

# Initiatives in Consumer Administration and Consumer Education in Tokushima Prefecture in Light of **DX and GX**



Source: Japan Association for the 2025 World Exposition



G20 International Conference on Consumer Policy, Sept. 5-6, 2019

October 25, 2022

**Kamon Iizumi**  
Governor of Tokushima Pref.

# Contents

**1** From Tokushima! Designing the Society of the Future

**2** Implementation of DX (Realizing a Digital Society)

**3** Implementation of GX (Realizing a Green Society)

**4** Toward the 2025 Osaka-Kansai Expo

# 1 From Tokushima! Designing the Society of the Future



2020.7~

Regional relocation of central government ministries and agencies

The 1st national government agency relocation in Japan

- **The Strategic Headquarters for Frontiers of Consumer Policy opens!**
  - A national government agency transfers from Kasumigaseki to Tokushima
  - A permanent base for the development and creation of consumer administration for the next 10 to 20 years

Promotion  
System for  
Prefectural  
Unity

- Tokushima Consumer Administration Platform  
1918 Visitors from Japan and abroad (2017.6.26~2022.9)
- CAA Relocation Promotion Council
  - Consists of representatives from various industries, academia, government, labor, and residents in the prefecture



# 2 Implementation of DX (Realizing a Digital Society)

## Consumer Administration and Consumer Education using DX

- Promoting exchange through *hybrid form* (In-person X Online)

2020~

International Forum held annually as a legacy of the **G20 International Conference on Consumer Policy** (2019)

2020 : Held via on-demand streaming due to COVID

2021 : In-person X Online + On-demand Streaming

2022 : Future-oriented discussions with **international guests coming in-person**



2021~

**Online exchange** between university students in Tokushima Prefecture and ASEAN countries

- Tokushima's SDGs × Consumer Education Digital Educational Materials

- SDGs-oriented digital educational materials that can be used for the **GIGA School concept**, web courses, etc.



- Tokushima Consumer Consultation through **LINE**

# 3 Implementation of GX (Realizing a Green Society) ①

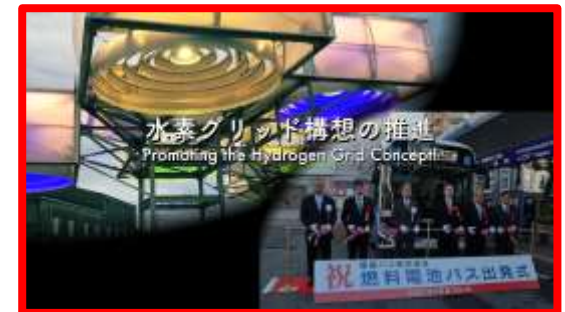
## Renewable Energy Council

(A public-private consortium consisting of 34 prefectures and 119 companies)

- Active in making proposals to the national government as the **chair prefecture** (since January 2013)
- Supporting the national Carbon Neutral Declaration (2020.10)
- Proposed the formulation of the **Sixth Basic Energy Plan**
  - ①Renewable energy as a main power source
  - ②Integrate hydrogen to the power supply system

## Tokushima Version of a Decarbonization Roadmap

- **3 Priority Measures** **Ahead of the Glasgow Climate Pact**
  - ①Maximize the use of **renewable energy sources** (2021.12.24)
  - ②Implement a **hydrogen society**
  - ③Transition to a **circular economy**



## Consumer-oriented Management

- Established the **Tokushima Consumer Oriented Management Promotion Organization** (2017.10)
- **Expansion of businesses that voluntarily declare consumer orientation**
  - Self-declared consumer-oriented businesses in Tokushima
    - 2021.03 36 companies out of 191 nationwide →
    - 2022.8.31 65 companies out of 361 nationwide



**2nd place after Tokyo among all prefectures, about 20% are from Tokushima!**



# 3 Implementation of GX (Realizing a Green Society) ②

## Promoting Ethical Consumption

➤ **A first in Japan**

### Ordinance on the Establishment of a Consumer Civil Society

(commonly known as the Ethical Ordinance)

- Enacted by the local assembly in Oct. 2018

➤ **Initiatives in School Education**

- Establishment of **Ethical Clubs** in all public high schools (2019) and the **Tokushima Ethical High School Student Committee** (2021) in the prefecture



They will present during the Future Session at the Forum

## Ethical Koshien

2019~

- Applicants: 70 schools (2019) → **85 schools (2021)**  
Held yearly + more participants despite COVID
- Tokushima Prefectural Johnouchi Secondary School and High School received the Grand Prize

This year's will be held on December 27, 2022!



# 4 Toward the 2025 Osaka-Kansai Expo

2025

Osaka-Kansai Expo

2030

SDGs Target Year

2050

Carbon Neutrality

The Expo is a **GATEWAY**  
Tokushima's **Wholistic Pavillion**

Share to the world  
**Tokushima's initiatives in  
consumer administration  
and consumer education!**

The 3D Virtual Space,  
Metaverse, is also  
utilized



Ride a world first!  
[DMV]



**SDGs advanced prefecture "Tokushima" is  
the compass for the unknown world!**

# Thank you for your attention