

EEKE Takes Part in the Final Event of the European CoRe – Consumer (Re)Generation Project at the European Parliament

The Union of Working Consumers of Greece (EEKE) participated on 14 October 2026 in the final event of the European CoRe – Consumer (Re) Generation project, of which it is a partner. The event, entitled "Consumer Education in School Curricula – Challenges, Lessons Learned and Policy Recommendations from the CoRe Project," took place at the European Parliament in Brussels, Belgium, and was hosted by Italian Member of the European Parliament Denis Nesci, (ECR).

The European CoRe – Consumer (Re)Generation project is led by Cittadinanzattiva APS (Italy), in partnership with EEKE (Greece) and InfoCons (Romania), with the support of iliad and co-funded by the European Union through the Single Market Programme.

The event brought together representatives of the partner organisations, European institutions and consumer protection organisations, alongside teachers and students who participated in the project's activities.

During the event, the position paper "Consumer Education in School Curricula: Challenges, Lessons Learned and Policy Recommendations from the CoRe Project" was presented. The document summarises the main findings, conclusions and lessons learned from the pilot activities implemented as part of the project.

The pilot programme involved 16 schools, 35 classes, 667 students, 36 teachers and 583 parents across seven Italian regions. Its activities aimed to equip young people with the knowledge and skills needed to become informed and responsible consumers, understand their rights and exercise them effectively.

Discussions focused on the opportunities and challenges of integrating consumer rights education into school curricula. The event also highlighted concrete policy recommendations to strengthen consumer education among younger generations, particularly in an increasingly digital environment where minors may face a range of online risks.

EEKE's participation in the CoRe project reflects its ongoing commitment to promoting consumer education, ensuring access to reliable information and fostering a culture of responsibility, prevention and awareness of fundamental consumer rights. Through its involvement in European initiatives such as CoRe, EEKE continues to support efforts to empower citizens, especially younger generations, to make informed decisions and exercise their rights confidently in an evolving consumer landscape.

Agenda

14 October 2026 | 11:00 – 13:00

Room 1H1 | European Parliament, Brussels

Moderator: Brian Maguire, journalist

11:00 – Opening remarks and institutional greetings

- **Denis Nesci**, Member of the European Parliament, ECR Group, Italy

11:15 – The Consumer (Re)Generation project and presentation of the position paper

- **Tiziana Toto**, Head of National Consumer Policies – Cittadinanzattiva
- **Anastasia Chatzipavlou**, Director – Union of Working Consumers of Greece – EEKE

- , Public Relations and Communication – InfoCons

11:45 – Ioana Petrea Testimonies from teachers and students

12:00 – Roundtable discussion, including a Q&A session

- **Carmelo Benenti**, President – European Consumers Union – ECU
- **Dillan Fangoo**, Policy Officer – DG CNECT G3: Accessibility, Multilingualism and Safer Internet, European Commission
- **Anne van Nistelrooij**, Policy Officer and Team Leader – DG JUST B.1 Consumer Policy and Sustainability, European Commission
- **Domenico Emmanuel Olivieri**, Public Affairs Manager – iliad

12:50 – Conclusions

- **Tiziana Toto**, Head of National Consumer Policies – Cittadinanzattiva

The **CoRe – Consumer (Re)Generation** project contributes to strengthening consumer rights education and preparing young people to make informed and responsible decisions in both traditional and digital environments.