

Promoting Consumer Education for the Young Generations -Focusing on Europe-

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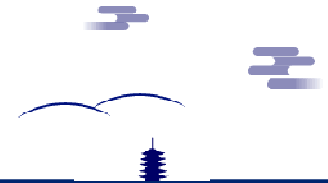
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1. Consumption by Young People

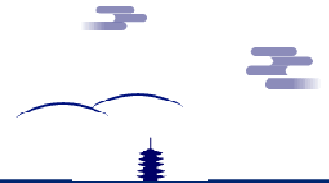
- Digital and internet-related consumption is expanding among the younger generations in the EU
 - ⇒ Members of younger generations are particularly likely to access these via mobile phones
- However, there are concerns about the adverse effects of mobile phones on health
 - ⇒ The Medical Association of Athens recommends that children under the age of 14 not be allowed to use mobile phones
- European Commission study of online marketing to children(2016)
- Diversification of online marketing methods: Stealth marketing, including the use of influencers, is particularly effective on younger generations



1. Consumption by Young People

A number of initiatives in EU law

- EU Unfair Commercial Practices Directive 2005/29/EC
 - ⇒ List of commercial practices considered unfair under all circumstances
 - ✘ Advertisements that directly encourage children to buy the advertised product or persuade a parent or other adult to buy it
 - ✘ The use of editorial content paid for by a business to promote sales without this being revealed in the content (advertorials)
 - ✘ A business misrepresenting itself as not acting for commercial purposes or not a business



2. Measures to Deal with Consumer Damage to Young People

EU Consumer Classroom

- Website for secondary school teachers in all EU member states (currently temporarily unavailable)

(Source: Consumer Classroom Facebook page)

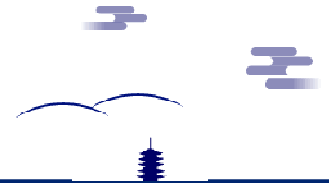


2. Measures to Deal with Consumer Damage to Young People

Consumer Classroom

Inter-School Competition

- For students in secondary education (age12-18)
- Participating schools choose a partner school from another EU country
- Themes such as digital contents and energy consumption
- Students from the winning team win a trip to Brussels
⇒ They visit all the major EU institutions
- Independence, positivity, networking, deeper knowledge, creativity



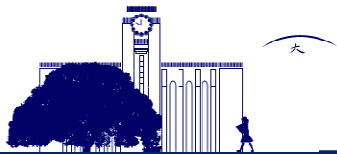
2. Measures to Deal with Consumer Damage to Young People

An example from Germany: *Materialkompass* created by the Federation of German Consumer Organizations (*Verbraucherzentrale Bundesverband, vzbv*)

- Project carried out under contract from the Federal Ministry of Justice and Consumer Protection
(*Bundesministerium der Justiz und für Verbraucherschutz, BMJV*)
- Resources categorized by theme and stage of development
(primary education, secondary education)
- Evaluations by experts can be viewed for each resource

(Source: Federation of German Consumer Organizations website (<https://www.verbraucherbildung.de/suche/materialkompass>))

The screenshot shows the website for 'materialkompass' by 'verbraucherzentrale Bundesverband'. The page title is 'Das Schulportal für Verbraucherbildung'. The navigation bar includes 'Materialkompass', 'Verbraucherschule', 'Unsere Themen', and 'Über uns'. The main content area features a search bar with the text 'Nach Unterrichtsmaterialien suchen', a dropdown menu for 'Sortiert nach Relevanz', and a 'Suchen' button. Below the search bar, there is a 'THEMA' section with a list of categories: 'Finanzen (142)', 'Medien (262)', and 'Ernährung (191)'. A featured resource is displayed with a thumbnail image and the title 'Finanzen Verbraucherschutz. Grundwissen-Training in drei Differenzierungsstufen'. The text below the thumbnail reads: 'Das Unterrichtsmaterial "Verbraucherschutz. Grundwissen-Training in drei Differenzierungsstufen" aus der Reihe Bergedorfer Führerscheine umfasst 79...'. The page number '1 - 10 von 625' is visible in the bottom right corner.



2. Measures to Deal with Consumer Damage to Young People

An example from Germany: Federation of German Consumer Organizations Consumer School (*Verbraucherschule*) Award

- The Federation of German Consumer Organizations confers the Consumer School Award on schools providing outstanding consumer education

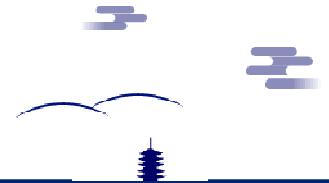
(Source: Federation of German Consumer Organizations website (<https://www.verbraucherbildung.de/verbraucherschule>))



3.Consumer Education to Achieve a Sustainable Society

An example from Germany: *Albrecht-Thaer-Gymnasium* (Hamburg)

- System for awarding schools certifications and logos
- The *Albrecht-Thaer-Gymnasium* has received certification as a *Klimaschule* (Climate School) and *Umweltschule in Europa* (European Environment School)
 - ⇒ The certifications and logos also provide students with a basis on which to choose a school
 - ⇒ The *Klimaschule* looks at activities for saving energy at the school level
 - ✳ Teachers, students, and their families work together to save energy

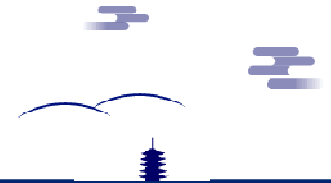
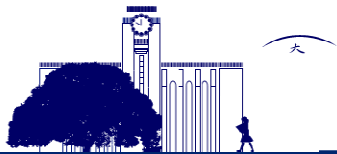


3.Consumer Education to Achieve a Sustainable Society

An example from Germany: *Albrecht-Thaer-Gymnasium* (Hamburg)

- Sustainability education in which students' families also take part
 - ⇒ One example is replacing five household objects with non-plastic products
- Working with the local community
 - ⇒ Greenhouse plan for sustainability
 - ⇒ Eliminating materials supplied by corporations and “hidden advertising”
The school as an “ad-free” space

(For details of matters relating to Germany in this presentation, see Report of a Study of Consumer Education in the UK and Germany published by the Japan Federation of Bar Associations Consumer Affairs Committee (2019))



3. Consumer Education to Achieve a Sustainable Society

Legislative response to “planned obsolescence”

- Example of French law

- Planned obsolescence = a means of deliberately shortening the lifetime of a product
- When consumer law was revised in 2015, planned obsolescence was specifically prohibited under the *Code de la consommation* (Consumer Code)
 - ➔ Businesses that violate this law may be punished by two years’ imprisonment and a fine of 300,000 euros
- As more regulations are enshrined in legislation, it becomes easier to include these matters in consumer education

