The Digital Competence Framework for Consumers (DigCompConsumers)

The Digital Competence Framework for Consumers (DigCompConsumers) offers a reference framework to support and improve consumers' digital competence

THE DEFINITION

Consumer digital competence is defined as **the competence consumers need to function actively, safely and assertively in the digital marketplace.** This definition builds on existing work on consumers' competence, and on the general digital competences as defined in the **DigComp 2.0 framework**

THE COMPETENCE AREA

The document is divided in 3 macro areas of competences:

- **Before the purchase**
- **During the purchase**
- **After the purchase**

BEFORE THE PURCHASE

- **Navigating, searching and filtering** information on goods and services
- **Evaluate** and **compare information** on goods and services
- **Recognising** and evaluating advertising and commercial
- **Manage profile and digital identity** in the digital marketplace
- Consider **sustainable and responsible** consumption in digital markets

DURING THE PURCHASE

- **Interacting** in the digital marketplace to buy and sell
- **Participate** in collaborative economy platforms

- **Manage payments** and finances through digital tools
- **Understand copyrights**, licences and contracts related to digital goods and services
- **Manage privacy and personal data**
- Protect health and safety

AFTER THE PURCHASE

- **Sharing information** with other consumers in the digital marketplace
- **Assert consumer** rights in the digital marketplace
- **Identifying limits and gaps** in the skills of digital consumers

Download the full document **here**

ONLINE PROJECT

The project aims at offering innovative learning opportunities to lower secondary school teachers to reinforce their key competences on the topic in order to finally improve students (age 11-14 years old) digital competences to access and use digital technologies such as e-commerce platforms through clients based challenges and cases studies

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