

Consumer Rights When Purchasing Remotely

Context

City / Country: North Macedonia

Structure : Leaflet

Area of activity : Environment

Identified needs

Many people may find it difficult to follow technical terms or long sentences. Simplifying the language helps everyone, regardless of their education or familiarity with e-waste, to quickly understand the instructions and information. For example, phrases like "electromagnetic fields" may not make sense to everyone, so breaking them down or using simpler terms can help bridge the gap.

The original document contains dense information. Long paragraphs with multiple points can overwhelm readers. By breaking the information into shorter, easier-to-read sections with clear headings, people will be able to find the details they need at a glance.

Practical guidance must be straightforward. Readers need to know exactly what to do with their old electronics, such as where to take them and how to prepare them for recycling. If these instructions are unclear or buried in complex sentences, they might not act as intended.

The environmental impact of e-waste is serious, but people might not feel connected to the issue if the explanation is too abstract. Using relatable examples or comparisons, like showing how one person's recycling effort helps reduce pollution, makes the information more meaningful.

Finally, accessibility matters. Not everyone can process dense text easily. Adapting the document with larger fonts, simple words, and visual aids (like icons or diagrams) ensures that it reaches and informs as many people as possible, including those with visual or cognitive challenges.

By using clear language, the document will become more inclusive, actionable, and effective in encouraging people to manage e-waste responsibly.



Objectives

The goals of adapting this leaflet using clear language are to enhance understanding, encourage action, and ensure inclusivity. Here is a detailed overview:

1. **Improving Understanding:**

The primary goal is to make information about e-waste simple and easy for everyone. Clear language ensures people quickly grasp what e-waste is, why it is harmful, and what steps they need to take. This prevents confusion or misinterpretation of the instructions.

2. **Promoting Responsible Behavior:**

By using clear and functional language, the leaflet aims to motivate individuals to manage their e-waste properly. The goal is to make the process of recycling, reusing, or disposing of electronics seem straightforward and achievable.

3. **Increasing Accessibility:**

Clear language ensures that the leaflet is accessible to a wide audience, including people with varying levels of literacy, non-native speakers, or those with cognitive challenges. This helps reach a broader public and ensures no one is excluded.

4. **Fostering Environmental Awareness:**

Simplifying complex terms and concepts related to the environmental impact of e-waste makes the message more credible. The goal is to create a stronger emotional connection with the issue, encouraging individuals to contribute to reducing environmental harm.

5. **Reducing Miscommunication:**

By eliminating jargon and overly technical language, the leaflet minimizes the risk of readers misunderstanding the requirements or making mistakes in handling e-waste.

6. **Building Trust and Engagement:**

Clear and concise communication demonstrates respect for the reader's time and abilities. It helps establish trust and shows that the message is designed with their needs in mind, making them more likely to engage with the content.

By achieving these goals, the adapted leaflet can better inform the public, inspire positive action, and contribute to broader environmental and public health objectives.



Target groups

The target groups for adapting this leaflet using clear language include a variety of individuals and organizations that are involved in, or affected by, the issue of e-waste. The general public, especially everyday consumers who use electronics in their homes, such as televisions, phones, and appliances, is a primary target. These individuals need clear instructions on how to store, recycle, or dispose of their old electronics in an environmentally responsible way.

Students and young adults are another important group, as they are often quick to adopt environmentally friendly habits when information is presented in a relatable and engaging manner. Clear and simple language will ensure that this group easily understands the steps they need to take for e-waste management.

Older adults and individuals who are not tech-savvy also require accessible information. Many of these individuals may not be familiar with the latest electronic devices or the processes for recycling and disposal, so using clear and straightforward language is crucial to prevent confusion.

Non-native speakers and multilingual communities form another key audience. They may not have a strong command of the language in which the leaflet is written, so simplifying the language helps ensure that the message is accessible to diverse linguistic groups.

Low-literacy populations also need special consideration. These individuals may face challenges with complex language, so providing information in simple and easy-to-read formats will ensure inclusivity and allow everyone to understand and participate in responsible e-waste management.

Businesses and small enterprises generating e-waste from office equipment, such as computers and printers, should also be included. These organizations need guidance on how to responsibly dispose of their e-waste, and clear language can help them follow the necessary steps.

Educators and environmental advocates, including teachers and activists, are other important groups. These individuals often use materials like leaflets to inform their audiences about responsible e-waste management. Clear language ensures that they can easily share this information with their students or communities.

Local authorities and municipal organizations responsible for public waste management should also be a target audience. They can use the leaflet to educate residents on how to properly manage their e-waste and encourage more people to participate in recycling programs.

Retailers and manufacturers involved in the sale or production of electronics also play a role. They are often required to provide take-back points or collection services for e-waste. A leaflet written in clear language helps them effectively communicate these services to their customers.

By focusing on these groups, the leaflet can reach a broad audience, ensuring that people of different ages, backgrounds, and knowledge levels can understand the message and take responsible action toward e-waste disposal.



Existing Proposal

The existing proposal consists of a detailed leaflet that provides information on how to properly manage and dispose of old and broken electronics, focusing on the concept of e-waste. It outlines the actions that individuals should take to ensure that electronic waste is handled in an environmentally responsible way, such as collecting and storing old electronics separately, and taking them to authorized collectors or recycling centers. The proposal also explains what e-waste is, the types of equipment that fall under this category, and the environmental and health risks associated with improper disposal. Furthermore, it offers solutions for recycling e-waste by refurbishing, reusing, or taking items to a recycling center.

You can find the existing proposal at the following link https://opm.org.mk/wp-content/uploads/2017/08/Trifold_Leaflet_ELEKTRONSKI_OTPAD_FINAL.pdf

Adaptation process

The adaptation process involves making changes to the existing flyer to make it more understandable and accessible to a broader audience. The main goal is to ensure that the language is simple, clear, and straightforward, so that everyone can understand what to do with old electronics and why it is important.

First, we will simplify the language. We will remove any technical terms or complex words that might confuse people. Instead of using jargon or formal language, we will choose everyday words that are easy to read and understand.

Next, we will organize the information in a way that is easy to follow. We will break down the steps and key points into small, simple sections. Each section will clearly explain one idea, and we will ensure the instructions are direct and easy to follow.

We will also make the document visually friendly. This may include using larger fonts, clear headings, and simple images or icons to help explain the information. The goal is to make the flyer look appealing and not overwhelming, even for people who may have trouble reading or understanding dense text.

Additionally, we will ensure that the information is culturally appropriate and easy to relate to. This may involve ensuring that examples and language are relevant to the target audience, considering factors like age, education, or background.

Finally, the flyer will be tested with a small group of people from different target groups. This helps ensure that the changes made are effective and that the flyer clearly conveys the message. Any feedback collected during this test will be used to further improve the flyer.



This process will ensure that the information is clear, easy to understand, and accessible to everyone, helping people take responsible actions when managing their old electronics.

Returns

The returns of adapting the leaflet using clear language will be significant in several ways. First, it will ensure that more people understand how to properly handle and dispose of old electronics. By using simple, everyday language, the information will be accessible to a wider audience, including those who may have difficulty understanding complex or technical language.

This will lead to better compliance with e-waste disposal guidelines, as individuals will feel more confident in following the instructions. The clearer instructions and straightforward language will make it easier for people to understand their responsibilities and take appropriate action. As a result, the environmental impact of e-waste will be reduced, as more people will recycle or dispose of their old electronics properly.

The adaptation will also help raise awareness about the risks associated with improper e-waste disposal, such as the release of toxic substances into the environment. By making this information clearer, the public will be more likely to recognize the importance of responsible e-waste management and the potential dangers of ignoring proper disposal methods.

In addition, the adapted leaflet will be more inclusive. It will cater to a broader range of people, including those with lower literacy levels, non-native speakers, or people with disabilities. This increased accessibility will help ensure that everyone, regardless of their background or abilities, can access the critical information.

Lastly, the clearer language will foster greater trust and engagement. People are more likely to act on the advice and instructions in the leaflet when they feel the message is easy to understand and directly relevant to their lives. Overall, the returns of the adaptation will be a more informed and responsible public, leading to better environmental practices and a cleaner, healthier world.

Length and conciseness <ul style="list-style-type: none">Is the material appropriately concise while retaining essential content?	The text has been shortened, which improves readability by reducing unnecessary information. The material appears more concise, but since it is in another language, it is
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<ul style="list-style-type: none"> Has excessive density or information overload been avoided? 	<p>difficult to assess whether key details have been retained.</p> <p>While the length is reduced, some critical points may not stand out clearly, requiring better emphasis on key takeaways..</p> <p>(Studium)</p>
<p>Language complexity and clarity</p> <ul style="list-style-type: none"> Is the language clear, accessible, and free from unnecessary technical terms, jargon, or overly complex structures (e.g., passive voice, long sentences)? Does the text align with relevant linguistic criteria (e.g., CEFR levels A1, A2, etc.)? 	<p>The adaptation focuses on simplifying technical terms and making content more accessible.</p> <p>Since the text is in another language, its clarity cannot be fully assessed. However, ensuring that complex terms and long sentences are replaced with simpler alternatives is essential.</p> <p>The use of headings and bullet points should further enhance clarity, but some key points might need to be more distinct.</p> <p>(Studium)</p>
<p>Purpose and effectiveness</p> <ul style="list-style-type: none"> Is the goal of the material (e.g., to inform, instruct, persuade) clearly conveyed and maintained in the adaptation? 	<p>The material aims to inform and guide people on e-waste disposal, which remains clear in the adaptation..</p> <p>(Studium)</p>
<p>Audience suitability</p> <ul style="list-style-type: none"> Is the material appropriate for the intended audience in terms of reading level, language, and needs? 	<p>The material still seems appropriate for a broad audience, including the general public, businesses, and regulatory bodies. It likely remains accessible to different literacy levels, though the lack of emphasis on key sections may reduce engagement for some readers. The intended audience may benefit from clearer visual distinctions between sections.</p> <p>(Studium)</p>

<p>Structure and readability</p> <ul style="list-style-type: none"> Is the content well-organised, with logical flow, clear headings, bullet points, and other structural elements that enhance comprehension? 	<p>The document retains headings and bullet points, which help with organization. However, certain key points should be more visually distinct for better readability. Some overlap between text and images may make reading difficult in places, negatively impacting the structure. (Studium)</p>
<p>Visual elements</p> <ul style="list-style-type: none"> Are visuals (charts, diagrams, etc.) clear, relevant, and effectively aligned with the text? Have visual adjustments improved clarity and usability? 	<p>There is little improvement in visual presentation. Some text overlaps with images, making readability harder. Sections that should stand out (such as key action points) do not have enough visual distinction. (Studium)</p>
<p>Educational and practical value</p> <ul style="list-style-type: none"> Does the material maintain its usefulness and accuracy despite any simplifications or modifications? 	<p>The simplified content helps make e-waste information more accessible. However, better formatting could enhance its usability. (Studium)</p>
<p>Accessibility and usability</p> <ul style="list-style-type: none"> Is the format user-friendly, avoiding design issues (e.g., small fonts, poor layout) that could hinder accessibility? Is the material easy to understand and implement for the target audience? 	<p>The document remains somewhat challenging to navigate due to overlapping text and lack of visual emphasis. Although the text is shorter, this does not necessarily translate into better usability. Improving spacing, font size, and layout adjustments would enhance accessibility (Studium)</p>