



The Cycle of Sustainable Ethical Education: Learning and Succession

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1. The Current Status of Consumer Education

Home Education



The Role of Family Upbringing
Pocket money usage
Influence of parents' mindsets on children's consumer behavior
Infrequent family dialogue on consumer issues

School Education



Consumer, Environmental, Financial, and Economic Education
Education for sustainable regional citizenship
Multiple approaches from different subjects



Weakness: Non-mandatory status for entrance examinations

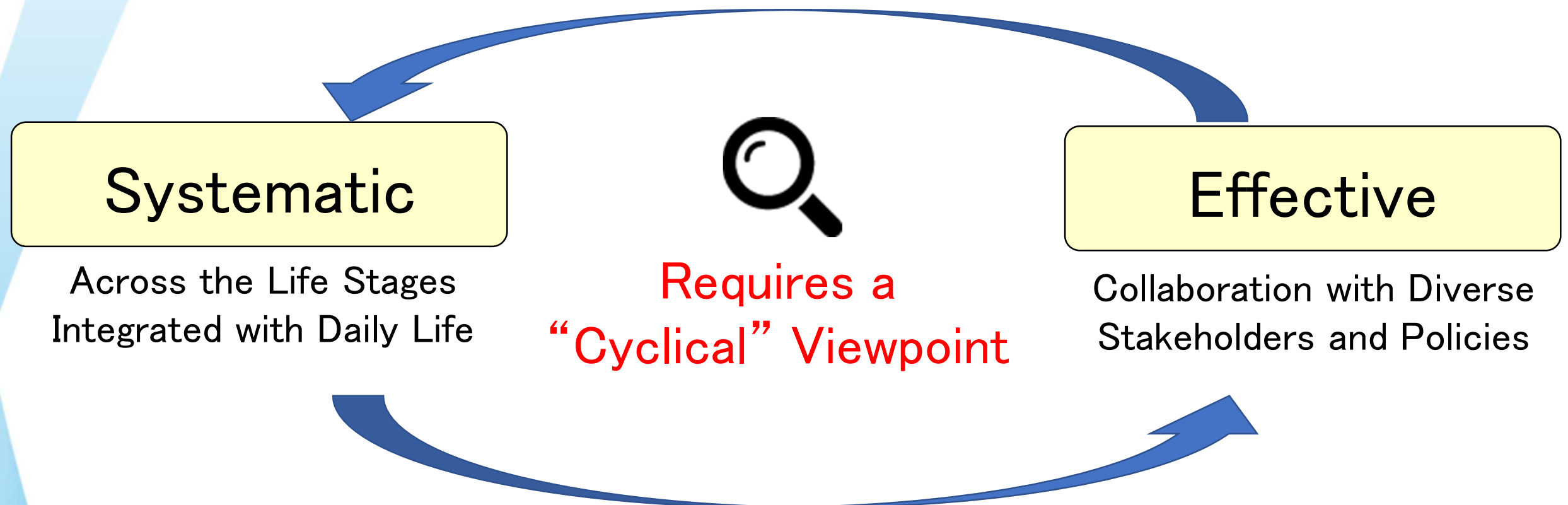
Social Education



Lifelong Education in Local Communities
Disparity in opportunity and motivation for community engagement
Ethical education as a component of corporate employee training
Lack of awareness regarding ethical consumption and regional revitalization

2. Challenges of Non-Cyclical Consumer Education

Consumer Education Promotion Act



Passing the baton: learners become the teachers



Future generations as catalysts for regional ethical consumption



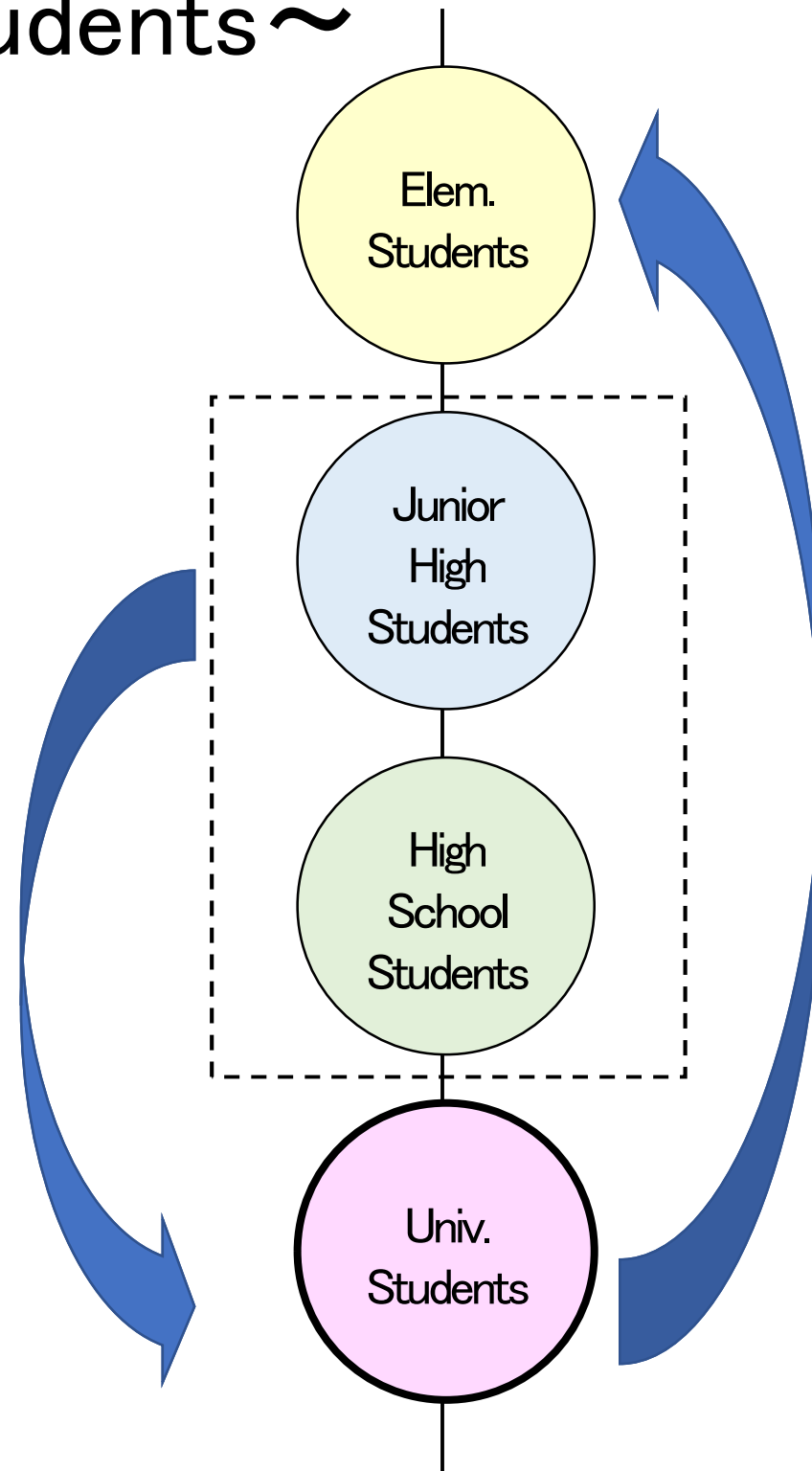
3. Recommendation

Passing the Baton: Learners Become The Teachers ~A Circular Model of Consumer Education Led by University Students~

Ethical University:

A Collaborative Inquiry
between High School
Students and University
Students

*An Open University Style fostering
Interdisciplinary Learning



Implementation of the ETA System:

University Students Educating Primary
School Students on Ethical
Consumption

*Ethical Teaching Assistant



Addressing Societal Issues through Ethical Education and the Practice of Ethical Consumption



Future generations as catalysts



Discover region-specific ethical practices



Connect generations through ethical education



Classes in schools and universities

Knowledge

Ethical Education



Open learning that transcends school boundaries

Place