



Tokushima
International
Consumer's
Forum 2022

世界を、動かそう。

LET'S MOVE THE WORLD.

Tokushima International Consumer's Forum **2022**

PROGRAM

Date :

October 25, 2022 [Tuesday] 9:40-17:00

Venue :

4F, JR Hotel Clement Tokushima [1-61, Nishi, Terashima-honcho, Tokushima]

Website : <https://www.pref.tokushima.lg.jp/en/world.consumer.forum/2022/>

Special Website



Date and Location

October 25, 2022 [Tuesday]

4F, JR Hotel Clement Tokushima (1-61, Nishi, Terashima-honcho, Tokushima)

※This forum will be live-streamed.

Schedule

- 9:40-10:00 Opening Remarks P3
- 10:00-10:20 Speech by the Governor of Tokushima Prefecture P3
- 10:20-10:40 Keynote Speech P3
- 10:50-12:30 Session with the world's top leaders in ethical consumption P3
- 13:40-15:10 "Future" session with the youth from Tokushima Prefecture and ASEAN P4
- 15:30-17:00 Joint session with the Consumer Affairs Agency .. P5

Organized by

Tokushima Prefectural Government

With the Support of

Consumers Affairs Agency / Japan Ethical Initiative / Council for the Promotion of Regional Revitalization with various government agencies by the Union of Kansai Governments / Japan Association for the 2025 World Exposition

Main Theme

Connect to the Future!
Consumers Rise to the Challenge of Creating a Sustainable Society
- Capturing the Latest Trends in DX and GX -

Tokushima Prefecture has so far held Japan's first "G20 International Conference on Consumer Policy" in September 2019 in collaboration with the Consumer Affairs Agency (CAA). Since July 2020, Tokushima Prefecture has also been pioneering projects together with the CAA's Strategic Headquarters for Frontiers of Consumer Policy, which was established within the prefectural government as a national hub for policy development and international operations in consumer administration and education. The prefectural government has done its utmost to develop the legacy inherited from the international conference to make Tokushima an international center for consumer policy.

The forum, which will be held on Oct. 25, 2022, will have leading experts from various countries offer opinions and recommendations that promote "ethical consumption" and "sustainable fashion" --from "awareness" to "practices,"-- in order to achieve the SDGs by 2030 and carbon neutrality goal by 2050. We will also have participants from the younger generation from within the prefecture and from overseas to join us as we continue connecting our efforts into the future.

We hope that the forthcoming forum will facilitate meaningful discussions leading to the progress of international consumer policy and consumer behavior toward a sustainable society for everyone around the world.

Limited Souvenirs for Venue Participants

“Cricket food” made by the Culinary Club of Tokushima Prefectural Komatsushimanishi Senior High School

Crickets are now attracting attention as a “food of the future” due to their high nutritional value while requiring far less water and food to breed, and emitting far less green house gases than ordinary livestock. We asked the members of the Culinary Club at Tokushima Prefectural Komatsushimanishi Senior High School to create an ethical food using crickets. Don't miss this chance to try the much talked-about “cricket food!”



About the Materials for this Forum

The material references for this forum can be downloaded from the special website, which contains English-language materials used in this forum as well as materials translated into Japanese for reference.

Download materials [HERE](#) ▶



The materials can also be downloaded from the special website. Click [HERE](#)

- 9:40-10:00 **Opening Remarks**

- 10:00-10:20 **Speech by the Governor of Tokushima Prefecture**
Initiatives in Consumer Administration and Consumer Education in Tokushima Prefecture in Light of DX and GX
 Japan **Kamon Iizumi** | Governor of Tokushima Prefecture

- 10:20-10:40 **Keynote Speech** [Video Message]
The Necessity of Sustainable Consumption and Consumer Behavior in the DX and GX Era
 UK **Helena Leurent** | Director-General | Consumers International

- Session 1

- 10:50-12:30 **Session with the world's top leaders in ethical consumption**
Empowering Future Consumers in the Digital Era
— Consumer Education toward Digital Literacy—
Coordinator/
 Japan **Hideki Nakahara** | Emeritus Professor | Tokyo City University
Commentator/
 Japan **Yoshiko Ikoma** | President | Japan Ethical Initiative
Panelist/
 UK **Rob Harrison** | Director | Ethical Consumer
 Australia **Gordon Renouf** | Founder | Good On You
 USA **Ellis Jones** | Founder | Better World Shopper |
| Associate Professor of Sociology |
| College of the Holy Cross
 France **Farid Yaker** | Programme Officer |
| United Nations Environment Programme
 Philippines **Ruth B. Castelo** | Undersecretary |
| Consumer Protection Group, Department of
Trade and Industry

Session 2

● 13:40–15:10

“Future” session with the youth from Tokushima Prefecture and ASEAN

What We Can Do to Create a Sustainable Society

Coordinator/

🇯🇵 Japan **Takao Nishimura** | Emeritus Professor |
| Yokohama National University

Presentation of Case Studies/

🇯🇵 Japan **Tokushima Ethical High School Student Committee**

Commentator (Presentation of Case Studies)/

🇯🇵 Japan **Izumi Kado** | Professor | Junior College, Shikoku University

Panelist/

University Students from Tokushima Prefecture and ASEAN

🇯🇵 Japan | Naruto University of Education | Shikoku University |
| Tokushima Bunri University

🇲🇾 Malaysia | University of Malaya

🇵🇭 Philippines | University of the Philippines Diliman

🇹🇭 Thailand | Mae Fah Luang University

Tokushima Ethical High School Student Committee

In Tokushima Prefecture, all public high schools in the prefecture have "ethical clubs" to promote ethical consumption. The Tokushima Ethical High School Student Committee was formed by motivated high school students from these "ethical clubs," transcending school boundaries. The committee is actively working to promote ethical consumption throughout the prefecture.



Online Exchange Meeting with Overseas Universities

Tokushima Prefecture has been holding online exchange meetings since FY2021, where university students from abroad and Tokushima Prefecture exchange opinions on ethical consumption and the SDGs, in order to pass on "Tokushima, an International Center for Consumer Policy" to the next generation. With six universities participating, an exchange meeting was held on October 3, 2022 for this year's, under the theme of Practicing SDG-oriented Consumption in a Digital Society. The university students took the lead in proposing ideas and suggestions. Based on the discussion held, each university will prepare a guidebook summarizing what they can do as consumers (from their perspective) for the future. The guidebooks created are set to be published on the prefectural website at a later date (around March).



Session 3

● 15:30-17:00

Joint session with the Consumer Affairs Agency

Consumer Laws and Policies for Self-reliant Consumers in the Digital Society

Coordinator/

🇯🇵 Japan **Hiroshi Aimoto** | Vice-Administrative Chief |
| Strategic Headquarters for Frontiers of Consumer Policy, CAA

Panelist/

🇲🇾 Malaysia **Dato Paul Selva Raj** | Secretary General |
| Federation of Malaysian Consumer Associations

🇹🇭 Thailand **Sathita Wimonkunarak** | Assistant Professor |
| Sukhothai Thammathirat Open University

🇯🇵 Japan **Antonios Karaiskos** | Associate Professor |
| Graduate School of Law, Kyoto University

🇯🇵 Japan **Akinori Yamada** | Executive President |
| National Consumer Affairs Center of JAPAN

🇯🇵 Japan **Yuka Sakamoto** | Professor | Naruto University of Education |
| Visiting Senior Research Fellow |
| Strategic Headquarters for Frontiers of Consumer Policy, CAA

Special Exhibition

In the foyer outside the forum venue (Clement Hall, 4th Floor, JR Hotel Clement Tokushima), there is a "special booth" to introduce sustainable fashion and an "exhibition corner" to introduce initiatives related to consumer-oriented management and ethical consumption.

- **Special Booth** A panel exhibit on sustainable fashion and a booth displaying remade costumes are available.

【 Garments Courtesy of 】 AGAIN / Tokushima Bunri University /
Tokushima Prefectural Komatsushimanishi Senior High School

- **Exhibition Corner**

We have booths for businesses that have voluntarily declared their commitment to consumer-oriented management and ethical consumption.



▲Booths from last year's forum

【 Exhibitors 】

AGAIN / The Awa Bank, Ltd / WUTO-WURK / KISEKIREI Co.,Ltd. / KITA MACHINERY Co.,Ltd / Shikoku University / TOKUSHIMA CONSUMER'S CO-OPERATIVE SOCIETY / tokiwa / Tokushima Prefectural Anan School for Special Needs Education / Tokushima Prefectural Komatsushimanishi Senior High School / Tokushima Prefectural Josei Senior High School / Tokushima Prefectural Naka Senior High School / Tokushima Employment Support Council for Persons with Disabilities / Tokushima Bunri University / Naruto University of Education / Nipponham Group / HI-PLA Co.,Ltd / HIROSAWA DRIVING SCHOOL LTD / RICOH JAPAN CORPORATION / Consumer Policy Division (Tokushima Prefecture) / World Exposition Promotion Division (Tokushima Prefecture)

2019 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.



<https://www.pref.tokushima.lg.jp/5026541>
[Japanese only]



2020 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.

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



2021 Tokushima International Consumer's Forum 2021

Under the theme, “New Consumer Problems and Road Map to Solutions to Prepare for a Post-Covid-19 Digital Society,” we received opinions and suggestions from top leaders of ethical consumption from Europe, the U.S., and other countries. We also held sessions with ASEAN countries, who are important partners of Tokushima and Japan, to build new partnerships and create value in the formation of a healthy consumer market, as well as in economic partnerships and people-to-people exchanges.



The forum is available to view online.

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



Survey Form for Participants

Please let us know what you think of the forum by answering the survey via the QR code on the right.



Related Event

とくしまSDGs シンポジウム2022

[Japanese only]

