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E-MARKETING
OF CONSCIOUS CONSUMING

Event Program

"Earth Day-2024" within the project «Dissemination of EU practices through e-marketing, conscious consumption, circular economy, resource efficiency»

(«E-marketing of conscious consuming»)

Erasmus+ Jean Monnet Module program

Date – **April 22-26, 2024**

Venue – **Lviv Polytechnic National University (online format).**

Target audience: **interested in the topic of conscious consumption, circular economy and resource efficiency.**

We invite you to several activities:

- 1) **22.04.2024** – open event for "Earth Day-2024" in the world cafe format. Competition for the best booklet of the conscious consumer among students and winners presentation.
- 2) **23.04.2024** – thematic lecture "The conscious consumption essence in various life spheres. A conscious lifestyle" with the interactive learning tools use.
- 3) **24-26.04.2024** – international climate negotiations simulation game "Keep Cool". The game duration 1 hour 30 min. Interested students choose a convenient day to participate.

Links to the listed events - provided in the "Earth Day 2024" event:

<https://www.facebook.com/events/7472027769516315>

Put the mark "Attend" in the event and we are waiting for you!

Acting head of

Marketing and Logistics Department

Nazar Hlyskyy