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| **Title** | "Design and Implementation of an Education Campaign on Consumer Rights" |
| **Working Group** | Vice Ministry of Investment and Competition, through DIACO (Consumer Assistance & Information Center) | **Country** | Guatemala |
| **Date** | August 24 to 26. | **Venue** | " XVII Annual Meeting of Senior Officials " |
| **Project Status****(Choose one)** | X **New** □ **Continuation** □ **Reformulated**  |
| **Project Category****(Choose one)** | □ **Consultation by Specialists** X **Short Term Training Course / Internships**□ **Workshops / Seminars**□ **Networks**□ **Database**X **etc. (Apoyo Financiero)** |
| **Project Contact Point**  | **Name** | Silvia Escobar |
| Edy López |
| **Position**  | Director |
| Technical advisor |
| **Department**  | Consumer Assistance |
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| **Participants**  | **Member Countries**  | Guatemala |
| **Organizations** | Ministry of Economy |
| **Project****Purpose & Description** | Implement an education campaign in which consumers can understand their rights and obligations.Increase coverage of -DIACO- in the city, departments and municipalities of Guatemalan territory, in order to increase the usage of its services. |
| **Activity****Description & Outcome** | 1. Educate and inform consumers and users about their rights and obligations.2. Guatemalan behavioral change.  |
| **File** |  |