

Empowering Rural Consumers (EmRuCo)

During the years 2004 - 2007 was implemented an international project with the participation of Latvian, Austrian and at the final stage of the project also Lithuanian colleagues. The aim of the project was to get acquainted with the rural areas consumer's behaviours, knowledge and practices for finding out the ways of empowering the rural consumers. The project contained study trips to the participating countries rural areas for getting practical experiences about the rural areas consumers problems and developments. During the project period there was published adaptaion of international manual about Consumer Education in Estonian language. There was also conducted an international study about the rural consumers of Estonia, Latvia and Austria.