Types of Consumer Education

• Formal Institutionalized
• Non-formal: Community based, Participative, and problem solving
Who is a Consumer?

- The largest economic group in an economy
- Ultimate users of goods and services
- Customer, end-user and consumer
Consumer Rights?

• Eight basic consumer rights: Right to
  – satisfaction of basic needs,
  – safety
  – to be informed
  – to choice,
  – to be heard,
  – to redress,
  – to consumer education and
  – to live in a healthy environment
Who should provide consumer education?

• Joint Responsibility of
  – The State
  – Regulatory Bodies
  – Producers of N.G.
  – Transmitters
  – Distributors
  – Consumer Organizations
How is Consumer Education Best achieved?

- Platform Sharing
- Policies
- Public Education Campaigns at all levels
- Media
- Billing Systems
Concluding Remark

• Consumer education
  – involves all actors in the market place
  – Must be targeted, accurate and truthful
  – Must be continuous

• A BIG THANK YOU!!!!