Intergovernmental Group of Experts on Consumer Law and Policy

4th SESSION

8-9 July 2019

Room XVII, Palais des Nations, Geneva

Promoting Sustainable Consumption
and Sustainable Management

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The Government of Japan

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Promoting Sustainable Consumption and Sustainable Management

Consumer Affairs Agency
Government of Japan

July 2019, UNCTAD IGE 4th Meeting
**Promotion of Sustainable Development Goals (SDGs) and Consumer Policy**

The SDGs have been incorporated into the Basic Plan on Consumer Policy, a 5-year plan decided by the Cabinet. The Consumer Affairs Agency has been promoting a variety of measures based on the Plan.

<table>
<thead>
<tr>
<th>Main measures in the Basic Plan on Consumer Policy</th>
<th>(1) Ensure consumer safety</th>
<th>(2) Establish trusted labeling and ensure reliability</th>
<th>(3) Ensure fair transactions</th>
<th>(4) Create a society where consumers play a key role in making choices and taking actions</th>
<th>(5) Consumer redress and protection</th>
<th>(6) Improve the system for consumer policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>We work on the collection and publicity of information about consumer incidents, and alerts to prevent their spread and to secure the safety and protection of consumers.</td>
<td>We work on the implementation and dissemination of the Act against Unjustifiable Premiums and Misleading Representation, Food labeling and enforcement of relevant laws and ordinances.</td>
<td>We address to ensure fair transactions between consumers and businesses, taking into account changing environment such as aging and advanced information technology society.</td>
<td>We promote consumer education including dissemination of sustainable consumption, the reduction of food loss and waste, and Sustainable Management.</td>
<td>We make efforts to improve the consumer redress system and to protect and enhance consumer interests in order to respond to the progress of globalization and the advanced information technology society.</td>
<td>The CAA address to ensure consumers can consult their issues no matter where they live, in cooperation with relevant ministries.</td>
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(Relevant SDGs)
Promoting Sustainable Consumption

Change in consumer attitude ➔ More interested in choosing goods and services taking into account social issues such as the environment

Participating in developing a fair and sustainable society ➔ Incorporate establishing “consumer citizenship” into consumer education (Act on Promoting Consumer Education, 2012)

A Working Group on Sustainable Consumption released a report “Your Choice will Transform Our World” in April 2017.

The report emphasizes necessity and importance to address sustainable consumption and indicates how to promote it.

Policy Options

(i) Holding a symposium on sustainable consumption
(ii) Collecting advanced examples and disseminating
(iii) Encouraging various stakeholders in local areas to collaborate

Symposium on Sustainable Consumption

It aims to provide information on necessity and importance of sustainable consumption and encourage local governments to take a lead in promoting sustainable consumption. In FY 2018, held in Akita, Yamaguchi and Kyoto prefectures.

Consumer Awareness of Sustainable Consumption

Targeted 500 consumers. Online survey conducted in October 2019.

<table>
<thead>
<tr>
<th>Percentage (%)</th>
<th>Eco</th>
<th>Local production for local consumption</th>
<th>Food loss and waste</th>
<th>Fair trade</th>
<th>Sustainability</th>
<th>Green consumer</th>
<th>SDGs</th>
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<tbody>
<tr>
<td>89.6</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<td>3.0</td>
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<td>77.8</td>
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</table>

(iii) Encouraging various stakeholders in local areas to collaborate
Promoting sustainable Consumption II

- Exhibition of sustainable consumption-mind goods at various events
- Holding a symposium on sustainable consumption organized by the CAA
- Presentation of examples on sustainable consumption (by consumers, businesses, students and producers)
- Collaborating with organizations who are working on sustainable consumption
- Holding a workshop “A way to become a superhero to transform the world” targeted elementary and junior high school students
- A comedian made a rakugo (traditional Japanese comic storytelling) on sustainable consumption. (Sep 2018, in Akita prefecture)
- The Commissioner of the CAA made a speech
- Holding symposiums in Ishikawa, Hyogo, Toyama and Shizuoka Prefectures in FY2019
What is Sustainable Management?

Mutual communication between consumers and businesses is so important for forming a fair and worry-free market and realizing “Consumer Civil Society.”

Under the concept, businesses should

<table>
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<tr>
<th>Consumer Perspective</th>
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<td>• introduce consumer perspective into their management.</td>
</tr>
<tr>
<td>• respect consumer rights and improve consumer benefits.</td>
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</table>

<table>
<thead>
<tr>
<th>Contribution to fair and worry-free market</th>
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<tr>
<td>• Earn consumer trust through ensuring consumer safety and fair transactions, providing necessary information for consumers.</td>
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<tr>
<th>Social Responsibility</th>
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<tr>
<td>• recognize their social responsibilities.</td>
</tr>
<tr>
<td>• perform activities in order to build a sustainable and desirable society.</td>
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</table>

*Sustainable Management*  
17 GOALS TO TRANSFORM OUR WORLD

*"Consumer Civil Society" means a society in which consumers actively commit themselves to the creation of a just and sustainable society with mutual respect for the individuality of each consumer, as well as the diversity of consumer lifestyles and with an awareness of how their own consumption behavior could influence social and economic trends both at home and abroad, and the global environment at present as well as over future generations.*
Expected Impacts

Consumers
- Ensuring consumer safety and good quality of goods and services
- Reflecting consumer requests and/or needs.
- Resulting in greater satisfaction

Businesses
- Sustainable growth and improvement of corporate value
- Reducing the number of complaints
- Reducing management risk by strengthening corporate compliance
- Raising morale of employees

Sustainable Management

Japanese Economy
- Forming fair and worry-free market
- Stimulating consumption and innovation
- Giving positive effects for economic growth

Sanpo-Yoshi (Benefit for all three sides)

The “Sanpo-Yoshi” is a famous maxim that has been handed down by Japanese merchants in the Omi state. It means that sellers should not only seek their own interests but also customer satisfaction and contribution to the society.
Initiative for Promoting Sustainable Management

- Organized a Platform for promoting Sustainable Management
- Encouraging Businesses to adhere to the policy, to take actions and to review them.

Platform’s Activities
- Operating the website which shares information on a company’s adherence and actions
- Holding symposiums and seminars
- Awarding prizes of good practices

Businesses
- Commitment
- Action
- Follow-up (Review)

Adherence of its Sustainable Management policy

111 companies (as of May 2019)

Consumers

Mutual Communication

Improving its actions

Sharing good practices

Sharing information