

TOPACE International Awarded Persons 2002

Juan Trimboli

Consumer Education officer of the Regional Office for Latin America and the Caribbean (ROLAC) of Consumers International (CI). Juan started the Consumer Education programme in the regional office in 1990. At the first conference for the region a special session was organised for consumer education. ROLAC signed in 1994 an agreement with UNESCO. This agreement has been very important for the introduction of consumer education in Latin America. The consumer organisations developed as a result of the agreement joint projects with Ministries of Education of various countries. ROLAC also signed an agreement with the Latin American Adult Education Council in 1995. About 200 NGO's working in the field of education join this Council and the member organisations of CI establish working relationships with each other. In 1995 a regional network was created throughout Latin America which enabled the consumer educators to exchange experiences, to improve the quality of the promotion of CE and form the team of specialists. The network has a news bulletin on the Internet and is called "Carta". In 1998, he signed, on behalf of Consumers International ROLAC a collaboration agreement with the European School of Consumers of the Government of Cantabria (Spain) in order to develop the "Four Year Plan of Consumer Education in Latin America and the Caribbean" under the project UNESCO's Associated Schools. Several new projects such as the "Distance learning course", "Gender and consumer education" and the "Virtual school" are current projects being carried out in many Latin American countries. Juan has been the driving force behind all this work. He co-ordinated, organised and put it all together. Without his enthusiastic input this programme would not have been what it is now.