



未来に繋ぐ

Connecting to the Future

とくしま国際消費者 フォーラム2021

Tokushima International Consumer's Forum 2021

— Program —

October 26 (Tue), 2021 10:00-16:40 (JST)

The forum will be live-streamed.

JR Clement Hotel Tokushima 4th Floor



Organized by:  徳島県 Tokushima Prefectural Government

With the Support of: Consumers Affairs Agency / Japan Ethical Initiative

<https://www.pref.tokushima.lg.jp/en/world.consumer.forum/2021/>



Theme

**“Path to solutions for new problems faced by consumers”
as we aim for the realization of a sustainable society**
– Looking towards the digital society after the age of COVID-19 –

The Tokushima Prefectural Government has been carrying out various initiatives to facilitate the process of building a sustainable society from a global perspective in cooperation with the Consumer Affairs Agency. For example, the Government co-hosted Japan's first G20 International Conference on Consumer Policy with the Consumer Affairs Agency, which was held in Tokushima Prefecture in September 2019, and, since July 2020, has been promoting pioneering projects together with the Consumer Affairs Agency's Strategic Headquarters for Frontiers of Consumer Policy, which was set up in the Government's building as a national hub for policy development and international operations in consumer administration and education.

Held on the theme, “New Consumer Problems and Road Map to Solutions to Prepare for a Post-Covid-19 Digital Society,” the Tokushima International Consumer's Forum 2021 will invite leading experts in ethical consumption from various countries to offer opinions and recommendations relating to the theme, and organize sessions for participants from ASEAN countries that are important partners of Tokushima Prefecture and Japan, not only for economic collaboration and interpersonal exchanges, but also for the development of healthy consumer markets. In doing so, the Forum hopes to create a new cooperative network and new value.

We hope that the forthcoming Forum will facilitate meaningful, forward-looking discussions to contribute to international consumer policies, and help to improve people's lives as consumers all around the world.

Date/Venue

Date: October 26 (Tuesday), 2021
Venue: 4F, JR Hotel Clement Tokushima
(1-61, Nishi, Terashima-honcho, Tokushima)
※The forum will be live-streamed.

Schedule

- 10:00~10:10 Opening Remarks P2
- 10:10~11:30 Keynote Speech P2
- 11:40~12:50 Session① P3
- 14:00~15:10 Session② P4
- 15:20~16:30 Session③ P5
- 16:30~16:40 Closing Remarks P5

※Time is JST

Opening Remarks

10:00～10:10

■ Governor of Tokushima Prefecture

Kamon Iizumi

■ Commissioner of the Consumer Affairs Agency

Akiko Ito (Video Message)

Keynote Speeches

Keynote speeches by the world's top leaders in regards to ethical consumption

10:10～10:30

Keynote Speech ①

Ethical Consumption in the UK 2020-2021
- continued strong growth of interest in ethical buying across all sectors

 UK

■ Director | Ethical Consumer

Rob Harrison

10:30～10:50

Keynote Speech ②

Can consumers buy a better world?

 Australia

■ Founder | Good On You

Gordon Renouf

10:50～11:10

Keynote Speech ③

**Turning Darkness Into Light:
How Our Current Global Challenges
Can Help Us Create The Building Blocks For
A Thriving Global Democracy**

 USA

■ Founder | Better World Shopper

■ Associate Professor of Sociology | College of the Holy Cross

Ellis Jones

11:10～11:30

Keynote Speech ④

**Ethical Consumption in the Philippines During
COVID-19 Pandemic**

 Philippines

■ Undersecretary for Consumer Protection Group
Department of Trade and Industry

Ruth B. Castelo

11:30～11:40

< Break >

Session ①

Session with the world's top leaders in regards to ethical consumption

11:40~12:50


Theme

Sustainable efforts and social inclusion to solve new consumer problems that arise with the progress of digital society

Coordinator

 Japan

 Emeritus Professor | Tokyo City University

 President | Japan Ethical Initiative

Hideki Nakahara

Panelist

 UK

 Director | Ethical Consumer

Rob Harrison


 Australia

 Founder | Good On You

Gordon Renouf


 USA

 Founder | Better World Shopper

 Associate Professor of Sociology | College of the Holy Cross

Ellis Jones

 Philippines

 Undersecretary for Consumer Protection Group
Department of Trade and Industry

Ruth B. Castelo

12:50~14:00

< Break >

Session ②

Session between national and local governments of both ASEAN countries and Japan

14:00~15:10

Theme

Leaders of consumer administration and their roles and coordination in ASEAN countries and Japan

Coordinator


 Japan

 Vice-Administrative Chief |
Strategic Headquarters for Frontiers of Consumer Policy, CAA

Hideki Kusakabe

Panelist

 Japan

 Bureau Head | Consumer Development and Safety Bureau,
Crisis Management and Environment Department Tokushima Prefectural Government


Takuji Hirai

 Malaysia


 Director | Consumer Policy and Research Division
Ministry of Domestic Trade and Consumer Affairs

Nurul Marha Binti Mohamed

 Philippines

 Undersecretary for Consumer Protection Group
Department of Trade and Industry


Ruth B. Castelo

 Thailand

 Director | International Cooperation Section Office
of the Consumer Protection Board

Wimonrat Wim Teriyapirom

 Viet Nam

 Deputy Director General | Vietnam Competition and
Consumer Authority

Nguyen Quynh Anh

15:10~15:20

< Break >

Session ③

Session relating to consumer education at the university level

15:20~16:30

Theme

Changes in the consumption society due to digitalization, and consumer education


Coordinator

 Japan

 Emeritus Professor | Yokohama National University


Takao Nishimura

Panelist

 Japan

 Professor | Junior College, Shikoku University


Izumi Kado

 Japan

 Associate Professor | Naruto University of Education

Yuka Sakamoto

 Japan

 Associate Professor | Graduate School of Law, Kyoto University

Antonios Karaiskos

 Malaysia

 Associate Professor | National University of Malaysia

Rizal Rahman

 Thailand

 Assistant Professor | Chulalongkorn University

Wirote Watinpongpun

Closing Remarks

16:30~16:40

 France

 Programme Officer | United Nations Environment Programme

Farid Yaker

2019 G20 International Conference on Consumer Policy

* Japanese Only

<https://www.pref.tokushima.lg.jp/5026541>


On September 5 and 6, 2019, the G20 International Conference on Consumer Policy was co-hosted by the Consumer Affairs Agency and the Tokushima Prefectural Government in Tokushima City as a side event of the G20 Osaka Summit. The conference was attended by about 300 individuals, including some 60 representatives from 38 countries and regions and international organizations as well as personnel from Tokushima



and other prefectures. Common issues in consumer policy in respective countries were discussed, and it was agreed to ensure international coordination and cooperation.

There was useful discussion on the theme of “Emerging Challenges to Consumer Policy in the Digital Age” in relation to priority issues shared by respective countries, such as adapting policies to rapid technology innovation, improving the effectiveness of product recalls in the digitalization age, and the roles of departments and bureaus in charge of consumer administration in attaining the SDGs. It was also very useful to share information about future measures in consumer policy.

In the “Tokushima Session” on September 6, discussions focused on the status of consumption by young people in respective countries, measures to cope with damage suffered by consumers, and consumer education to help realize a sustainable society on the theme of “Promoting Consumer Education to Young People.” Students of a prefectural high school gave a presentation on the work of Fairtrade in Cambodia.



Cambodia.

In the Study Tour, about 60 participants visited a prefectural high school which worked on an advanced ethical consumption project by inheriting the traditional skills of Awa indigo dyeing. Students took the participants to see an indigo field, watch a video, and experience indigo dyeing.

2020 Tokushima International Consumer's Forum 2020

<https://www.pref.tokushima.lg.jp/en/world.consumer.forum/>


The global situation surrounding consumers has changed dramatically due to the Covid-19 pandemic. To “realize a sustainable society” in response to such social changes, we sought the frank opinions from top global leaders of ethical consumption and experts in Japan. The forum was streamed on demand.

On November 4, 2020, the day on which streaming started, a preview event was held at JR Hotel Clement Tokushima to mark the on-demand streaming of Tokushima International Consumer's Forum 2020.





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