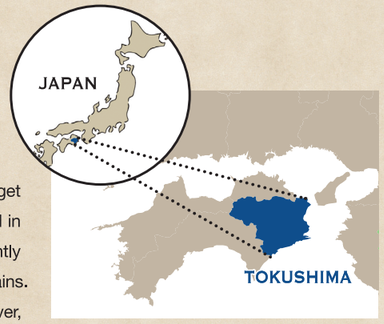
About Tokushima Prefecture

Tokushima Prefecture is located on the eastern end of the island of Shikoku, facing the Seto Inland Sea, the Kii Channel, and the Pacific Ocean.
It is a mountainous region, with approximately 80% of its total land mass being comprised of mountains, including many that are over 1,000 meters tall. In such mountainous areas, it can get extremely cold and there is plenty of rain. There is a strong northwestern seasonal wind, and in the winter it snows so much that you can enjoy skiing. Moreover, in the summer it is pleasantly cool, so many people come to escape the heat and to enjoy hiking and trekking in the mountains. The southern region has a temperate climate. This region stays fairly warm year round, however, there is a lot of rainfall. It is a leading spot for surfing in Japan, and on the weekends the area is bustling with surfers.



[Total Area] 4,146.79㎢ (October 1, 2016)
[Population] 723,524 (May 1, 2020)
[Number of Households] 310,695 (May 1, 2020)

Awa Odori — EVENT

A representative traditional dance festival of Japan, the Awa Odori has 400 years of history. Starting as an unrestricted form of entertainment for the general masses, it greatly developed after WW2 as a symbol of revitalization.



Ohenro (The Pilgrimage) — CULTURE

A pilgrimage and once-in-a-lifetime journey of 88 temples in Shikoku, the ohenro was started by Buddhist monk Kobo Daishi (Kukai) around 1,200 years ago.
Many people undertake the pilgrimage for non-religious reasons, and it has been gaining a lot of popularity.



Naruto Whirlpools — NATURE

In the Naruto Strait, whirlpools are created by the ebb and flow of the tides. During the spring tides that occur in spring and autumn, the tides can reach speeds of up to 20 km/h and a diameter of up to 20 m.
They are said to be one of the "world's 3 largest tides".



Iya Valley and Kazurabashi Vine Bridge — NATURE

Located in the western side of Tokushima Prefecture, Iya Valley has received a 2-star rating in the Michelin Green Guide (Japan) for its stunning, world-class scenery. It has received high praise from both domestic and international visitors.





Awa Ningyo Joruri (Puppet Theatre) — CULTURE

Awa Ningyo Joruri is a traditional form of puppet show in Tokushima Prefecture, and it is designated as a National Important Intangible Folk Cultural Property. At the "Awa Jurobe Yashiki" in Tokushima City, you can appreciate this spectacular art form by attending one of their daily performances.





Inspection Visits

Tokushima Prefecture is accepting inspection visits from overseas government agencies, universities, etc. Why not begin by joining us for an online exchange session? We can provide you with information on the progressive consumer policy and education efforts that Tokushima Prefecture and the CAA are involved in, and then exchange information about various initiatives. Once you arrive in Tokushima, we will be happy to introduce you to places related to our consumer efforts.



From Tokyo
Approx. 1 hour by airplane.

From Osaka
Approx. 2 hours by car.
Access by highway bus is also possible.

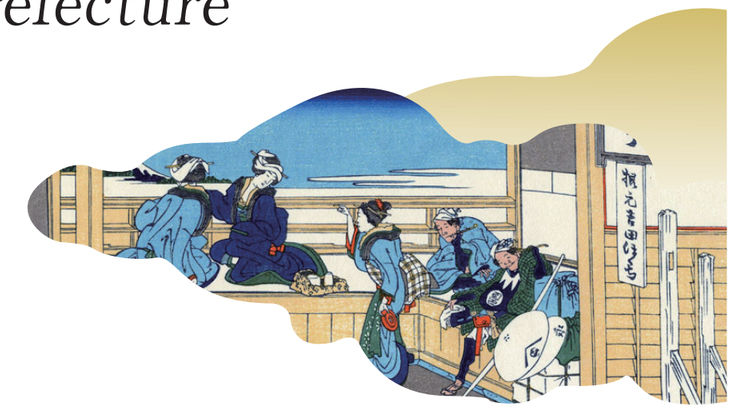
Contact Information

Consumer Policy Division,
Consumer Development and Safety Bureau,
Crisis Management and Environment Department,
Tokushima Prefectural Government

[Address] 1-1 Bandai-cho,Tokushima City,Tokushima Prefecture, 770-8570
[TEL] +81 88 621 2499
[E-mail] shohishaseisakuka@pref.tokushima.jp
[Website] https://www.pref.tokushima.lg.jp/kenseijoho/soshiki/kikikanrikankyoubu/shohishaseisakuka/



Consumer Policy and Education Initiatives in Tokushima Prefecture





Consumer Policies in Japan

Late 2000s

A number of serious consumer issues occurred (such as mislabeling of food, faulty products, etc.).

This led to a historical turning point where Japan was prompted to rethink its consumer policies. Demands for "a safe and secure market" and "a market with quality products" started to increase. As a result, in order to provide safe, secure, and fulfilling lifestyles within society where consumers can play a key role, policy changes became necessary.

Tokushima Prefecture's proposal to implement a "centralization" of consumer policies led to the establishment of the "Consumer Affairs Agency" which would act as the authoritative body with jurisdiction over consumer policies.

Presently

Increase in vulnerable consumers due to the progression of digitalization and globalization.

With the goal of realizing a society where the consumer plays a key role, the Consumer Affairs Agency put in place some basic consumer policy plans, including "prevention of consumer damage", "acceleration of consumer independence and independent business initiatives", "creating a prosperous society through cooperation", and "tackling new challenges related to digitalization and globalization."

About the Consumer Affairs Agency (CAA)

Established in September 2009

- ☐ Gathers information on consumer damage and works to prevent further troubles.
- ☐ Encourages proper product labeling.
- ☐ Investigates and shares information on price trends.
- ☐ Promotes consumer education.
- ☐ Works towards accident prevention for a safe society.

Organization and Initiatives of the Strategic Headquarters for Frontiers of Consumer Policy

Founded in Tokushima Prefecture on July 2020

CAA (Tokyo) — Commissioner (Administrative Chief of the Headquarters)

Strategic Headquarters for Frontiers of Consumer Policy (Tokushima)



Vice-Administrative Chief of the Headquarters

Model Projects
Conducting trials and creating models for progressive policies with Tokushima as the demonstration field.

International Consumer Policy Research Center (ICPRC)

President of International Consumer Policy Research Center

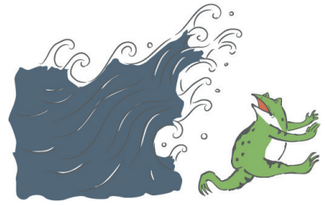
International Consumer Policy Research
Implementing international collaborative research and international exchange projects.

*Citation: CAA

Efforts to Relocate Government-affiliated Organizations to Rural Areas

CHALLENGES Urgent Issues in Japan

- ☐ Depopulation
- ☐ Concentration of population and industry in the Tokyo metropolitan area
  - ・Migration out of rural areas and into Tokyo
  - ・Disaster risks



SOLUTIONS The Strengths of Tokushima Prefecture

- ☐ One of the best optical broadband environments in Japan.
  - ・Leaf selling business utilizing mobile work.
  - ・Emerging as one of Japan's top satellite office providers.
- ☐ Records of achievement in regards to nationally leading consumer policy and education initiatives.
  - ・Consumer education based on age.
  - ・Global, ethical consumption activities by senior high school students.





National Government		Tokushima Prefecture
Requested proposals from prefectural governments regarding the relocation of government-affiliated organizations to rural areas.	2014	
	2015	Sent a proposal to the national government to bring the CAA to Tokushima.
It was determined that the analysis and research base of the CAA would be established in Tokushima Prefecture.	2016	
Establishment of the Office of Consumer Policy Frontiers. CAA projects relating to analysis/research and demonstration experiments began in Tokushima Prefecture.	2017	Established the "Tokushima Consumer Policies Platform" in order to strategically develop model projects in cooperation with the Office of Consumer Policy Frontiers.
With the aim of national implementation, over 10 model projects were conducted over 3 years with Tokushima Prefecture as the demonstration field.		
	2018	
Tokushima Prefecture was chosen as the location for the "G20 International Conference on Consumer Policy". Decision made to establish the "Strategic Headquarters for Frontiers of Consumer Policy" in Tokushima Prefecture.	2019	The "G20 International Conference on Consumer Policy" was co-hosted by the CAA and Tokushima Prefecture. "Ethical Koshien 2019" was co-hosted by the CAA, Tokushima Prefecture, and the Tokushima Board of Education.
Opening of the "Strategic Headquarters for Frontiers of Consumer Policy" as a permanent base of the CAA on the 10th floor of the Tokushima Prefectural Office.	2020	Established the Tokushima International Network for a Sustainable Society (TIS).
With the aim of national implementation, model projects and research into international consumer policies are conducted with Tokushima as the demonstration field.		

Projects in Collaboration with and Implemented by the CAA and Tokushima Prefecture

Video footage of Tokushima Prefecture's initiatives.
https://youtu.be/mp1p2ldxLrY

1 Promotion of Consumer Education for the Younger Generation

In Japan, any contract signed by minors (aged below 20) without the consent of their parent or guardian can be revoked by law. In April 2022, the age of adulthood will be lowered to 18. There is a risk of increased consumer damage among young adults aged 18 and 19, making it necessary to promote consumer education for the younger generation on topics such as damage prevention and contractual knowledge. Therefore, in cooperation with the Board of Education, Tokushima Prefecture is working to promote consumer education at schools within the prefecture.



- ☐ **Implementation of classes using the teaching material produced by the CAA - "Door to Society" - at all senior high schools within the prefecture.**
- ☐ **Creating Tokushima original learning materials for consumer education (for elementary and junior high school students).**
- ☐ **Conducting demonstration lessons using these teaching materials.**
- ☐ **Holding leader development training for teachers at elementary, junior high, and senior high schools.**



3 Consumer Damage Prevention

Established consultation services ("Consumer Affairs Centers") in each municipality in order to help consumers live a safe, secure, and prosperous life. In recent years with the advancement of digitalization, consumer troubles have been worsening and becoming more serious. Local authorities, organizations, and institutions collaborated together to establish the "Local Councils to Guarantee Consumer's Safety (the watch-over network)" at every municipality in order to prevent consumer damage and watch over consumers requiring special attention. Tokushima Prefecture works to support these practices.



Tokushima's Watch-over Network

<Purpose>
- ☐ Gathers and analyzes information on the current state of consumer damage and countermeasures.
- ☐ Supports the activities of watch-over networks in each municipality.
- ☐ Increases public awareness and provides consumer education through related institutions and organizations.

Prefectural Citizens / Regions	Association of Senior Citizens Clubs,Crime Prevention Associations, Tokushima Prefecture Consumers Association, Consumer Group Liaison Committees,Cooperative Associations,etc.
Prefectural Police Headquarters/Prefectural	Prefectural Police Headquarters, Mayors Association, Municipal Association, Finance Offices
Financial Organizations	Banks, Credit Unions, Post Offices, Agricultural Cooperatives
Distribution / Transportation	Convenience Stores, Trucking Association, Couriers
Media	Newspapers, Television
Medical / Welfare	Medical Associations, Nursing Association, Council of Social Welfare, Council of District Welfare Officers, Care Workers, Federation for Those with a Physical Disability, etc.
Law	Bar Association, Judicial Scrivener Association
Emergency Management	Voluntary Disaster Prevention Federations
Education / Research	Board of Education, PTAs (elementary, junior high, and senior high schools)

2 Promoting Ethical Consumption and Consumer-oriented Management with the Aim of Realizing SDGs

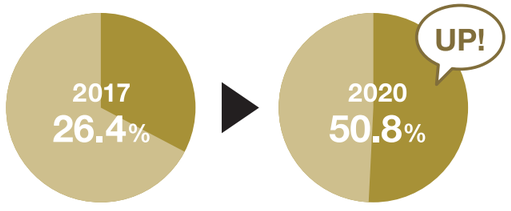
Ethical Consumption

Ethical consumption is the practice of consuming products that not only help revitalize the local area and provide employment, but that are also friendly to people, society, and the environment.
In collaboration with municipalities, universities, companies, and regions, Tokushima Prefecture is raising awareness about ethical consumption and supporting related initiatives by promoting it inside and outside of the prefecture.

- ☐ **In order to convey to consumers the "thought" and "effort" placed in ethical products and services, businesses and organizations have taken the "Voluntary Declaration of Ethical Consumption".**



- ☐ **Ethical Consumption Awareness Survey in Tokushima Prefecture**

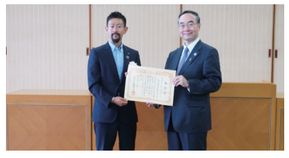


*Compared to 12.2% in a similar, national survey conducted in 2019.

- ☐ **Established the "Regulation for Building a Civil Society for Consumers in Tokushima" (also known as Ethical Regulation) to create a fair and sustainable society where no one is left behind.**



- ☐ **Awarded the "Tokushima Ethical Award" to businesses making remarkable progress in promoting ethical consumption and participating in the Voluntary Declaration of Ethical Consumption.**



- ☐ **Established ethical clubs at every public senior high school in Tokushima.**
- ☐ **Held "Ethical Koushien" for senior high school students across the country to present on their efforts.**



Consumer-oriented Management

Consumer-oriented management is when businesses can see things from the consumer's perspective, are providers of a sound market and can gain consumer's trust, and are aware of their social responsibility and run their business with the goal of realizing a sustainable and desirable society.

- ☐ **The "Voluntary Declaration of Consumer-orientation" is when a business sincerely declares that they will conduct consumer-oriented management.**



- ☐ **Established the "Award for Businesses Promoting Consumer-oriented Management in Tokushima Prefecture", which was awarded to businesses within the prefecture that made significant achievements relating to the promotion of consumer-oriented management.**



4 G20 International Conference on Consumer Policy

Under the theme of “Emerging Challenges to Consumer Policy in the Digital Age”, this international conference was held for the first time in Japan as a side-event of the G20 and was co-sponsored by the CAA. Approximately 300 participants from 38 countries, regions, international organizations, and the various prefectures of Japan took part to discuss how to address new consumer issues caused by the rapid increase of digitalization, the promotion of SDGs, etc. With the goal of international cooperation, consumer policy issues shared by countries were discussed, and participants shared the need for strengthening international cooperation in order to create consumer policies in the wake of the digital age.

September 5th, 2019

DAY 1

- Session
- Reception











September 6th, 2019

DAY 2

- Tokushima Session
  Theme: Consumer education for young people
- Presentation by senior high school students about their initiatives
- Study tour
  Indigo dyeing workshop











［Video footage of the G20 International Conference on Consumer Policy.］

https://youtu.be/4RR4colkYD0

5 Tokushima International Consumer's Forum 2020

Due to the recent Covid-19 pandemic, consumer activity has changed dramatically on an international level. Taking into account this societal shift, and with the goal of "creating a more sustainable society", we received progressive ideas from international leaders as well as experts from within Japan. The forum is available to view online.







［International Consumer's Forum 2020 website］
https://www.pref.tokushima.lg.jp/world.consumer.forum/

6 Ethical Koshien

An "Ethical Koshien" was held where senior high school students who are practicing and promoting ethical consumption were able to present about their daily efforts and accomplishments, as well as future prospects. These presentations were delivered by senior high school students from across the country, and their presentations were widely shared and reported on to promote the spread of ethical consumption.





Every year there are many applicants from across the country.

［Examples of ethical consumption efforts］

- Consideration for society
- Consideration for the environment
- Earth friendly
- Human friendly