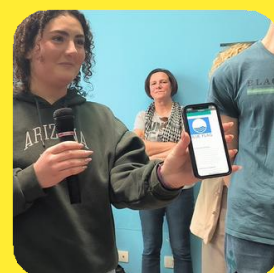
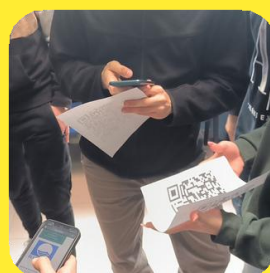


»»» EXPLORING ECO-LABELS AND CONSUMER BEHAVIOR: A HANDS-ON LEARNING EXPERIENCE

On March 5th 2025, a group of Latvian students participating in the Erasmus+ program “Online Technologies in Teaching” at JUMP Academy Professional Training was involved in the “Eco-label Outdoor Digital City Game”. This constructive learning activity aimed to strengthen students’ knowledge of eco-labels and raise awareness about consumer behaviour through the use of digital technologies.

The students were divided into four teams to encourage collaboration and team-building. Each team was assigned a set of QR codes corresponding to different eco-labels among the 66 listed in the [Eco-Label Project Guide](#). The goal was for the students to use their mobile phones to scan the QR codes and learn as much as possible about the logos, organisations, purposes and sustainability impacts of the associated eco-labels within a specified time. The use of technology made the learning process more interactive, engaging and hands-on, helping the students to engage with the material more effectively.



This activity helped students develop a better understanding of consumer behaviour and how eco-label awareness and understanding influence purchasing habits.