

# Tokushima International Consumer's Forum 2022

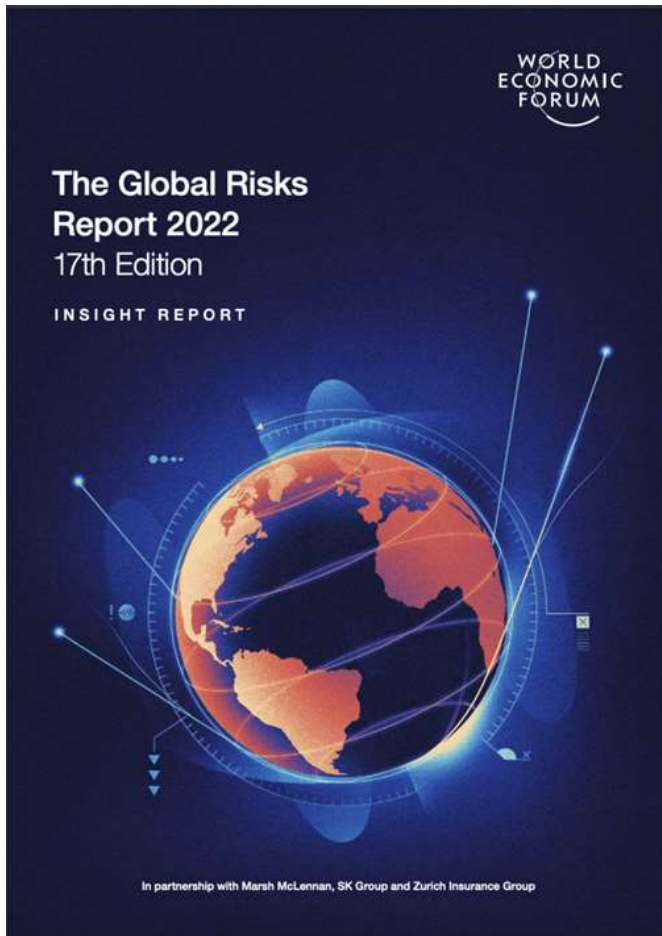
# Global Risks 2022



Japan Ethical Initiative

## World Economic Forum Global Risks Report 2022

January 11, 2022



“Identify the most severe risks on a global scale over the next 10 years”

- 1st Climate action failure
- 2nd Extreme weather
- 3rd Biodiversity loss
- 4th Social cohesion erosion
- 5th Livelihood crises
- 6th Infectious diseases
- 7th Human environmental damage
- 8th Natural resource crises
- 9th Debt crises
- 10th Geoeconomic confrontation

■ Economic ■ Environmental ■ Geopolitical ■ Societal ■ Technological

Source: World Economic Forum Global Risks Report 2022

# Speeches by International Guests 10:50 AM~11:40 AM (50min.)

① Rob Harrison

“Gen Z and Ethical Consumption”

② Gordon Renouf

“The Role of Consumers Choices in the Green Transition:  
Problems in Sustainable Fashion”

③ Ellis Jones

“THE DIGITAL GLOBAL CITIZEN – Using Technology To Create More  
Sustainable Societies”

④ Farid Yaker

“Impact of the Pandemic and the War in Ukraine on the  
UN Program on Sustainable Consumption”

⑤ Ruth B. Castelo

“ADVOCATING SUSTAINABLE CONSUMPTION TO FILIPINO YOUTH”

# Tool or Trap !?



<https://tabi-labo.com/178878/slave-illustration>

# [DX] ~Tool or Trap~

- 11:40~11:45 Opening remarks by **Hideki Nakahara**
- 11:45~11:55 Commentary on the speeches by **Yoshiko Ikoma**

## <Discussion>

- 11:55~12:00 (5 min.) → **Ellis Jones**
  - ① In the face of “greenwashing” that hinders “sustainable consumption,” how can “Generation Z” identify greenwashing?
- 12:00~12:10 (10 min.) → **Rob Harrison**
  - ① Considering that “greenwashing” is featured in Ethical Consumer, what kinds of “greenwashing” are there? (7 min.)
  - ② Thoughts on or message to Ethical Koshien as an educational initiative held in Japan for Gen Z (3min.)
- 12:10~12:20 (5min. each) → **Gordon Renouf, Yoshiko Ikoma**
  - ① What is the relationship between “sustainable fashion” and “fair trade,” the gateway to ethical consumption for Generation Z, and “Greenwashing”?
- 12:20~12:30 (5min. each) → **Farid Yaker, Ruth B. Castelo**
  - ① To prevent citizens from being victimized by “greenwashing” and other consumer-related crimes, what should be done now?  
what should the government, international organizations, etc. do now?