

---

**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**

**Presentation by Ayako Terauchi, Consumer Affairs Agency  
The Government of Japan**

*This material has been reproduced in the language and form as it was provided. The views expressed are those of the author and do not necessarily reflect the views of UNCTAD.*

---



**Consumer Affairs Agency  
Government of Japan**

# Promoting Sustainable Consumption and Sustainable Management

Consumer Affairs Agency







Government of Japan

July 2019, UNCTAD IGE 4<sup>th</sup> 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 base on the Plan.

## Main measures in the Basic Plan on Consumer Policy

(1) Ensure consumer safety	(2) Establish trusted labeling and ensure reliability	(3) Ensure fair transactions	(4) Create a society where consumers play a key role in making choices and taking actions	(5) Consumer redress and protection	(6) Improve the system for consumer policy
<p>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.</p>	<p>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.</p>	<p>We address to ensure fair transactions between consumers and businesses, taking into account changing environment such as aging and advanced information technology society.</p>	<p>We promote consumer education including dissemination of sustainable consumption, the reduction of food loss and waste, and Sustainable Management.</p>	<p>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.</p>	<p>The CAA address to ensure consumers can consult their issues no matter where they live, in cooperation with relevant ministries.</p>
<p>(Relevant SDGs)</p> 	<p>(Relevant SDGs)</p> 	<p>(Relevant SDGs)</p> 	<p>(Relevant SDGs)</p> 	<p>(Relevant SDGs)</p> 	<p>(Relevant SDGs)</p> 



# 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)

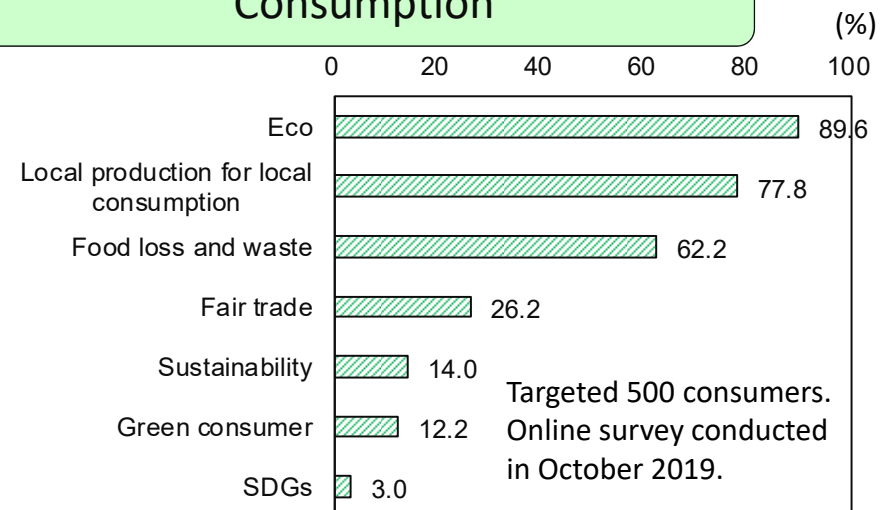
A Working Group on Sustainable Consumption released a report “Your Choice will Transform Our World” in April 2017.

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

## 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



## Policy Options

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

# Promoting sustainable Consumption II

Holding a workshop "A way to become a superhero to transform the world" targeted elementary and junior high school students



Exhibition of sustainable consumption-mind goods at various events



Holding a symposium on sustainable consumption organized by the CAA



A comedian made a *rakugo* (traditional Japanese comic storytelling) on sustainable consumption. (Sep 2018, in Akita prefecture)

Presentation of examples on sustainable consumption (by consumers, businesses, students and producers)



Collaborating with organizations who are working on sustainable consumption



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

Consumer Perspective

- introduce consumer perspective into their management.
- respect consumer rights and improve consumer benefits.

Contribution to fair and worry-free market

- Earn consumer trust through ensuring consumer safety and fair transactions, providing necessary information for consumers.

Social Responsibility

- recognize their social responsibilities.
- perform activities in order to build a sustainable and desirable society.

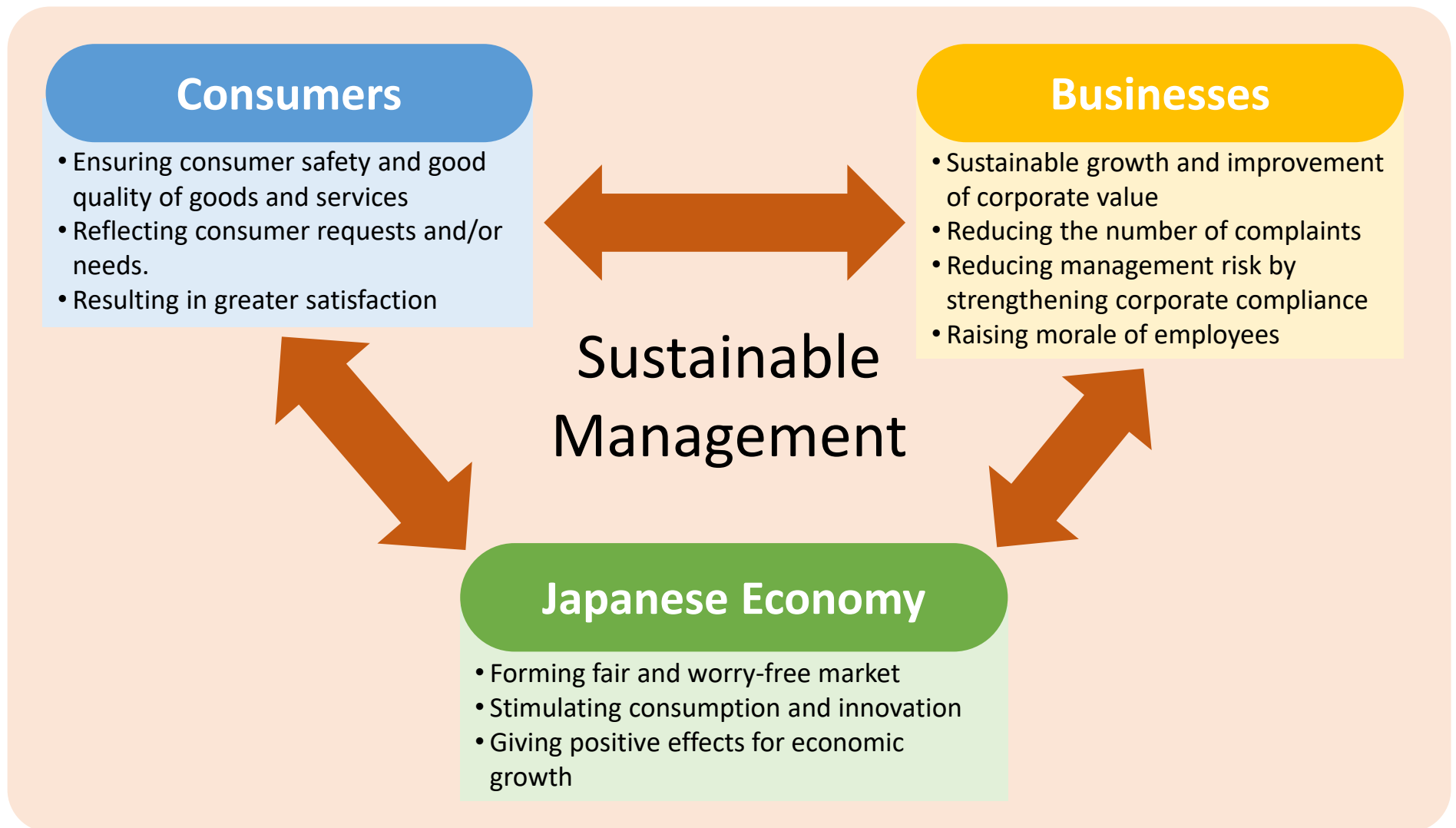


"Sustainable Management"



\* "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



## Sanpo-Yoshi (Benefit for all three sides)

The “Sampo-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.

