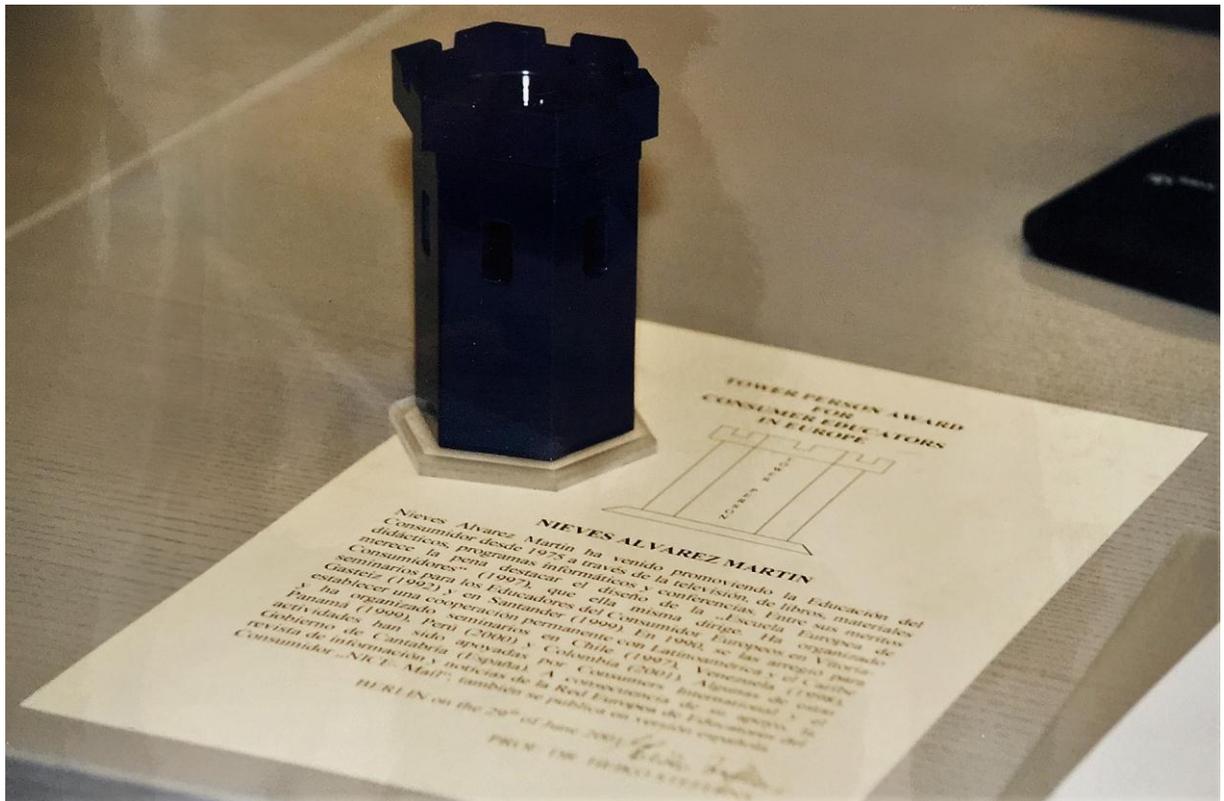


# Tower Person Award for Consumer Educators

## TOPACE

Report 2000 - 2017



Berlin/Germany 2017



Heiko Steffens

Tower Person Award  
for Consumer Educators

**TOPACE**

Report 2000 – 2017

Economics Education and Sustainable Consumption

**Technische Universität Berlin**

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Contact: [steffens.heiko@tu-berlin.de](mailto:steffens.heiko@tu-berlin.de)

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## Philosophy and Policy

Behind the donation of TOPACE was the dream of a Global Network of Consumer Educators sharing the value-system of both the “Consumer Action Charter” (1978) and the “No Limits to Learning” report to the Club of Rome (1979).

The Charter has been created and elaborated and promoted around the world by **Anwar Fazal** (Right Livelihood Award 1983) and **Heiko Steffens**.

### *A CONSUMER ACTION CHARTER*

- **CRITICAL AWARENESS** – our citizens must be awakened to be more questioning about the provision of the quality of goods and services.
- **INVOLVEMENT OR ACTION** – our citizens must assert themselves and act to ensure that they get a fair deal.
- **SOCIAL RESPONSIBILITY** – our citizens must act with social responsibility, with concern and sensitivity to the impact of their actions on other citizens, in particular, in relation to disadvantaged groups in the community and in relation to the economic and social realities prevailing.
- **ECOLOGICAL RESPONSIBILITY** – there must be a heightened sensitivity to the impact of consumer decisions on the physical environment, which must be developed in a harmonious way, promoting conservation, and we must fight against the degradation of this most critical factor in improving the real quality of life for the present and the future.
- **SOLIDARITY** – the best and most effective action is through co-operative efforts through the formation of citizens groups who together can have the power and influence to ensure that adequate attention is given to the consumer interests.

(IOCU, Penang/Malaysia: Consumer Action in Developing Countries, *Consumercraft 1*, 1980)

## Genesis and Concept

The annual Tower Person Award for Consumer Educators has been donated by the former president of the German Association of Consumer Organizations AgV **Prof. Dr. Dr.h.c. Heiko Steffens** / Technische Universität Berlin in the Millennium Year 2000.

The award consists of a token (the blue tower) and a document with the name and merits of the winner.

The prize is awarded to persons, not to institutions. Institutions should receive Honourable Mention, if the awarded person works for or has been considerably supported by institutions. The Honourable Mention consists of a document summarizing the merits of the institution.

The donator has established a committee (jury), members of which are at present **Victoria W. Thoresen** (Assoc. Professor of the University College Hamar/Norway; UNESCO Chair), **Nieves Alvarez Martin** (author, former director of Escuela Europea de Consumidores in Santander/Spain) and the donator himself.

The idea of the Tower Person Award for Consumer Educators was born in view of the tower of the Palacio de la Magdalena in Santander/Spain, where consumer educators from all parts of Europe assembled at a conference in October 1999. Villages, monasteries and castles have often been built around towers. In the history of consumer education since the middle of the 20th century consumer education has been kept alive and promoted by persons, who invested a lot of energy, time and effort into convincing institutions and relevant people of the importance of consumer education, publishing material, organizing conferences and many other valuable activities. As strategic centers of action these persons have attracted recognition and motivated others to join the network of consumer educators in Europe and around the globe. The tower symbolizes the outstanding achievement of dedicated consumer educators and may encourage successors.

### The award intends

- to appreciate the commitment of distinguished consumer educators
- to foster the promotion of consumer and economics education
- to improve the quality of this education
- to strengthen European and international cooperation

## Laureates in 2000

### Grada Hellman-Tuitert

Mrs. Hellman-Tuitert coordinated the worldwide network of consumer educators (CEN) from 1982-1988. Since 1993 she has been coordinating the European Network of Consumer Educators (ENCE) and edited its newsletter "*NICE-Mail*", the 14th issue of which appeared in November 2000. She published the first edition of the book "*Promoting Consumer Education in Schools*" in 1985 and the second thoroughly revised edition in 1995. Grada Hellman-Tuitert works as a consultant to a group of consumer educators under the Nordic Council of Ministers that has also funded NICE-Mail and conferences.

### Kari Holtan Nodenes

In her capacity she has in an outstanding way over 25 years contributed to the promotion of consumer education in Norway, the Nordic countries and internationally. In cooperation with Eli Karlsen from the Forbrukerradet and Ole Erik Yrvin from the Norwegian Ministry of Children and Family Affairs she is among other things involved in the Baltic-Nordic cooperation and played a central role in the organizing of the European Conference "*Home Economics in the New Millenium*" 23.-24. November 2000 at the University College of Akershus, Stabekk. Mrs. Nodenes is employed by the Consumer Council of Norway (Forbrukerradet).

### Honourable Mention

The Norwegian Royal Ministry of Children and Family Affairs through the Department of Consumer Policy- represented by Mr. **Ole-Erik Yrvin** (Senior Adviser).

*At the occasion of the European Conference "Home Economics in the New Millenium" in Oslo / Norway on the 25th of November 2000.*

## Laureates in 2001

### Nieves Alvarez Martin

Nieves Alvarez Martin promoted Consumer Education since 1975 by television, books, kits, software und conferences. Her merits include the design of the *"European School of Consumers"* (1997), which she heads as a director.

She organized conferences for European Consumer Educators in Vitoria-Gasteiz (1992) and in Santander (1999). From early beginnings in 1990 she managed to establish a permanent cooperation with Latin America and the Carribean since 1997 and organized seminars in Chile (1997), Venezuela (1998), Panama (1999), Peru (2000) and Colombia (2001).

Some of these activities have been supported by Consumers International and the Government of Cantabria/Spain. Due to her support the news and information service of the European Network of Consumer Educators *"NICE-Mail"* is also published in a Spanish version.



*At the occassion of the prize-giving ceremony of the European competition for young consumers in Berlin/Germany on the 29th of June 2001.*

### Honourable Mention:

The Government of Cantabria/ Spain through the Ministry of Health, Consumer and Social Services - represented by **D. Jaime del Barrio Seoan**

## Laureates in 2002

### Dr. Pavel Hraško

Dr. Pavel Hraško, member of the University of Economics in Bratislava, contributed on a high level of personal commitment and performance to the promotion of Consumer Education in Slovakia and in the neighbouring countries since the early Nineties of the 20th Century. The TOPACE Jury has acknowledged and evaluated his achievement and unanimously decided to award Dr. Hraško for his merits as initiator and organiser of international conferences on Consumer Education (Tatranske Matliare 1994, Nova Mesto na Morave 1996, Bratislava 2001),

- founder and head of the Association of Slovak Consumers and its Consumer Institute,
- academic teacher of consumer economics and consumer policy - including postgraduate doctoral studies,
- author of articles to scientific books and journals

In his capacity as representative of the Association of Slovak Consumers (ZSS) at world congresses of Consumers International (Montpellier 1994, Santiago de Chile 1997, Durban 2000) Dr. Hraško has become a renowned expert of the international community of consumerists. He is a distinguished and active member of the European Network of Consumer Educators (ENCE).

### Honourable Mention

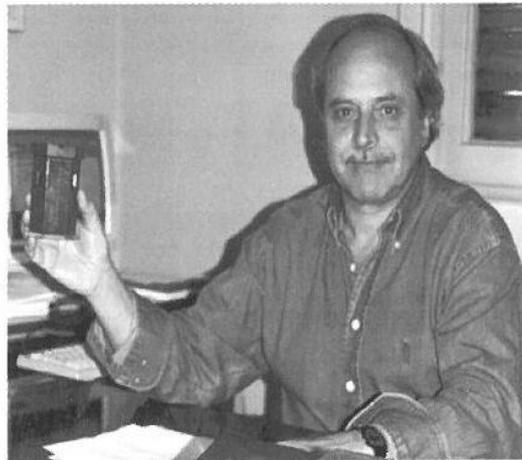
University of Economics in Bratislava, represented by Rector **Prof. Vojtech Kollar**



*At the occasion of the internationale conference „Developing Consumer Citizenship” on April 22, 2002 in Hamar/Norge: Kari Holtan Nodenes, Heiko Steffens, Andrej Sokolik/ Ambassador, Grada Hellmann, Pavel Hraško, Victoria Thoresen, Vojtech Kollar/ Rector*

## 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 organizations developed as a result of the 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 joined this Council and the member organizations of CI established 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 a team of specialists. The network has a news bulletin on the Internet and is called "Carta".



In 1998, **Juan Trimboli** 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.

## Laureate in 2003

### Stavroula Iacovou

Stavroula Iacovou of the Cyprus Consumers' Association contributed on a high level of creativity and personal commitment to the promotion of Consumer Education in Cyprus.

The TOPACE Jury has acknowledged and evaluated her outstanding achievements and unanimously decided to award Mrs. Iacovou for her merits, which include initiative as well as cooperation and coordination, for instance in:

- setting up The School of Adult Consumer Education of the Cyprus Consumers' Association in 1990
- carrying out a survey on the breakfast habits of Cypriot children (1991)
- organising seminars for teachers in Home Economics on the subject of Consumer Education (1992)
- organising seminars to develop Consumer Education lessons in Nicosia and Limassol (1997)
- running the competition Safe Food for All for primary and secondary school children aged 11 to 14 (1997/8).

Stavroula Iacovou has also promoted Consumer Education as participant of numerous international conferences. She is a distinguished and active member of the European Network of Consumer Educators (ENCE).



*Conference "Co-operation between universities and consumer organizations" Berlin Sept. 2003*

## Laureate in 2004

### Victoria W. Thoresen

After her first performance at the Conference of Consumer Educators in Santander/Spain (1999) Victoria W. Thoresen, Hedmark University College/Norway, has become one of the most productive promoters of Consumer Education in Europe. The TOPACE Jury has evaluated and acknowledged her outstanding achievements and unanimously decided to award Ms. Thoresen for her merits. By elaborating its links to citizenship and by emphasizing interdisciplinary research she has provided a sustainable momentum to the modernisation of Consumer Education. Victoria W. Thoresen`s merits encompass the initiation, active involvement in and coordination of:

- the Project „Focus on Consumer Education“ (Consumer Council of Norway 2000 – 2003)
- the Nordic Projects on Consumer Education (2002 – 2005)
- the Project „Developing Consumer Citizenship“ (EU-COMENIUS 2001 - 2004)
- the Project „Consumer Citizenship Network“ (EU-ERASMUS since Oct. 2003)

### Honourable Mention

The University College of Hedmark/ Norwegian - represented by  
**Rector Yngve Haugstveit**



*Paris/UNESCO, Yngve Haugstveit (rector of University College of Hedmark/Norge); Heiko Steffens and Victoria W. Thoresen*

## Laureate in 2006

### Akemi Ohara

In the past decade 1996 to 2006 Akemi Ohara PhD has gained distinctive reputation in the international community of consumer educators.

As academic researcher, author and lecturer she has explored the theoretical and practical references of consumer education and successfully promoted an intercultural exchange of ideas and experiences between Japan and Europe.

In her Master's Thesis (1997; Prof. Mitsuaki Imai) she compared the differences in consumers' consciousness and behaviour of a sample of university students



*At the occasion of the "TOPACE International Award Ceremony" June 24, 2006, Kinjo Gakuin University, Nagoya/Japan*

in Japan and Germany. In her Doctoral Thesis (2005; Prof. Chikako Nakamori) she analyzed the philosophy and theoretical background of the Scandinavian model of Consumer Education in relation to the educational system in Japan.

In pursuing her ambitious work Akemi Ohara PhD has also taken initiative to establish a consultative dialogue between representatives of consumer organizations and universities in Japan and Europe.

### Honourable Mentions

The Japan Academy of Consumer Education - represented by the **Prof. Noriyuki Ogi**, Chair of JACE.

The Kinjo Gakuin University in Nagoya/Japan - represented by **Prof. Dr. Masahararu** (Chair) and **Prof. Chikako Nakamori** (Dean).

## Laureate in 2007

### Hideki Nakahara



*At the occasion of the 4th International Conference of the Consumer Citizenship Network CCN “Building Bridges” May 11, 2007. St. Kliment Obridski University, Sofia/ Bulgaria.*

In the early nineties of the 20th century Professor Nakahara took initiative to implement environmental education and citizenship education as essentials of Consumer Education. In his capacities as director of Japan Academy of Consumer Education JACE (from 1986 to 2002), executive director of National Institute on Consumer Education and chairman of Green Purchasing Network GPN (since 2001) he established worldwide cooperation by inviting international experts from USA, Great Britain, Germany and Korea to conferences in Japan. As an academic researcher and teacher at Musashi Institute of Technology, and in his publications, recently in his book “Consumer Life” (Tokyo 2005; edited by the Ministry of Science and Education), Prof. Nakahara promoted his holistic concept successfully in theory and practice. The TOPACE Jury has evaluated and acknowledged his innovative and continuous contribution to the modernisation of consumer education in Japan and unanimously decided to award Prof. Hideki Nakahara for his outstanding merits.

## Laureates in 2008

### Rosella Bannister

Rosella Bannister, Executive Director of the National Institute for Consumer Education (NICE) at Eastern Michigan University from 1973 to 1998 dedicated her professional and civil society activities to the service in consumer and personal finance education.

She is also a pioneer of international networking in consumer education.

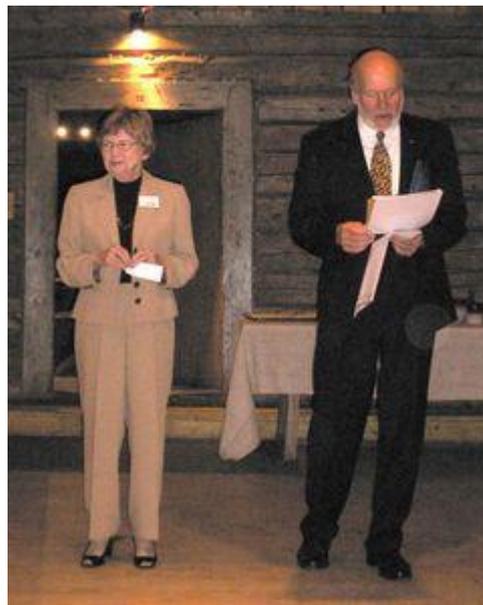
The TOPACE Jury was in agreement that the work she has done over 35 years deserves international recognition.

In 1982 Rosella Bannister and Charles Monsma published the worldwide renowned book "Classification of Concepts in Consumer Education".

In 2007 she co-chaired the development of the "National Standards in Personal Finance Education", which serves as a modern version of the Classification.

She contributed substantially to the "1990 National Survey: The Status of Consumer Education in United States Schools".

In retirement, Rosella established a consulting service, the Bannister Financial Education Services, in which she manages the online Personal Finance Clearinghouse of the Coalition for Personal Financial Literacy in Washington, D.C.



*At the occasion of the 5<sup>th</sup> International Conference of the Consumer Citizenship Network CCN  
“Assessing Information as Consumer Citizens”, May 5, 2008, Tallinn University, Estonia*

## **Mike Kitson**

As Academic Leader in Consumer Science at the London Metropolitan University Mike Kitson contributed on a high level of commitment and performance to the promotion of consumer education for adults in the United Kingdom and Europe-wide. The TOPACE Jury has reviewed and appreciated his efforts and unanimously decided to award Mike Kitson. His professional activities include:

- coordinator of EU GRUNDTVIG Consumer Education for Adults Network (first CEA, now CEAN);
- leader of the UK team of EU DOLCETA programme that produced consumer rights and personal finance modules for 25 countries in 21 languages;
- steering group member of EU ERASMUS Consumer Citizenship Network (CCN).

Mike Kitson contributed substantially to UK projects such as the Consumer Educators Website ASK CEDRIC and cooperated with the National Consumer Education Partnership (NCEP). From his long list of publications: “Guidelines for Consumer Education for Adults”(co-author: Sue Bailey), 2006.

## Laureate in 2009

### Sue McGregor

In her capacity as Professor in the Faculty of Education at Mount Saint Vincent University, Halifax Nova Scotia, Canada, Sue McGregor has contributed substantially to the promotion of home economics and consumer education for about 35 years.

The TOPACE Jury did review and appreciate her continuous efforts and unanimously decided to award Sue McGregor the Tower Person Award for Consumer Educators 2009.

Her professional career reflects both her practical and theoretical potential and aspirations. In the mid 1970ies she started as a home economics teacher. In 1993 she graduated a Doctor in Philosophy PhD on the grounds of a doctoral dissertation on consumer policy. Sue's current areas of research and scholarly interest include, for instance

- Consumer citizenship education
- Building peace in a consumer society
- Consumer morality, accountability and responsibilities
- Consumer policy
- Transdisciplinary inquiry and integral consumption.

Furthermore, her record shows an active involvement in worldwide networking, in government and NGO consultancy and an impressive list of publications in renowned books and journals.



*At the occasion of the 6th International Conference of the Consumer Citizenship Network CCN -Making a Difference - March 24, 2009 Technische Universität Berlin/ Germany*

## Laureate in 2010

### Ines Heindl



*At the occasion of the Network Conference 'Consumer Education' of the German Federal Ministry of Nutrition, Agriculture and Consumer Protection in cooperation with the Federation of Consumer Organisations vzbv - November 8, 2010, Berlin/Germany.*

Seit ihrem Ruf auf die Professur für Ernährungswissenschaft, Haushaltslehre und ihre Didaktik an der Universität Flensburg im Jahre 1980 hat Frau Prof. Dr. Ines Heindl in Lehre und Forschung, in wissenschaftlichen Publikationen und in der Politikberatung bedeutende Beiträge zur konzeptionellen Fundierung und Weiterentwicklung ihres Fachgebiets erbracht.

Die TOPACE Jury hat in Würdigung ihrer Verdienste um die institutionelle sowie curriculare Zusammenführung von Ernährungs- und Verbraucherbildung beschlossen, Prof. Dr. Ines Heindl als erste Preisträgerin aus Deutschland mit dem Tower Person Award for Consumer Educators in Europe 2010 auszuzeichnen.

Von ihren herausragenden Leistungen sollen exemplarisch genannt werden:

- Leitung und wissenschaftliche Begleitung von Modellversuchen zur Ernährungs- und Gesundheitsbildung in Deutschland und Europa
- Implementation des BMVEL Projekts „Reform der Ernährungs- und Verbraucherbildung in Schulen“ (REVIS) in der Lehrerbildung und in Schulen des Landes Schleswig-Holstein
- Mitglied des Wissenschaftlichen Präsidiums der Deutschen Gesellschaft für Ernährung (DGE)
- Ko-Autorin eines Kinderkochbuches

Die Arbeiten von Prof. Dr. Ines Heindl sind weithin anerkannt und werden bis in die Zukunft hinein erinnert werden.

## Laureates in 2011

### Miriam O'Donoghue

In her capacity as Deputy Director of the City of Dublin VEC Curriculum Development Unit, Ireland, Miriam O'Donoghue also holds responsibility for consumer education, education for sustainable development and education for responsible living. Her list of formal qualifications is as impressive as her portfolio of duties, including manager of Further Education Support Services in both Dublin and throughout the country. The TOPACE Jury reviewed and acknowledged her outstanding achievements and unanimously decided to award Miriam O'Donoghue for her merits, which include innovative contributions as well as co-operation and co-ordination in international networks, such as:

the Consumer Citizenship Network CCN,  
the DOLCETA Consumer Education online project for Ireland,  
the Partnership for Education and Research about Responsible Living PERL

In 2008 Miriam O'Donoghue and Mella Cusack edited the book ESD "Images and Objects", an active methodology toolkit, which won broad recognition in the CCN network and has since been translated into several languages. In co-operation with the International Federation for Home Economics IFHE Miriam edited and published an e-book entitled "Global Sustainable Development-A Challenge for Consumer Citizens"; 2nd edition in 2010. Miriam's work is greatly appreciated by the community of Consumer Educators in Europe and worldwide and will be long remembered into the future.



*f.l.t.r.: Heiko Steffens, Jacinta Stewart, Miriam O'Donoghue, Aidan Clifford  
© Jenny O'Donoghue*

**Honourable Mentions:** The City of Dublin Vocational Education Committee – represented by **Ms. Jacinta Stewart**, CEO – is granted an Honourable Mention for the promotion of consumer education in the frame of international and national activities. At the launching of DOLCETA Jacinta Stewart emphasized the responsibility of every educator to equip the next generation to be an astute consumer. This is a statement perfectly in line with the philosophy of the Tower Person Award for Consumer Educators in Europe. The CDVEC Curriculum Development Unit Dublin –represented by **Mr. Aidan Clifford**, Director- is granted an Honourable Mention for the development and support especially of programmes and research projects that address consumer education and education for sustainable development. The thematic focus of CDU reflects the principles of EU programmes, OECD consumer policy and related national priorities.

## Laureate for Lifetime Achievement in 2012

### Ole-Erik Yrvin

The TOPACE-Jury decided unanimously to award Ole-Erik Yrvin for his *Lifetime Achievement* in the promotion of Consumer Education in Norway, in the Nordic and Baltic Countries, in Europe and Worldwide.



*Berlin 2012, TOPACE Lifetime Achievement to Senior Advisor Ole Erik Yrvin (left to right: Ole Erik Yrvin, Nieves Alvarez Martin, Victoria W. Thoresen, Sue McGregor, Miriam O'Donoghue, Mike Kitson, Heiko Steffens)*

## Laureate for Lifetime Achievement in 2013

### Anwar Fazal

The TOPACE Jury carefully reviewed and proudly acknowledged his outstanding merits. It was unanimously decided to award Anwar Fazal for his lifetime achievement, which is greatly appreciated by the community of Consumer Educators in Europe and worldwide and will be long remembered into the future. In various functions, for instance President of the International Organization of Consumers Union (IOCU; now Consumers International) 1978 to 1984, Anwar Fazal transformed the consumer movement into a leading player in global civil society resulting in several global international consumer protection codes. He gave the consumer movement a triple vision – value for money, value for people and value for the environment. In 1983, he initiated the World Consumer Rights Day which is by now celebrated worldwide annually.

Very early in the rising of the consumer activism he highlighted the role of consumer education not only in words but also in action. To him there is no future without educating and empowering the young.



*Kuala Lumpur, June 20, 2013 - FOMCA.  
staff, Anwar Fazal, Marimuthu Nadason, Heiko Steffens, staff,*

In 1969 he founded the Consumer Association of Penang, one of the most active groups in the Third World. Remarkably, nearly all the high schools in the state of Penang had Consumer Clubs.

1981 Anwar established the pioneering Consumer Educators Network (CEN) in Penang as an informal global network of relevant people working with IOCU on consumer education. CEN published the CEN-TER Folder (1985-89), which was a pack of reports, resource material and activity sheets. CEN became the prototype of the European Network of Consumer Educators (ENCE) and NICE-Mail (1994-2007).

Anwar also co-authored with the late Bishan Singh the book "Consumer Education – A Resource Handbook" published by IOCU in 1991.

Driven by the initiative and support of Anwar Fazal, the first edition of the book "Promoting Consumer Education in Schools" by Grada Hellman was published in 1985 by the IOCU Regional Office for Asia and the Pacific, Penang. In his Foreword Anwar wrote: "... consumer education is about two important things – living and sharing and involving both personal and social responsibility..."

Anwar also initiated in 1985 the publication by Sheila Harty of the book "The Corporate Pied Piper" about unconscionable commercial infiltration of schools.

Currently as Director of the Right Livelihood College at the Universiti Sains Malaysia USM, a pioneering and innovative university change-maker initiative, he has defined his mission as follows "Through engagement in education, practical activities and scientific research with universities and students, the laureates of the Right Livelihood Award (popularly known as the 'Alternative Nobel Prize') will share their vast knowledge, passion and experience with the young scholars".

**Anwar continues in his efforts in what he calls "nurturing the future". He highlights: "little people doing little things in little places can change the world".**

## Laureate in 2016

### Bettina Dingler

In ihrer Funktion als Referentin für Jugend und Schule in der Stiftung Warentest hat Bettina Dingler seit 1999 eine Vielzahl von Projekten für die Verbraucherbildung initiiert, koordiniert und kooperativ durchgeführt.



Die TOPACE Jury hat in Würdigung ihrer großen Verdienste um die tatkräftige Unterstützung und bundesweite Förderung der Verbraucherbildung als Arbeitsbereich der Stiftung Warentest beschlossen, Bettina Dingler mit dem Tower Person Award for Consumer Educators in Europe 2016 auszuzeichnen.

Von ihren herausragenden Leistungen sollen exemplarisch einige genannt werden:

- Koordination des Wettbewerbs “Jugend testet” mit ca. 2000 Teilnehmern jährlich. Dieser Wettbewerb wurde erstmalig im Jahr 1979 durchgeführt.
- Überarbeitung und Herausgabe der deutschsprachigen Ausgabe des Schülerkalenders der Europäischen Kommission (2004 – 2010) in großer Stückzahl.
- Entwicklung, Herausgabe und Vertrieb von Unterrichtsmaterialien für Schüler und Lehrer, beispielsweise:
  - Markt & Warentest – Wie der informierte Käufer das Marktgeschehen beeinflusst (2012)
  - Richtig reklamieren (2015).

Sie war außerdem aktiv an *test/Verbraucherbildung* bezogenen F & E Projekten des Fachgebiets Arbeitslehre, Ökonomische Bildung, Nachhaltiger Konsum an der Technischen Universität Berlin beteiligt.

### Ehrenvolle Erwähnung

Die Stiftung Warentest, aktuell vertreten durch ihren **Vorstand Hubertus Primus**, hat sich durch Initiative, Kontinuität und Exzellenz bei der Förderung von Verbraucherbildung seit ihrer Gründung im Jahr 1964 große Verdienste bei der gemeinwohlorientierten Verbraucheraufklärung erworben.

Die TOPACE Jury würdigt mit dieser Auszeichnung den langjährigen Einsatz der Stiftung Warentest für die Verbraucherbildung in den Kompetenzbereichen *Nutz- und Gebrauchswert von Produkten und Dienstleistungen, optimale Haushaltsführung, gesundheits- und umweltbewusstes Verhalten sowie nachhaltiger Konsum.*

Aus den vielfältigen Aktivitäten ragen die jährliche Durchführung des Wettbewerbs „Jugend testet“ und die dynamische Kooperation mit Institutionen der universitären Lehrkräftebildung hervor.



*Heiko Steffens (Technische Universität Berlin), Bettina Dingler (Stiftung Warentest),  
Victoria W. Thoresen (UNESCO Chair University College Hamar/Norge)*

## The Community of TOPACE-Laureates

- Ms. Grada Hellman-Tuitert, Netherlands, 2000 in Oslo/Norway
- Ms. Kari Holtan Nodenes, Norway, 2000 in Oslo/Norway
- Ms. Nieves Alvarez Martin, Spain, 2001 in Berlin/Germany
- Mr. Pavel Hrasko, Slovakia, 2002 in Hamar/Norway
- Mr. Juan Trimboli, Chile, 2002
- Ms. Stavroula Jacovou, Cyprus, 2003 in Berlin/Germany
- Ms. Victoria W.Thoresen, Norway, 2004 in Paris/France
- Ms. Akemi Ohara, Japan, 2006 in Nagoya/Japan
- Mr. Hideki Nakahara, Japan, 2007 in Sofia/Bulgaria
- Ms. Rosella Bannister, USA, 2008 in Tallinn/Estonia
- Mr. Mike Kitson, United Kingdom, 2008 in Tallinn/Estonia
- Ms. Sue McGregor, Canada, 2009 in Berlin/Germany
- Ms. Ines Heindl, Germany, 2010 in Berlin/Germany
- Ms. Miriam O'Donoghue, Ireland, 2011 in Dublin/Ireland
- Mr. Ole-Erik Yrvin, Norway, 2012 in Berlin/Germany
- Dato' Anwar Fazal, Malaysia, 2013 in Kuala Lumpur/Malaysia
- Ms. Bettina Dingler, Germany, 2016 in Berlin/Germany

In December 2017 the TOWER PERSON AWARD FOR CONSUMER EDUCATORS TOPACE has been transferred by Heiko Steffens into the hands of **Prof. Victoria W. Thoresen**, UNESCO Chair, Center for Collaborative Learning at Hedmark University College, Elverum/Norway.















