International Consumer's Symposium in Tokushima 2026
Session II (Expert Session on Consumer Policy)
How Can We Reduce Mottainai?
Rethinking Purchasing, Retail and Systemic Design

Mechanisms in the EU for reducing mottainai — systemic approaches to reduce food loss

Antonios Karaiskos

Professor, Faculty of Law, Ryukoku University

karaiskos@ymail.ne.jp

October 17 (Saturday), 2026

RYUKOKU UNIVERSITY

Brief self-introduction

- Graduate (Bachelor of Law, Master of Law), Athens Law School, University of Athens
- Former Lawyer, Athens Bar Association
- Graduate (Doctorate of Law), Graduate School of Law, Waseda University
- Visiting Researcher, Faculty of Law, University of Cyprus
- Visiting Researcher, INTI International University (Malaysia)
- Current concurrent affiliations include:
  - Visiting Professor, Faculty of Law, University of Malaya (Malaysia)
  - Visiting Associate Professor, Faculty of Law, Thammasat University (Thailand)
  - Visiting Associate Professor, Faculty of Law, Suor Orsola Benincasa University of Naples (Italy)
  - Adjunct Teacher, Ho Chi Minh City University of Law (Vietnam)
  - Adjunct Teacher, Tashkent State University of Law (Uzbekistan)
  - Adjunct Teacher, School of Law, National University of Mongolia (Mongolia)

RYUKOKU UNIVERSITY

Brief self-introduction

- Domestic boards and committee memberships include:
  - Board Member, Japan Association for Consumer Law
  - Council Member, Kyoto City Consumer Affairs Council
  - Board Member, Kansai Consumers Support Organization
  - Board Member, Association for Countermeasures Against Dark Patterns
- Other domestic memberships include:
  - Member, Tokushima Information Network for a Sustainable Society (TIS), Tokushima Prefectural Government
  - Visiting Researcher, Competition Policy Research Center, Japan Fair Trade Commission
  - Member, Study Group on Information and Communications Law, Ministry of Internal Affairs and Communications
  - Member, “Consumer Contract Law Review Meeting for Consumer Transactions in Modern Society”[1], Consumer Affairs Agency
  - Member, “New Future Vision Forum”[2], Consumer Affairs Agency
  - Member, “Public–Private Roundtable on Building Trust for Better Consumer Lives in the Digital Age”[3], Consumer Affairs Agency
- External Editorial Board Member, *Journal of Research on Social and Economic Life*, National Consumer Affairs Center
- …

1 「現代社会における消費者取引の在り方を踏まえた消費者契約法検討会」

2 「新未来ビジョン・フォーラム」

3 「デジタル時代におけるより良い消費生活を支える信頼の構築に係る官民共創ラウンドテーブル」

RYUKOKU UNIVERSITY

Brief self-introduction

International boards, committees and other memberships include:

- Fellow, European Law Institute (Austria)
- Member, Scientific Board, Mediterranea International Centre for Human Rights Research (Italy)
- Scientific Committee, European Journal of Privacy Law and Technology (Italy)
- International Editorial Committee, Journal of Liberty and International Affairs (Republic of North Macedonia)
- Editorial Board, Journal of Law, Market and Innovation (Italy)
- Editorial Board, Asian Crime and Society Review (Thailand)

Main publications:

⇒『消費者法入門ー消費者と企業の視点から』(Yuhikaku Publishing, 2025) (coauthor)

⇒『ストゥディア消費者法』(2nd Ed., Yuhikaku Publishing, 2024) (coauthor)

⇒『不公正な取引方法と私法理論ーEU法との比較法的考察』(Horitsu Bunka Sha, 2020) (sole author)

⇒『これからの消費者法ー社会と未来をつなぐ消費者教育』(2nd Ed., Horitsu Bunka Sha, 2023) (coauthor)

⇒ *Outline and New Developments of Japanese Inheritance Law* (Adam Marszarek, 2021) (coauthor)

RYUKOKU UNIVERSITY

Current food loss situation in EU

- **Large amounts of food still being wasted** in EU
  - ⇒ Approx. 58 million tons per year across EU
  - ⇒ Approx. 129kg per year per person
  - ⇒ Household waste is 53% of total
    - ※ according to 2025 statistics from Eurostat
  - ⇒ Estimated market value risen to 132 billion EUR (approx. 22 trillion JPY) (SWD (2023)421)
- <u>Meanwhile, there are people who cannot get enough food</u>

EU's basic legal framework

- **Amending Directive (EU) 2025/1892**

  ⇒ Mandates member states to enact measures to prevent food loss in their entire food supply chain

  ※ Main provisions

  1. Measurement, monitoring and reporting of food loss
  2. Promotion of food donation and food redistribution
  3. Ensuring involvement of relevant bodies such as businesses, consumers, food banks and governments

EU's first legally-binding food loss reduction goal

- <u>Quantitative goals to be achieved by 2030</u>

  (Amending Directive (EU) 2025/1892)

  ⇒ Processing and manufacturing : 10% reduction (compared to 2021–2023)

  ⇒ Retail, distribution, restaurants and households: 30% reduction (per capita) (compared to 2021–2023)

- Not just a goal to work toward, but a **legal goal** imposed on member states
- Boosts achievement of SDG 12.3

Measure ①
What's not measured cannot be reduced

- Common food loss measurements system in EU
  - ⇒ System introduced by determination in 2019, operational from 2020
    - ※ Member states use a common measurement method
    - ※ and report to the European Commission
    - ※ Comparison between countries and evaluation by country is possible
- Message: no reduction without **visibility**
  - ⇒ Manage via data, not via feeling

Measure ②
Promoting donations to food banks

- EU law expects member states to promote food donations (Amending Directive (EU) 2025/1892)
  - ⇒ Food fit for human consumption must be given to people, not disposed of
  - ⇒ Member states must promote food donations and redistribution
  - ⇒ Collaboration with food banks etc. are seen as important
  - ⇒ Human consumption prioritized over feeding to animals and disposal
  - ※ Order of priorities:

  Human consumption → Animal feed → Other use → Disposal
- Point: support **“use before disposal”** through systems

Measure ③
Support companies' voluntary actions

- EU Code of Conduct on Responsible Food Business and Marketing Practices
  - ⇒ Announced in 2021 by the European Commission
  - ⇒ A key policy of the "Farm to Fork Strategy" (2020)
  - ⇒ Promotes voluntary actions by food producers, retailers, restaurants etc.
  - ⇒ Participating companies are expected to set voluntary goals toward, and report progress on:
    1. reducing food loss and food waste,
    2. improving the sustainability of their supply chains,
    3. advancing responsible information disclosure and marketing toward consumers

Thank you very much for listening

karaiskos@ymail.ne.jp

RYUKOKU UNIVERSITY