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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** |  | | | |