

September 6, 2019

とくしまから広げる  
新しい消費のカタチ

The new way of consumption  
spreading out from Tokushima.

# Promoting consumer education for young people

# G20

消費者政策  
国際会合

G20 International Conference  
on Consumer Policy

2019  
9/5<sup>土</sup>・6<sup>日</sup>  
TOKUSHIMA



共催者 消費者庁 Consumer Affairs Agency, Government of Japan  
後援者 徳島県 Tokushima Prefectural Government

## Kamon Iizumi

Governor of Tokushima Prefecture

# 1. Consumption behavior of young people

## Current situation

### ◆ Spread of ICT in consumer life

- One of the top-ranking prefectures in Japan in the deployment of fiber-optic broadband networks
- Growing smartphone ownership

Music downloading, comparison of products online, SNS, flea-market apps, etc.



### ◆ Spread of ethical consumption

- Promotion of fair trade by high school students
- Establishment of ethical club in 40 public high schools in Tokushima Prefecture

Development of fair trade products, reduction of use of plastic shopping bags, etc.



## Implementation of education

### Consumer education in preparation for Society 5.0

#### ◆ Consumer education in response to social changes

- Response to consumer problems that are becoming more complicated and sophisticated
- Implementation of policy measures in anticipation of social changes



#### ◆ Ethical consumption to contribute to SDGs

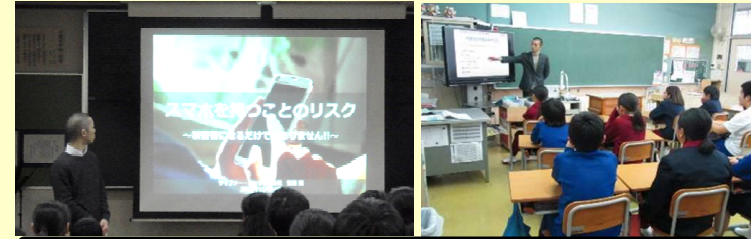
- Promotion of ethical consumption as part of school education
- Spread of ethical consumption in consumer life

# 2. Consumer education in response to social changes

## ◆ Response to consumer problems that are becoming more complicated and sophisticated

### ➤ **Cooperation with consumer affairs specialists** (Tokushima Consumer Affairs Specialist Bank)

- 33 organizations and individuals including ICT companies and lawyers are registered.



Experts sent to schools

## ◆ Implementation of policy measures in anticipation of social changes

### ➤ Model use of "First Step to Society", a textbook produced by the Consumer Affairs Agency from 2017

**Nationwide first** Lessons provided in all 56 high schools in the prefecture.



**Consumer education for young people is promoted nationwide at the initiative of Tokushima Prefecture**

Feb.2018 **Reflected in national policy**

(Consumer Affairs Agency, Ministry of Education, Culture, Sports, Science and Technology, Financial Services Agency, Ministry of Justice)

**"Action Program for promoting consumer education for young people"**

→ Provide classes in **all high schools in Japan** by 2020

### ➤ **Urgent proposal to the National Governors' Conference (July 2018)**

Urgent proposal with a view to promoting consumer education for young people in response to the lowering of the age of majority



### ➤ **Nationwide expansion of the Tokushima model**

- Open demonstration lessons
- Meeting to report experiences in providing consumer education at schools



# 3. Ethical consumption to contribute to SDGs

## ◆ Promotion of ethical consumption as part of school education

- **National pioneer** Fair trade activities by high school students
  - Work with high school students in Cambodia to develop new products
- **Reduce food waste**
  - Provide dishes with less food waste at school cafe
- **Reduce waste plastics**
  - Produce original eco-bags
- “Next-Generation Ethical Festival” a symposium on Ethical Consumption for young people



## ◆ Spread of ethical consumption in consumer life

- Produce materials to promote ethical consumption
- Offer opportunities for parents and children to learn about ethical consumption



**Sustainable future created by young people**

National meeting : “Ethical Koshien 2019” (Dec. 26 and 27, 2019) **Japan's first**

⇒ High school students promoting ethical consumption meet in Tokushima from all over Japan.

Creating a **role model** for **consumer education** to prepare for the coming of the super-smart society