scams, and contacting a consumer association when needed means being active consumers, not passive ones.

THIS IS THE FIRST MANIFESTO OF YOUNG CONSUMERS

IT WAS WRITTEN BY US:

667 STUDENTS FROM
35 ITALIAN CLASSES

CORE
CONSUMER
(RE)GENERATION

NEW RIGHTS AND PROPOSALS FOR THE FUTURE

1 We want MORE TRANSPARENCY about how products are made and how services work.
We should be able to easily know where they come from, what materials they are made of, how long they last, and what impact they have on the environment and on people.

2. We want SIMPLER and more useful LABELS.
Important information must be clear and immediate, especially for young people. Understanding a product should not be complicated.

3. We want MORE SECURITY in online shopping.
Buying online should be easy, but also safe. More controls are needed against scams, fake websites, manipulated reviews, and disguised advertising.

4. We want to ASSERT OUR RIGHTS without obstacles.
Complaints, returns, and refunds must be easier, faster, and less complicated. A right truly matters only if we can exercise it.

5. We want products that last longer and can be REPAIRED.
Throwing things away cannot always be the only solution. Repairing should be possible, accessible, and normal.

6. We want MORE EDUCATION ON responsible consumption in schools.
Learning how to make informed choices, recognize risks, avoid scams, and understand our rights should be part of our education.

7. We want GREATER PROTECTION of our personal data.
In the digital world, our data has value. That's why it must be truly protected, just as our safety must be protected when we shop.

TIPS FOR BEING RESPONSIBLE CONSUMERS

1. **GET INFORMED before buying.** Read labels, reviews, and terms of sale.
2. **ASK YOURSELF if you really need it.** Wait a moment before buying: not everything you want is something you truly need.
3. **SHOPPING ONLINE? Keep your eyes open and BE CAREFUL with deals that seem too good to be true.** Check that the website is secure, use reliable payment methods, and always keep proof of purchase. If it seems too good to be true, something might be wrong.
4. **Buy less, CHOOSE better.** It's better to have one well-made item than many that don't last. Choose products that are more sustainable, ethical, repairable, and have less environmental impact.
5. **DON'T WASTE. Reuse, repair, recycle:** giving more value to things means producing less waste.
6. **Don't be afraid to ASSERT YOUR RIGHTS.** If something goes wrong, ask for assistance, report the issue, and make your voice heard.

KEYWORDS

QUALITY
WARRANTY
SAFETY
SUSTAINABILITY
ANTI-COUNTERFEITING
RESPONSIBILITY
RIGHT OF WITHDRAWAL
DUTIES
PROTECTION
REFUND
RESPECT
INFORMATION
ENVIRONMENT
RIGHTS
AWARENESS
ATTENTION
TRANSPARENCY
CHOICE
RECYCLING

activecitizenship.net
SCAN AND VISIT THE WEBSITE TO LEARN MORE ABOUT THE PROJECT

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