

CCN



CCN: The Consumer Citizenship Network

The Consumer Citizenship Network (CCN) is an interdisciplinary network of educators and researchers which focuses on the development of the consumer citizen. The consumer citizen is an individual who makes choices based on ethical, social, economic and ecological considerations. The consumer citizen actively contributes to the maintenance of just and sustainable development by caring and acting responsibly on family, national and global levels. Recent decades have brought positive progress around the globe in many areas of life but also dramatic social and economic disparities and far reaching environmental degradation. These are in many cases the consequences of the impacts of governmental policies, commercial activities and individual lifestyle choices. The Consumer Citizenship Network is a response to the repeated calls within the fields of civic participation, consumer protection and environmental conservation for initiatives which contribute constructively to increased awareness and responsible action leading to sustainable development. Consumer citizens need training in how to define issues; gather, handle and apply relevant information; consult; plan courses of action; make choices; analyse and assess the consequences of their actions, and reflect upon the effect they have made locally, nationally and in a global context. There is also a pressing need for research, discourse and educational focus on sustainable development in general and sustainable consumption in particular. Higher education faces the difficult and demanding task of helping prepare citizens for life in a complex, highly commercial, global society. This involves increasing collaboration between research, higher education and civil society in order better to relate theoretical knowledge to practical everyday experience. The Consumer Citizenship Network facilitates this collaboration as well as stimulating curricula reform and integration of alternative teaching methods which improve the individual's ability to function creatively and meaningfully in modern society.

www.hihm.no/concit/