

### About the Office of Consumer Policy Frontier

On July 24, 2017, the Consumer Affairs Agency and the National Consumer Affairs Center of Japan established the Office of Consumer Policy Frontier (hereinafter referred to as “the Office”) in Tokushima prefecture as the base for the development and creation of consumer administration having evidence-based analysis and research functions.

The Office intensively conducts model projects in pursuit of nation-wide deployment in addition to theoretical/advanced investigation and research that have not been fully addressed so far. In the field of theoretical/advanced investigation and research, the Office conducts research and analysis as part of the basic research based on academic knowledge to prepare basic materials for policy planning. Further, the Office uses some areas in Tokushima prefecture for field demonstrations in model projects to verify the effect of promotional/educational initiatives aiming for nationwide deployment and collect cases of other initiatives concerning consumer policy.

In many projects, the Office has achieved satisfactory outcomes ahead of its counterparts across the nation and strives to further develop the entire consumer administration and improve the Consumer Affairs Agency’s capability of policy planning by deploying such outcomes on a nationwide basis.

In addition, the Office is being positioned as the “Base for the Consumer Affairs Agency’s Workstyle Reforms,” and all staff members strive to work in an effective manner.

### Promotion of the Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs) that were agreed upon at the United Nations Sustainable Development Summit in September 2015 place importance on the roles of all parties concerned to address a wide range of challenges about economy, society, and environment and then consist of the 17 international goals that must be achieved by 2030, aiming for a society where no one will be left behind.

In Japan, the Sustainable Development Goals (SDGs) Promotion Headquarters led by the Prime Minister was established to create guidelines for mapping out strategies and conducting measures to achieve the goals.

The Consumer Affairs Agency promotes various measures based on the Basic Plan on Consumer Policy with the mission to realize society where people can live a safe, worry-free and affluent life so that the Consumer Affairs Agency can contribute to the achievement of these international goals.

Specifically, the following seven initiatives are included in the “Expanded Action Plan 2019” that was decided at the SDGs Promotion Headquarters in June 2019.

1. Promotional and educational activities for sustainable consumption
2. Child accident prevention
3. Food loss and waste reduction
4. Local Council for Ensuring Consumer Safety (Watch Over Network) for elderly consumers and challenged consumers
5. Promotion of consumer-oriented management (sustainable management)
6. Whistleblower Protection System
7. G20 International Conference on Consumer Policy

**Promotion of Sustainable Development Goals (SDGs) and Consumer Policy**

(Available in Japanese only)

▶ [https://www.caa.go.jp/about\\_us/about/plans\\_and\\_status/sdgs/](https://www.caa.go.jp/about_us/about/plans_and_status/sdgs/)

## Investigations on trends in consumer activities

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The Consumer Affairs Agency carries out investigations on and analyses of the environment surrounding consumers and their awareness to plan more appropriate consumer policy. The Consumer Affairs Agency releases the White Paper once a year containing the finding of such investigation, analysis and the progress of consumer policy planned by the government.

Important topics of the times featured in the White Paper are intensively investigated and analyzed in there. “Consumption by the youth” and “Toward the prevention of children’s accidents” were featured in the White Paper in FY 2017 and FY 2018, respectively.

In addition, the Consumer Affairs Agency annually conducts the “Basic Survey on Consumer Life” to grasp the status quo of consumer issues and what policy is required by consumers focusing on consumers awareness and behavior in their daily lives and experience of consumer harm and problems.

### White Paper on Consumer Affairs

▶ [https://www.caa.go.jp/en/publication/annual\\_report/](https://www.caa.go.jp/en/publication/annual_report/)

### Basic Survey on Consumer Life

▶ [https://www.caa.go.jp/en/policy/consumer\\_research/](https://www.caa.go.jp/en/policy/consumer_research/)

## Aiming for promotion of consumer-oriented management (Sustainable Management)

To realize a sustainable and better society, it is necessary to collaborate with consumers and business operators as well as administrative organs. Based on the belief that consumer-oriented business activities (sustainable management) help realize sound markets, the Consumer Affairs Agency promotes consumer-oriented management led by business operators.



The Consumer Affairs Agency established the consumer-oriented management promotional organization with consumer organization and business organization to deploy promotional activities such as the “voluntary declaration of consumer-oriented management and follow-up activities” across the nation.

### What is consumer-oriented management?

Consumer-oriented management is what enables business operators to have/become:

#### General consumers viewpoints

- Consider ensuring consumers rights and increasing their benefits to be the essential part of business from the consumers viewpoint as a whole.

#### Providers of sound market

- Gain consumers trust as providers of sound markets by ensuring consumers safety and the fairness of trade and providing necessary information to consumers.

#### Awareness of social responsibility

- Conduct business activities acknowledging social responsibilities while working toward to build a sustainable and desirable society.

\*Not necessarily limited to business operators dealing directly with consumers.



**Engage in a deeper level of communication with consumers**

### Scheme of Voluntary Declaration of Consumer-Oriented Management/Follow-Up Activities

#### Business Operators

##### Declaration

-Voluntary declaration/announcement of initiatives by each business operator (philosophy, policy, specific achievements, plans)

##### Action

-Implementing such initiatives as declared or announced

##### Outcome

-Announcing the outcomes gained from and the details about the implemented initiatives (follow-up)

#### Promotional Organizations

##### Visualization

- Releasing the details about the announced initiatives to consumers and society (promotional organization's websites)
- Awareness-raising activities through symposia and seminars
- Awarding prizes for excellent cases (award for good practices of consumer-oriented management)