White Paper on Consumer Affairs 2020

[Summary]

Consumer Affairs Agency, Government of Japan
Part 1 Trend in consumer issues and consumer's attitude / behavior

Chapter 1 Results of information gathering and analysis on consumer accidents

- Section 1: Results of information gathering and analysis on consumer accidents reported to the Consumer Affairs Agency
- Section 2: Information on life or health–related accidents gathered to the Consumer Affairs Agency
- Section 3: Overview of consumer affairs consultations
- Section 4: Consumer issues which are now attracting attention
- Section 5: Experience of consumer harm and problems and estimation of financial detriment
- Section 6: Trends in environmental changes that surround consumers

Chapter 2 Feature

Responsibility to create, responsibility to use, and responsibility to reduce — Reduction of food loss and waste for sustainable society —

- Section 1: Consumption and resources
- Section 2: To solve food loss and waste issues
- Section 3: To solve plastic waste issues
- Section 4: To form sustainable society

Part 2 Implementation of consumer policy

Chapter 1 Major consumer policies by the Consumer Affairs Agency

- Section 1: The Basic Plan on Consumer Policy
- Section 2: Preventing consumer harm
- Section 3: Promotion of economic/social structural reforms through consumers’ participation, etc. to fair and sustainable society
- Section 4: Flexible/focused action for various issues related to consumer affairs
- Section 5: Promotion of consumer education and providing information for consumers
- Section 6: Establishing systems to promote the consumer administration

Chapter 2 Implementation of consumer policy

- Section 1: Ensuring consumer safety
- Section 2: Establishing trusted food labelling and ensuring reliability
- Section 3: Ensuring that all transactions are fair
- Section 4: Forming a society where consumers can play the leading role in making choices and taking actions
- Section 5: Establishing frameworks for redress for damage and protecting consumer profit
- Section 6: Establishing national and local consumer administration systems

Reference (Data on consumer administration)

- In this document, consumer affairs consultation information registered with PIO-NET is current as of March 31, 2020.
- With regard to consumer affairs consultation information registered with PIO-NET, it will take a certain amount of time from accepting consultations at local consumer affairs centers to registering the consolations, so the number of consultations in this document may increase slightly in the future.
- M.T.in the attitude survey means the ratio that is calculated by dividing the total number of responses with the number of respondents (N). T.In questions with multiple answers, this value typically exceeds 100%.
The number of consumer accidents reported to the Consumer Affairs Agency in FY2019 was 11,944. The breakdown is 2,632 life or health–related accidents and 9,312 property–related cases.

We raised awareness at the earlier stage of serious accidents notification from relevant administrative organ, such as the storage door of the baby crib suddenly opened and caused baby’s suffocation, etc.

Awareness raising triggered by serious injuries
While they were using a wooden crib which has a height–adjustable bottom board and a storage space underneath with a door, the storage door suddenly opened and a baby’s head was caught in a gap. The serious incident occurred twice: one baby was choked to death and another baby became seriously ill (notifications from relevant administrative organ).

Among life or health–related accidents, about 80% of serious injuries were caused by "fire".
We raised awareness for 13 cases, in which we disclosed the names of business operators based on the property-related cases notified under the provisions of the Consumer Safety Act.

Main cases are tactics for raising temptation to make easy money, ticket resale websites, etc.

### Table: Tactics and Concrete examples

<table>
<thead>
<tr>
<th>Tactics</th>
<th>Concrete examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billing fraud (1 case)</td>
<td>Contacting consumers through social media by using well-known company names, and demanding cash payments, telling consumers that they have unpaid fees for paid content.</td>
</tr>
<tr>
<td>High-price investments (1 case)</td>
<td>They solicited high-price investments by claiming that profit can be made with a patented communication device, etc., but the device sold to consumers wasn’t patented. No sales had been made to companies either, and money from sales distribution was not paid.</td>
</tr>
<tr>
<td>Tactics for raising temptation to make easy money (8 cases)</td>
<td>With catchphrases, such as “super easy “alchemy with smartphones””, etc., they provided information for sales called “Suna-ren BOOK” containing the know-how, etc. to make profit and made consumers conclude high-price contracts. However, the system does not allow them to make profit. After making consumers pay approximately 10,000 yen and participating in the business, they made the consumers buy extremely high-price information for sales through relentless telephone soliciting. However, the business was a false business that did not have the “system to make profit”, and consumers were unable to make any profit.</td>
</tr>
<tr>
<td>Door-to-door sales of services (2 case)</td>
<td>They sold to consumers card-type USB memory containing IP telephone function, etc. under the name of “PRP system” and were offering a service to lease them from consumers, sublease them to others, and use the profit from the lease to pay more than the original cost to consumers. However, there was no record that the business operator was paying the lease from the operation profit. There were other business operators who were conducting (or had the possibility of conducting) similar business schemes.</td>
</tr>
<tr>
<td>Ticket resale (1 case)</td>
<td>They displayed the “remaining time to complete ticket purchase” on the purchase screen to make consumers rush and quickly make the purchase, but the time is renewed as many times as it needs until there are others wishing to make the purchase. Although it says one can enter the venue with certainty by using a ticket under someone else’s name, it is not actually certain that one can enter the venue using a ticket under someone else’s name.</td>
</tr>
</tbody>
</table>

### Figure I-1-1-11: Overview of cases involving ticket resale websites

- **Flow of making consumers buy tickets**
  - They post listing ads on the internet and guide consumers to their own sites.
  - They display the “remaining time to complete ticket purchase” on the ticket purchase screen to make consumers rush and quickly make the purchase.
  - Consumers think “I cannot obtain the ticket unless I finish the procedure within the time” and rush to proceed with the purchase procedure.

- **Confirmed facts**
  - Even if the time runs out, the time is renewed as many times as it needs unless there are others wishing to make the purchase. It is never the case that consumers cannot purchase the ticket with priority. (False/misleading advertisements/displays and misrepresentation)
  - Although it displays that one can enter the venue with certainty by using a ticket under someone else’s name in the “Frequently Asked Questions” section, some consumers have been told that they couldn’t enter the venue with resale tickets. Therefore, it is not certain that they can enter the venue.

- **Advice for everyone**
  - If purchasing a ticket, make sure that it is from an official ticket sales site.
  - Be aware that tickets purchased from resale sites without the consent of the host may not allow you to enter the venue.

(Note) Partial revision from the “Awareness raising regarding “viagogo”, a ticket resale website” by the Consumer Affairs Agency (released on September 13, 2019)
The number of consumer affairs consultations in 2019 was 933,000 cases. This was approximately 90,000 cases less than the previous year.
Number of consultations on billing fraud was reduced by half (260,000 cases → 130,000 cases). Main factor for the reduction of the number of consultations.

Figure I–1–3–1 Transition of the number of consumer affairs consultations

(10,000 cases)

(Note)
1. Consumer affairs consultation information registered with PIO-NET (as of March 31, 2020).
2. From FY1984 to FY2006, “FY” data was collected in accordance with the “2019 Consumer Life Annual Report” by the National Consumer Affairs Center of Japan. “Year” data was collected from 2007 to 2019.
4. Collected the number of consultations handled by way of consumer affairs centers, etc. across Japan since 2007, excluding consultations made through consultation offices.
"Communications services" and "Goods in general" stood out in the number of consultations for goods and services. Payment per consultation was highest (¥1,093,000) in “Work, construction & processing”. The next highest was “Land, buildings & facilities” at ¥892,000.

Figure I-1-3-2 The number of consumer affairs consultations and average payments made by goods and service type (2019)

(Note) 1. Consumer affairs consultation information registered with PIO-NET (as of March 31, 2020).
2. The vertical axis means the number of consultations by product category. The product categories’ widths in the horizontal axis means average payments made.
3. Product categories are arranged in descending order of the number of consultations.
4. Average payments made are calculated by the Consumer Affairs Agency, assuming that the payment is zero in cases with "No answer (No input)."
5. “Transport & communications services” are divided into “Transport services” and “Communications services” in the figure.
6. The breakdown of “Financial & insurance services” is “Financing”, “Deposits & investment products, etc.”, and “Insurance”, and shows the number of these categories’ proportions. It does not show the breakdown of average payments made. The average payments made in "Financial & insurance services" are ¥104,000 for “Financing”, ¥2,451,000 for “Deposits & investment products, etc.”, and ¥575,000 for “Insurance".
Part 1 Chapter 1 Section 3 / Section 4 Consumer issues which are now attracting attention

- The number of consumer affairs consultations from elderly people reduced in 2019, but the ratio within the number of consultations continued to exceed 30% as with 2018.
- “Goods in general” stood out in the number of consultations for goods and services. Another major factor was internet-related consultations.

### Examples of consultations by “elderly people”
- Concluded a contract for optical communication with another company, being given false information that they were an affiliate company of a major mobile phone company in the current contract.
- Elderly mother is purchasing marine products one after another through telephone soliciting.
With consultations involving young people, “beauty” came to top not only for women but also for men. “Multi-purpose loan / consumer loan” is also high among people in their 20s.

Mainly among young people but also in each age group, the number of consumer affairs consultations have been growing involving “subscription” and SNS.

Examples of consultations by “young people”
- An underage son bought depilatory from an ad on smartphone. It resulted in itchiness and redness after using it, so he says he doesn’t want to use it any more. The same product was delivered today, and we found out that it was subscription.

### Figure I-1-3-10

**Highest numbers of consultations on product/service types by young people (2019)**

<table>
<thead>
<tr>
<th>Men</th>
<th>Under 20 years</th>
<th>20s</th>
<th>30s</th>
<th>40s</th>
<th>50s</th>
<th>60s</th>
<th>70 years &amp; over</th>
<th>No answer (no input)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cases</td>
<td>8,789</td>
<td>19,977</td>
<td>15,962</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depilatory</td>
<td>1,406</td>
<td>1,073</td>
<td>1,510</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online games</td>
<td>553</td>
<td>1,002</td>
<td>855</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cosmetics, etc.</td>
<td>361</td>
<td>916</td>
<td>753</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adult website</td>
<td>360</td>
<td>874</td>
<td>550</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td>Goods in general</td>
<td>347</td>
<td>774</td>
<td>509</td>
<td></td>
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<td></td>
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<tr>
<td>Other digital content</td>
<td>310</td>
<td>683</td>
<td>372</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other piecework/side work</td>
<td>246</td>
<td>678</td>
<td>354</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dating website</td>
<td>227</td>
<td>643</td>
<td>344</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital content (general)</td>
<td>204</td>
<td>587</td>
<td>338</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Toner</td>
<td>184</td>
<td>582</td>
<td>303</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Women</th>
<th>Under 20 years</th>
<th>20s</th>
<th>30s</th>
<th>40s</th>
<th>50s</th>
<th>60s</th>
<th>70 years &amp; over</th>
<th>No answer (no input)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cases</td>
<td>8,238</td>
<td>20,779</td>
<td>17,919</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other health food</td>
<td>1,615</td>
<td>1,669</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Enzyme food</td>
<td>352</td>
<td>926</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Goods in general</td>
<td>320</td>
<td>728</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other digital content</td>
<td>267</td>
<td>561</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dating website</td>
<td>274</td>
<td>468</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other piecework/side work</td>
<td>270</td>
<td>448</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dating website</td>
<td>256</td>
<td>425</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital content (general)</td>
<td>255</td>
<td>379</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rented apartments</td>
<td>253</td>
<td>371</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital content (general)</td>
<td>246</td>
<td>504</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Figure I-1-4-9

**Transition of the number of consumer affairs consultations involving “subscription” (by age group)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Under 20 years</th>
<th>20s</th>
<th>30s</th>
<th>40s</th>
<th>50s</th>
<th>60s</th>
<th>70 years &amp; over</th>
<th>No answer (no input)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>4,141</td>
<td>13,673</td>
<td>17,026</td>
<td>21,977</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>44,370</td>
</tr>
<tr>
<td>2016</td>
<td>4,424</td>
<td>14,644</td>
<td>17,739</td>
<td>22,235</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>55,132</td>
</tr>
<tr>
<td>2017</td>
<td>4,564</td>
<td>15,045</td>
<td>18,408</td>
<td>22,762</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>59,879</td>
</tr>
<tr>
<td>2018</td>
<td>4,922</td>
<td>15,243</td>
<td>18,738</td>
<td>22,933</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>61,832</td>
</tr>
<tr>
<td>2019</td>
<td>5,317</td>
<td>16,253</td>
<td>20,446</td>
<td>23,460</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>75,373</td>
</tr>
</tbody>
</table>

### Figure I-1-4-8

**Consumer affairs consultations that have some connection to social media**

<table>
<thead>
<tr>
<th>Year</th>
<th>Under 20 years</th>
<th>20s</th>
<th>30s</th>
<th>40s</th>
<th>50s</th>
<th>60s</th>
<th>70 years &amp; over</th>
<th>No answer (no input)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>8,817</td>
<td>11,631</td>
<td>14,258</td>
<td>17,038</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>55,132</td>
</tr>
<tr>
<td>2016</td>
<td>8,497</td>
<td>13,427</td>
<td>16,063</td>
<td>18,826</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>56,842</td>
</tr>
<tr>
<td>2017</td>
<td>8,992</td>
<td>14,334</td>
<td>17,026</td>
<td>19,789</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>59,258</td>
</tr>
<tr>
<td>2018</td>
<td>9,225</td>
<td>15,172</td>
<td>17,826</td>
<td>20,589</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>62,821</td>
</tr>
<tr>
<td>2019</td>
<td>9,380</td>
<td>15,545</td>
<td>18,626</td>
<td>21,378</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>66,975</td>
</tr>
</tbody>
</table>
Number of consultations on “natural disasters” in 2019 was more than that of 2018 due to the 3 typhoons. Since August, areas affected by typhoons became top in the number of consultations per unit population.

Examples of consultations by “natural disasters”
- Someone claiming to be a construction company solicited “Your roof tiles are misaligned. Typhoon is coming, so you should have them fixed as soon as possible.” as if to rush construction.
- Power outage continues due to the typhoon, and we are troubled because we cannot use electric appliances despite the humidity and heat. Calls to power company wouldn’t go through. What should we do?
Global spread of COVID-19 in the beginning of 2020 greatly affected everyday consumption affairs.
Consumer affairs consultations include cases involving resale, cancellation of airplane tickets, etc., and negative option marketing.
The Consumer Affairs Agency has been not only responding to the increased demands for supplies, such as face masks, but also promoting efforts to prevent consumer damage through misleading representations and fraudulent schemes, etc.

Response by the Consumer Affairs Agency to the spread of COVID-19

(1) Response to the increased demands for supplies, such as face masks
(2) Appeal for calm purchasing activities for foodstuffs, etc.
(3) Prevention of consumer damage through misleading representations and fraudulent schemes
   - Demand for improvement in product labelling advocating preventive effects against COVID-19
   - Awareness raising regarding piggybacking marketing by the National Consumer Affairs Center of Japan
(4) Flexible operation of the Food Labelling Standards (March 3)
(5) Transmission of accurate information and response to the transmission/dissemination of uncertain information (The 4th Basic Plan on Consumer Policy)

Number and trend of consumer affairs consultation regarding COVID-19

1. Transition of the number of consumer affairs consultations

<table>
<thead>
<tr>
<th>Reception date (January 1, 2020 and after)</th>
<th>Up to January 31</th>
<th>Up to February 29</th>
<th>Up to March 31</th>
<th>Up to April 30</th>
<th>Up to May 20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cumulative total cases</td>
<td>155</td>
<td>2,527</td>
<td>12,536</td>
<td>28,340</td>
<td>32,555</td>
</tr>
</tbody>
</table>

(Note) 1. Consumer affairs consultation information registered with PIO-NET (as of May 20, 2020).
2. Consultations “related to COVID-19”

2. Main consultation examples

- Regarding shortage of goods, resale, combination sales
  (Examples) Face masks, toilet paper, tissue paper, antiseptic solution, etc,
- Things related to cancellation fee, etc.
  (Examples) Travel-related cases, such as airplane tickets/accommodation, events such as concerts, wedding, kimono rentals, gym membership fee, dinner parties, etc.
- Cases with possibility of fraud and fraudulent schemes
  (Example) [Fraudulent websites]
     - I ordered face masks, etc. from a website which said they had large stock. I became suspicious later and called the number on the website. I found out that it was a different store. It seems that the website was a fraudulent website.
     [Negative option marketing]
     - I received a short message on my mobile phone to transfer 3,000 yen for the clerical work proxy procedure for the 100,000 yen benefit.
     - Face masks in a box, which I had not ordered, was sent. What should I do?
     [Cases advocating effects against COVID-19]
     - Product claiming that it is effective against COVID-19 if the plate is worn around the neck. Is it effective?
     [Benefit fraud]
     - I received a short message on my mobile phone to transfer 3,000 yen for the clerical work proxy procedure for the 100,000 yen benefit.
     [Other]
     - I received a call saying “We have been commissioned by the administration and are coming for disinfection.”
Since the beginning of 2019, the number of consultations regarding “ticket resale” has been increasing. The number of consultations is approximately 4.2 times more than the previous year.

Transaction amount for “ticket resale” increased around the opening of the Rugby World Cup (September, 2019).

Figure I-1-4-12 Transition of the number of consumer affairs consultations regarding “ticket resale”

Figure I-1-4-13 Consumer affairs consultations regarding “ticket resale”: Transition of payments made

Figure I-1-4-14 Ratio of consumer affairs consultations regarding “ticket resale” by age group (2019)

Consultation examples of “ticket resale”
- Tickets, resale of which was prohibited and with which entry to the venue may be declined, were sold, and I bought them.
- The purchaser did not complete the ticket reception completion procedure, and no payment was made from the ticket resale website.
Part 1 Chapter 1 Section 3/Section 4 Consumer issues which are now attracting attention

- The number of consumer affairs consultations on “information for sales*1” is approximately 7,700. Increase in the 20s is significant.
- With “Multilevel marketing*2”, majority of the consultations are regarding “services” (“no-product multilevel marketing”).

Examples of consultations on “information for sales”
- I learned about FX information for sales on SNS, went to a seminar, and concluded a contract. However, it was worthless.

Examples of consultations on “multilevel marketing”
- A friend from junior high school solicited me and explained “If you invest in overseas real estate, you can receive dividend in crypto-asset (virtual currency). If you introduce investors, you can receive introduction fee.” I loaned money and gave my friend the money.

*1: “Information for sales”: Information sold by claiming to be know-how to receive high income through side business/investment/gambling, etc. through internet mail order, etc. The formats are electronic media, such as PDFs, videos, e-mail magazines, and applications.

*2: “Multilevel marketing”: Business scheme in which one concludes a contract on a product/service, becomes a solicitor of the organization next, and obtain remuneration, such as introduction fee. This is not necessarily the same thing as “Multilevel Marketing Transactions” under the Act on Specified Commercial Transactions.
Consumer financial detriment in 2019 was estimated to be about ¥4.7 trillion (payments made (including credit granted)). Both the average contract/purchase value and average payment made for consumer affairs consultation decreased. “Fund-type investment products” reduced.

**Part 1 Chapter 1 Section 5 Experience of consumer harm and problems and estimation of the financial detriment**

**Figure I–1–3–3 Transition of average contract/purchase value and average payments made**

<table>
<thead>
<tr>
<th>Year</th>
<th>Average contract/purchase value (¥10,000s)</th>
<th>Average payments made (¥10,000s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>220.0, 222.2</td>
<td>136.2, 136.7</td>
</tr>
<tr>
<td>2011</td>
<td>207.1, 201.7</td>
<td>115.8, 115.8</td>
</tr>
<tr>
<td>2012</td>
<td>125.3, 125.3</td>
<td>91.5, 91.5</td>
</tr>
<tr>
<td>2013</td>
<td>106.5, 106.3</td>
<td>89.8, 89.8</td>
</tr>
<tr>
<td>2014</td>
<td>102.3, 102.3</td>
<td>91.9, 91.9</td>
</tr>
<tr>
<td>2015</td>
<td>104.2, 104.2</td>
<td>96.8, 96.8</td>
</tr>
<tr>
<td>2016</td>
<td>110.0, 111.0</td>
<td>98.4, 98.4</td>
</tr>
<tr>
<td>2017</td>
<td>111.0, 111.0</td>
<td>98.5, 98.5</td>
</tr>
</tbody>
</table>

(Note) Consumer affairs consultation information registered with PIO-NET (as of March 31, 2020).

**Figure I–1–3–5 Transition of total payments made (by product/service)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Financial &amp; insurance services</th>
<th>Work, construction &amp; processing</th>
<th>Land, buildings &amp; facilities</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>1,508, 1,450, 1,811</td>
<td>427, 423, 244</td>
<td>258, 255, 279</td>
<td>301, 282, 295</td>
</tr>
<tr>
<td>2017</td>
<td>1,391, 1,391, 1,391</td>
<td>398, 398, 398</td>
<td>220, 220, 220</td>
<td>323, 323, 323</td>
</tr>
<tr>
<td>2019</td>
<td>179, 179, 179</td>
<td>179, 179, 179</td>
<td>179, 179, 179</td>
<td>179, 179, 179</td>
</tr>
</tbody>
</table>

(Note) 1. Consumer financial detriment is the total expenses for goods and services related to consumer harm and problems. 2. The estimated amount is obtained by multiplying the population over 15 with the probability of occurrence of consumer harm & problems obtained from the results of “Basic Survey on Consumer Life”, then multiplying the obtained amount with the average amount per instance of harm and problems calculated from consumer affairs consultation information, then adding the amount estimated as potential harm for elderly people, and correcting the amount obtained. 3. “Probability of occurrence” is estimated from the results of collected answers to the question in the Basic Survey on Consumer Life: “We would like to ask you about products you bought or services you used in the last year. Did you experience the following cases in the last year?” We asked the said question with regard to the following cases: ① Had Safety or health problems (e.g., injury, illness); ② Function/quality of goods or service quality was worse than expected; ③ They demanded payment significantly higher than expected; ④ Labelling and advertisements were significantly different from actual goods and services; ⑤ I signed a contract or made a purchase owing to problematic sales methods or pitches; ⑥ I encountered problems owing to troubles found in the contract & cancellation; ⑦ I fell victim to fraud and paid (or promised to pay) money to a business; ⑧ Other consumer harm experiences. 4. The average amount was calculated based on consumer affairs consultation information in each year (registered consultations by January 31 next year). 5. Note that the awareness survey used for this estimation is based on consumer awareness, so perspectives on consumer harm and problems are different depending on the respondent, and the attitude survey includes errors due to its nature.
The growth of the e-commerce market is based on widespread use of the internet in consumer transactions.

Flea market application programs were introduced in 2012 and has grown into a massive market (639.2 billion yen) within 6 years.

More cashless transactions by consumers. 84.7% answered that they had been using cashless settlement by December of 2019.

**Figure I-1-6-18** Transition of e-commerce (B to C) market size in Japan

![Transition of e-commerce (B to C) market size in Japan](image)

(Trillion yen)

- 2006: 4.4
- 2009: 6.7
- 2012: 9.5
- 2015: 13.8
- 2016: 15.1
- 2017: 16.5
- 2018: 18.0

(Note) Based on the “Survey of Infrastructure Development Status for Data-driven Society in Japan (E-Commerce Market Survey)” by the Ministry of Economy, Trade and Industry.

**Figure I-1-6-20** Estimated market size of flea market application programs

![Estimated market size of flea market application programs](image)

(100 million yen)

- 2016: 3,052
- 2017: 4,835
- 2018: 6,392

(Note) Based on the “Survey of Infrastructure Development Status for Data-driven Society in Japan (E-Commerce Market Survey)” by the Ministry of Economy, Trade and Industry.

**Utilization status of cashless settlement (2019)**

![Utilization status of cashless settlement (2019)](image)

- I use it (total) 79.0
- I use it (July N=1,880): 41.6%
- I use it (December N=1,795): 54.2%

(Note) 1. Based on “Commodity Price Monitor Survey” by the Consumer Affairs Agency (2019, definite report value).
2. Answer to the question: “How often do you use cashless settlement?”
3. Percentages may not add up to 100 because of rounding.

* “Flea market application programs” refer to special applications that allow individuals to casually sell objects like flea markets by using smartphones, etc., allowing purchase and sale between individuals. (“FY2015 Report on infrastructure establishment in preparation for the shift to information/service-based economic society in Japan” by the Ministry of Economy, Trade and Industry (June, 2016)).
Social issues, such as resources and environmental issues, are one of the top priority among consumer policies.

Generation of general waste had been increasing until around 2000, but it has been reducing in recent years. Approximately 900g of waste per person per day is generated.

Approximately 40% of combustible garbage discharged by households is food waste (city of Kyoto, Kyoto prefecture).

**Figure 1-2-1-4 Total Volume of Waste Generation and Waste Volume Per Person Per Day**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total volume of waste generated (left axis)</th>
<th>Volume of waste generated per person per day (right axis)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>2,000</td>
<td>700</td>
</tr>
<tr>
<td>1985</td>
<td>3,000</td>
<td>1,000</td>
</tr>
<tr>
<td>1990</td>
<td>4,000</td>
<td>1,300</td>
</tr>
<tr>
<td>1995</td>
<td>5,000</td>
<td>1,600</td>
</tr>
<tr>
<td>2000</td>
<td>6,000</td>
<td>1,900</td>
</tr>
</tbody>
</table>

**Figure 1-2-1-5 Composition of Combustible garbage (City of Kyoto)**

- **Food waste**: 38.3%
- **Paper waste**: 31.8%
- **Plastic containers and packages**: 8.0%
- **Other**: 16.5%
- **Clothing/personal effects**: 2.2%
- **Trimmed tree branches**: 1.9%
- **Cans/Glass bottles/PET bottles/small metal/spray cans**: 1.2%

(Note) 1. Based on "Detailed composition Surveys of household waste" by the City of Kyoto (FY2018).
2. Percentages may not add up to 100 because of rounding.
Consumers’ interests are especially high toward food disposal and plastic containers and packaging compared to clothing, waste paper, bottles, cans, etc.

It is necessary for consumers, business operators, administrations, etc. to cooperate/collaborate and work on these issues as a social problem.

[Food loss and waste reduction]
- October, 2019
  Enforcement of the “Act on Promotion of Food Loss and Waste Reduction”
  Promotion of food loss and waste reduction as a national movement
- March, 2020
  Cabinet decision on the “Basic Policy of Food Loss and Waste Reduction Promotion”

[Plastic waste reduction]
- May, 2019
  Formulation of the “Resource Circulation Strategy for Plastics”
- June, 2019
  In the G20 Osaka Leaders’ Declaration “Osaka Blue Ocean Vision*” was shared.
  *Declaration to reduce additional pollution made by marine plastic litter to zero by 2050.

Featured theme: Responsibility to create, responsibility to use, and responsibility to reduce - Reduction of food loss and waste for sustainable society -
In Japan, 6.12 million tons of food loss and waste were generated in FY2017.

---

**Figure I-2-2-1 Amount of food disposal, etc. and food loss and waste (estimation for FY2017)**

- **Food disposal, etc.** 25.5 million t
- **Food loss and waste** 6.12 million t (approximately 24%)

Food loss and waste includes:
- Unsold goods, non-standard goods, returned goods, leftovers, direct disposal

- **Food disposal, etc.** Includes food disposal, etc. and food loss and waste, including inedible parts such as fish/meat bones. It also includes food sold for cost as feed, etc., and reduction amount due to dehydration, etc.

- **% within ()** is the ratio of food loss and waste amount in the amount of food disposal, etc.

**Food loss and waste by location**

<table>
<thead>
<tr>
<th>Location</th>
<th>Amount</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eating and drinking services</td>
<td>206</td>
<td>(Approximately 62%)</td>
</tr>
<tr>
<td>Food retailer</td>
<td>123</td>
<td>(Approximately 52%)</td>
</tr>
<tr>
<td>Food wholesale</td>
<td>127</td>
<td>(Approximately 9%)</td>
</tr>
<tr>
<td>Household</td>
<td>783</td>
<td>(Approximately 36%)</td>
</tr>
</tbody>
</table>

Source: Prepared by the Consumer Affairs Agency

The estimation was conducted by the Ministry of Agriculture, Forestry and Fisheries and Ministry of the Environment, based on FY2017 data.

---

*1. Food disposal, etc. include not only food loss and waste but also inedible parts, such as fish/meat bones, for example.

2. % within () is the ratio of food loss and waste amount in the amount of food disposal, etc.
Food loss and waste are generated in all stages from beginning to end of food life cycle. Food loss and waste in the food supply chains are closely related to consumer’s attitude/behavior, such as freshness orientation and their understanding toward defective goods.

Figure 1-2-2-3 Major causes for food loss and waste generation (flow chart)

<table>
<thead>
<tr>
<th>Supply chain</th>
<th>Consumption stage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Production</strong></td>
<td>- Disposal of non-standard goods</td>
</tr>
<tr>
<td><strong>Manufacturing</strong></td>
<td>- Processing problems/ cooking mistakes - Past best-before/ use by date - Cooked too much - Processing/ cooking scraps - Returned goods</td>
</tr>
<tr>
<td><strong>Distribution</strong></td>
<td>- Returned goods - Past best-before/ use by date - Damage during transportation</td>
</tr>
<tr>
<td><strong>Retail</strong></td>
<td>- Past best-before/ use by date - Past sales deadline</td>
</tr>
<tr>
<td><strong>Shopping</strong></td>
<td>- Freshness orientation - Over-purchasing</td>
</tr>
<tr>
<td><strong>Storage</strong></td>
<td>- Unsuitable storage method/way - Expired</td>
</tr>
<tr>
<td><strong>Restaurants</strong></td>
<td>- Cooked too much</td>
</tr>
<tr>
<td><strong>Eating out</strong></td>
<td>- Sudden reservation cancellation - Leftovers</td>
</tr>
<tr>
<td><strong>Cooking</strong></td>
<td>- Excessive removal - Leftovers due to cooking too much</td>
</tr>
<tr>
<td><strong>Utilization as food</strong></td>
<td>(for food bank activity, etc.)</td>
</tr>
<tr>
<td><strong>Reuse</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Disposal</strong></td>
<td></td>
</tr>
</tbody>
</table>
Approximately 80% of the respondents have purchased non-standard agricultural and marine products.

There is a possibility that more people would purchase them when consumers easily reach them.

Palsystem Consumers’ Co-operative Union

In broccoli processing, they normally cut off approximately 45% of the stem part, but the disposal rate is reduced to 25% by leaving the stem longer.

School lunch utilization project that addresses social issues (Ministry of Education, Culture, Sports, Science and Technology)

Local food and non-standard farm products are utilized for school lunch (City of Fukuroi, Shizuoka Prefecture).

Nichirei Foods Inc.

Introduced X-ray tests using AI. By improving the test accuracy, they can now accurately detect bones in fried chicken, and reducing the disposal amount by half. They can now detect finer bones in food than before.

Figure I-2-2-5 Purchase experience for non-standard agricultural and marine products, etc.

Overall (N=1,791)

I have purchased them I have never purchased them I don’t know No answer (%)
77.4 14.2 8.3 0.1

(Note) 1. Based on “Commodity Price Monitor Survey” by the Consumer Affairs Agency (surveyed in February, 2020, definite report value).
2. Answer to the question; “Have you ever purchased non-standard agricultural and marine products, etc.?”
3. Non-standard vegetables, fruits that were damaged in natural disasters, etc., fish with low name recognition/fish that were caught too much, etc. are referred to as "non-standard agricultural and marine products, etc." in the question in this survey.
4. Percentages may not add up to 100 because of rounding.

Figure I-2-2-6 Reasons that they purchased non-standard agricultural and marine products, etc. (left) and reasons that they did not purchase them (right)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Overall</th>
<th>Because they are inexpensive</th>
<th>Because they don’t care about appearance</th>
<th>Because they taste the same as standard products</th>
<th>Because they don’t make a difference in cooking</th>
<th>Because I can reduce resource waste</th>
<th>Because they are locally produced</th>
<th>Because they are famous production sites/brands</th>
<th>Other</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(N=1,387, M.T.=379.2%)</td>
<td>86.6</td>
<td>79.9</td>
<td>77.7</td>
<td>55.2</td>
<td>42.6</td>
<td>29.4</td>
<td>8.4</td>
<td>1.7</td>
<td>0.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reason</th>
<th>Overall</th>
<th>Because I can’t buy them anywhere</th>
<th>Because they are not as cheap as I had thought</th>
<th>Because it seems like there are other reasons for the cheapness than the standard</th>
<th>Because they look unattractive</th>
<th>Because they don’t seem tasty</th>
<th>Because they are hard to cook</th>
<th>Other</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(N=255, M.T.=115.3%)</td>
<td>76.1</td>
<td>15.7</td>
<td>17.5</td>
<td>5.1</td>
<td>5.1</td>
<td>1.1</td>
<td>1.4</td>
<td>0.4</td>
</tr>
</tbody>
</table>

(Note) 1. Based on “Commodity Price Monitor Survey” by the Consumer Affairs Agency (surveyed in February, 2020, definite report value).
2. Answer to the question: “Have you ever purchased non-standard agricultural and marine products, etc.?”
3. Non-standard vegetables, fruits that were damaged in natural disasters, etc., fish with low name recognition/fish that were caught too much, etc. are referred to as "non-standard agricultural and marine products, etc." in the question in this survey.
4. Percentages may not add up to 100 because of rounding.
5. Percentages may not add up to 100 because of rounding.

Figure I-2-2-5 (continued)

Source: "FY2018 Result report for the school lunch utilization project that addresses social issues (Board of Education, City of Fukuroi)" (Ministry of Education, Culture, Sports, Science and Technology)

Source: "“FY2018 Result report for the school lunch utilization project that addresses social issues (Board of Education, City of Fukuroi)” (Ministry of Education, Culture, Sports, Science and Technology)"
Since multiple parties are involved in the distribution stage, it is important to solve issues by the entire food supply chain.
(1) Relaxation of delivery deadlines (revising one-third rule), (2) Labelling of “best before” date by year and month only, (3) Promotion of appropriate ordering of daily foods

(1) Relaxation of delivery deadlines (revising one-third rule)

The one-third rule refers to the business practice that is unique to the food industry, in which the best before date is divided into 3 parts and food manufacturers and wholesalers deliver products to retailers before the end of the first part period.

If the delivery deadline is revised to 1/2 from 1/3,
- Food manufacturers: Unshipped disposal is reduced.
- Logistics center: Amount of products passed delivery deadline is reduced, and returned goods is also reduced.

In addition, we have learned that there is almost no problem, such as store disposal increase, in retail stores for some food.
("Commercial practices examination working team for reducing food loss and waste“ of the Ministry of Agriculture, Forestry and Fisheries)

(2) Labelling of “best before” date by year and month only

In the stage of food distribution, food loss and waste are sometimes generated when they can’t deliver products whose best before date is earlier than that of products already delivered (date inversion). By labelling best before date by year and month only, we can reduce the frequency of date inversion occurrence and efficiently distribute the available inventory.

Labelling of “best before” date by year and month only prevents small lot loads by best before date and can effectively improve work efficiency in the distribution industry, leading to the promotion of “white distribution” activities. Also in the wholesale industry, they can store products with the same best before dates in groups, meaning that it can streamline storage spaces, loading work, stocking work, etc.

The Consumer Affairs Agency revised the food labelling standards so that they can also choose the year, month, and 10-day period labelling (beginning/middle/end of the month) in addition to the year, month, and date labelling for the preparation timing, rice polishing time, etc. for brown rice and polished rice in 2020.

--- Figure 1-2-2-7 ---

Revise of business practice with the aim of reducing food loss and waste

<table>
<thead>
<tr>
<th>Advantages for the retail side</th>
<th>Relaxation of delivery deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Promotion to change the business practice and make the delivery deadline to deliver goods to retailers by 1/3 of the best before period (one-third rule) to 1/2. The retail side is concerned about the reduction of the sales period.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Manufacturing/wholesale</th>
<th>Production date</th>
<th>Delivery deadline</th>
<th>Sales deadline</th>
<th>Best before date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2 months</td>
<td>2 months</td>
<td>2 months</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Promote at the same time</th>
<th>Extension of best before date</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Labelling of “best before” date by year and month only</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion to label the best before date with year and month instead of year, month, and date in order to prevent delivery refusal due to inverted dates and to conserve labor. The manufacturing side is concerned about the reduction of the best before period caused by removal of the date.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>R2.9.17</th>
<th>R2.8</th>
</tr>
</thead>
<tbody>
<tr>
<td>There is a limit if the delivery deadline remains strict</td>
<td>Contribute to both issues</td>
</tr>
</tbody>
</table>
In the retail stage, food loss and waste are generated due to mismatched demand/supply expectations and unsold goods due to passing the sales deadline.
While many consumers understand the meanings of and the difference between the best before date and use by date, they tend to seek fresh food.
Approximately 60% of consumers buy products close to the best before date/use by date if the price is reduced.
→Selling off methods that are economically advantageous for consumers, such as clearance sales, are also effective.

**Figure I-2-2-9** Recognition level for the difference between the meanings of best before date and use by date, and behavior while shopping

<table>
<thead>
<tr>
<th>Overall (N=6,173)</th>
<th>Applicable (total) 11.4</th>
<th>Not applicable (total) 54.8</th>
<th>2.4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I know</td>
<td>I know to some extent</td>
<td>I did not know</td>
</tr>
<tr>
<td></td>
<td>69.7%</td>
<td>25.6%</td>
<td>2.1%</td>
</tr>
<tr>
<td></td>
<td>I never thought about the difference</td>
<td>No answer</td>
<td>0.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Overall (N=6,173)</th>
<th>Applicable (total) 9.0</th>
<th>Not applicable (total) 54.8</th>
<th>2.4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Very applicable</td>
<td>Applicable to some extent</td>
<td>I cannot say one way or the other</td>
</tr>
<tr>
<td></td>
<td>73.8%</td>
<td>23.4%</td>
<td>2.8%</td>
</tr>
<tr>
<td></td>
<td>Not very applicable</td>
<td>Not applicable</td>
<td>No answer</td>
</tr>
</tbody>
</table>
In the eating out stage, food loss and waste are generated due to excessive amount of cooked food and leftovers by consumers. While approximately 90% of consumers agree to taking food home, only approximately 20% have brought food home.

In food service industries, approximately 62% of the food disposal, etc. is estimated to be from food loss and waste, which is the largest number compared to other industries. *Estimation for FY2017 (Ministry of Agriculture, Forestry and Fisheries)*

**Action**

The most important action is to enjoy and eat all of the food that was provided. If they cannot finish the entire dish, it is also effective to take it home.

**Business operator**

| Introduce small portion menus | Order appropriate amount |
| Give incentives for no leftovers | Promote no leftover campaigns |
| Take action for customers taking leftovers home | Take leftovers home |

**Figure I-2-2-13 Pros/cons for taking leftovers home and experience**

1. **Pros/cons for taking food home that they could not finish when eating out**

   - **Overall N=1,797**
   - Pro (total) 90.6%
   - Con (total) 9.3%

2. **Experience of not being able to finish food when eating out and taking it home**

   - **Overall N=1,797**
   - 19.3% Pro
   - 45.1% Leaning toward pro
   - 17.3% Leaning toward con
   - 8.5% Con
   - 51.8% No answer

**Ministry of the Environment, Consumer Affairs Agency, and Ministry of Agriculture, Forestry and Fisheries held the “New Doggy Bag Idea Contest” to recruit ideas to disseminate and establish the culture of taking leftovers home from restaurants in Japan (March, 2020).**

**Sticker that allows businesses to indicate “leftovers can be taken home” to consumers (prepared by the Doggie Bag Promotion Committee)**
2.84 million tons, which amount to approximately 46% of the food loss and waste, are estimated to be generated in households.

It is important for consumers to promote food loss and waste reduction in the methods suitable for individuals’ lifestyles.

Major food that tends to be thrown out in households (in the order) is “staple food (rice, bread, noodles)”, “vegetables”, and “side dishes”. The reasons for throwing them out (in the order) are “leftovers”, “it had gone bad”, “it was past the best before date”, and “it was past the use by date.”

If they don’t buy what they don’t need in the first place, they would not generate food loss and waste by not being able to use it up.

**Figure I-2-2-20:** Food that tends to be thrown out in households (left) and reasons to throw them out (right)

- **Food that tends to be thrown out in households (Cases)**
  - Staple food: 4.0
  - Vegetables: 3.8
  - Side dishes: 2.9
  - Meat, etc.: 2.0
  - Fruits: 1.6
  - Other: 2.6

- **Reasons to throw food out in households (Times)**
  - Leftovers: 9.3
  - It had gone bad: 3.3
  - It was past the best before date: 1.0
  - It was past the use by date: 0.9
  - It was not tasty: 0.7
  - Other: 0.7
  - No answer: 0.7

2. Number of food disposal cases by type (left diagram) and number of cases by reason (right diagram) per answering monitored household regarding food (excluding beverage) that was disposed of during the survey period (4 weeks).

**Figure I-2-2-21:** What people are conscious about in daily shopping (food loss and waste-related)

- **Applicable (total)**
  - I think about what to buy after I go shopping: 43.1%
  - I buy more than planned if they are on sale: 41.9%

- **Not applicable (total)**
  - I cannot say one way or the other: 27.6%

(Note) 1. Based on "Basic Survey on Consumer Life" by the Consumer Affairs Agency (FY2019).
2. Answer to the question: “How much of the following items do you think are applicable regarding your daily food and meals?”
3. Percentages may not add up to 100 because of rounding.
By learning about how to organize food when storing and each storage method suitable for each food and practicing, over-purchasing and allowing the best before date/use by date to pass can be prevented.

Even if the food has gone past the best before date, it is important for consumers to determine whether or not it is edible.

[Feature] Part 1 Chapter 2 Section 2 Analysis by stage - Household consumption stage 2 -

Figure I-2-2-24  Awareness toward food storage in households

<table>
<thead>
<tr>
<th>Action Description</th>
<th>Applicable (total)</th>
<th>Not applicable (total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each purchased food has its own designated location</td>
<td>69.6</td>
<td>11.6</td>
</tr>
<tr>
<td>I consider the suitable storage method for the food to make it last longer</td>
<td>58.5</td>
<td>12.6</td>
</tr>
<tr>
<td>I check the types, amount, and best before date/use by date of the food in my refrigerator, etc. on a daily basis</td>
<td>54.7</td>
<td>18.4</td>
</tr>
<tr>
<td>I try not to overstock the refrigerator/pantry and be aware of what is in them at all times</td>
<td>52.1</td>
<td>16.9</td>
</tr>
<tr>
<td>Overall (N=6,173)</td>
<td>69.6</td>
<td>11.6</td>
</tr>
</tbody>
</table>

(Note) 1. Based on “Basic Survey on Consumer Life” by the Consumer Affairs Agency (FY2019).
2. Answer to the question: “How much of the following items do you think are applicable regarding your daily food and meals?”
3. Percentages may not add up to 100 because of rounding.

Figure I-2-2-25  Action for food past the best before date

<table>
<thead>
<tr>
<th>Food Type</th>
<th>I eat it without caring about the best before date</th>
<th>I eat it anyway, although the best before date does bother me</th>
<th>I make my decision based on the color, odor, etc.</th>
<th>I throw it away</th>
<th>No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snack food, cup noodles</td>
<td>30.6</td>
<td>35.1</td>
<td>26.0</td>
<td>7.6</td>
<td>0.7</td>
</tr>
<tr>
<td>Refrigerated food, such as dairy products (such as cheese and yogurt)</td>
<td>9.1</td>
<td>21.3</td>
<td>45.5</td>
<td>23.5</td>
<td>0.6</td>
</tr>
<tr>
<td>Frozen food (such as fried rice and pot stickers)</td>
<td>24.5</td>
<td>30.5</td>
<td>32.9</td>
<td>11.3</td>
<td>0.8</td>
</tr>
<tr>
<td>Canned food</td>
<td>23.7</td>
<td>26.8</td>
<td>36.1</td>
<td>12.7</td>
<td>0.8</td>
</tr>
</tbody>
</table>

(Note) 1. Based on “Basic Survey on Consumer Life” by the Consumer Affairs Agency (FY2019).
2. Answer to the question: “What is your action for food past the best before date?”
3. Percentages may not add up to 100 because of rounding.
The Consumer Affairs Agency conducted a demonstration survey for activities to contribute to reduction of food loss and waste in 2018 and conducted a follow-up survey in the following year.

Raising “mottainai” awareness and economic motivation are effective to reduce food loss and waste.

Survey on the action for food loss and waste reduction in Tokushima Prefecture (2018)

<Overview>
Approximately 100 monitored households were divided into “intervened group”, in which activities to reduce food loss and waste were promoted, and “non-intervened group”, in which activities were not promoted. Households in both groups were requested to weigh and record the food loss and waste from the household.

<Result>
Intervened group: Reduced the amount of food loss and waste by approximately 40%
Non-intervened group: Reduced the amount of food loss and waste by approximately 20%

→Even only the “weighing” and “recording” are effective in reducing food loss and waste.

When we converted food loss and waste into monetary amount in the intervened group, it led to money saving of 2.5 yen per household per day.

Follow-up for the “Survey on the action for food loss and waste reduction in Tokushima Prefecture (2019)”

<Overview>
Studied changes in awareness/behavior, activities, and weighing situation in households that cooperated with the survey.

<Result>
While only approximately 10% of the people who cooperated with the survey continue to weigh food loss and waste amount, most of them continue to promote the efforts to reduce it. Main reasons for continuing to promote the efforts are “Mottainai” and “It leads to money saving for the household.”

Figure Ⅰ-2-2-31 Efforts to reduce food loss and waste/reasons for the efforts (intervened group)

(Note) 1. Based on “Follow-up for the “survey on the action for food loss and waste reduction in Tokushima Prefecture (FY2017)” (Conducted in October, 2019).
2. Displayed in the order of the total number who answered “Applicable” or “Somewhat applicable” among 5 options to the question “What is the reason you are currently promoting the efforts?” Excluding one household that did not answer among the 28 households in the intervened group.
Foods supposed to be disposed even in good quality can be effectively utilized by delivering to people in poverty, children's cafeteria, stricken areas on disasters and other places where food is needed.

Food banks have some issues such as weak management bases, lack of public recognition, risks accompanied by food donation, and necessary to collaborate with various organizations.

[Food bank activities]
Activities to receive food that is still edible, such as unused food, from food related business operators and other parties and to provide the food to those who cannot sufficiently obtain necessary food due to poverty, disasters, etc.

[Food drive activities]
Activities promoted by various organizations/bodies, such as schools, workplaces, and other groups, in which they collect unused food from households and donate the collected food to food bank, welfare facilities, etc.

Figure I-2-35 Transition of the number of domestic food banks (left) and the ratio of the number of food banks by the amount of food handled (right)

Figure I-2-36 Recognition level of food bank activities

Figure I-2-37 Promotion status of food drives
Reduction of food loss and waste is a familiar issue that everyone can promote. Various organizations are collaborating and promoting their efforts as a national movement. Not limited to steady promotion activities to consumers, new business models connecting various organizations have also been started. Administrators (national and local governments) actively propose food loss and waste reduction, and arrange for schemes to support all subjects to participate easily in the movements.

Zenkoku Seikatsu Gakko Renraku Kyogikai / National Life Committee / Association of Creating Future

Promotes the “national movement to reduce food loss and waste” by utilizing community-based organizations,
- They prepare and distribute “recipes” using food that tends to result in food loss and waste.
- They established the first day of each month as the “food loss and waste review day” and promote the activities to weigh the food loss and waste and record in the “own reduction household accounts book.”
- They promote food drives by utilizing community-based organizations.

Better Home Association

They introduce the knowledge regarding storage/cooking of food in households based on scientific reasoning,
- They offer consumer education in the food field through cooking classes, publications, etc.
- They promote events, such as commemoration days and senryu poem collection, as part of “activities to treasure food.”
- They introduce food storage methods and ideas on not wasting food that tends to become surplus (Book to prevent wasting precious food).
- They introduce freezing/thawing methods based on scientific reasoning (Positive freezing book).

They “match” various organizations to reduce food loss and waste

「tabloop」
Matching to connect primary industry producers and consumers to create communication

「KURADASHI」
They sell edible products that cannot be sold in stores, such as food that has past the sales deadline, and donate part of the sales to social contribution organizations.

「TABETE」
TABETE matches surplus food at restaurants and food services with users who are willing to eat them.

Kyoto Food Center

They commission children support projects to social welfare committees and operate food banks.
- Japan’s first system in which an administration matches food providers and recipients
It is important to reduce unnecessary use of plastic and use it intelligently and skillfully.

**[Current situation]**
- Plastic has contributed to the development of the industrial world and the solution of social issues through its functional sophistication.
- On the other hand, it also comes with issues, such as fossil fuel consumption and marine plastic litter.

**[Action]**
- Not only promote 3R of plastic but also switch to recycled materials and renewable resources
  *3R: Reduce, Reuse, and Recycle*
  1. Thorough promotion of reduction, etc.
     →Thoroughly reduce plastic that is unnecessarily used/disposed of
  2. Effective/efficient and sustainable collection/recycle
     →Disseminate/enlighten the concept of “If mixed together, its garbage. If separated, it's a resource.”
  3. Promotion of use of recycled materials/bioplastic

**Charged plastic bags at stores**
Starting on July 1, 2020, plastic shopping bags will be for charge throughout the country. Through this effort, we aim to reform consumers’ lifestyles and control excess use.
In order to reduce plastic waste, efforts through cooperation of business operators, consumers, administrations, etc. are important.

**Kao Corporation**

They reduce the usage of plastic package though “Refills/Replacements”.
- They declared “Our Philosophy & Action on Plastic Packaging” and promote reduction, etc. of plastic usage through various efforts.
- Plastic volume used in “Refills/Replacements” is approximately 1/6 of the conventional detergent bottle.

**SEVEN-ELEVEN JAPAN CO., LTD**

They have realized circulating PET bottle recycling scheme in-store collection for the first time in the world.
- They install PET bottle reverse vending machine in stores.
- They give reward points to cooperating consumers according to the PET bottles they inserted.
- They collaborate with some local public organizations and promote the efforts through industry-public-private collaboration.
- The bottles are made from 100% recycled plastic bottles which are collected in only 7&i Group.

**iKasa (Nature Innovation Group)**

Global environment-friendly umbrella sharing economy
- Umbrella sharing service with the concept of providing “experience of staying dry.”
- For business operators, customer attraction effect is expected due to increased convenience for users.
- For users, it not only leads to money saving but also leads to reduction of waste, as unnecessary plastic umbrellas do not accumulate in households.

**Tochigi Prefecture**

Japan’s first plastic waste zero declaration by a prefecture and all municipalities in the prefecture
- In August of 2019, the prefecture and all 25 municipalities in the prefecture “Tochigi’s Declaration of Zero Plastic Waste in Forests, the Countryside, Rivers, and Lakes.”
- They promote the “prefectural office share bag” project, in which unnecessary eco bags are effectively used (reused/shared)
- They promote a demonstration project regarding the use of straws using biodegradable plastic.
We asked questions regarding “environmental awareness”, “personality”, and “shopping behavior” to consumers and divided them into groups according to the answer pattern.

We were able to divide consumers into 4 types, using 2 axes of awareness toward environment and awareness toward self-interest.

Figure Ⅰ-2-2-33 4 types of consumers and their characteristics

<table>
<thead>
<tr>
<th>Environment-focus level: Low</th>
<th>Environment-focus level: High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance type</td>
<td>Balance type</td>
</tr>
<tr>
<td>- Highly conscious toward both environment/social contribution and self-interest.</td>
<td>- They exist with no orientation toward any of the age group or occupation.</td>
</tr>
<tr>
<td>- They are widely exposed to all types of media.</td>
<td>- They are widely exposed to all types of media.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Environment-focus level: Low</th>
<th>Environment-focus level: High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-priority type</td>
<td>Self-priority type</td>
</tr>
<tr>
<td>- Sensitive to self-interest and how others regard them.</td>
<td>- Sensitive to self-interest and how others regard them.</td>
</tr>
<tr>
<td>- Mostly young demographic under 40 years old.</td>
<td>- Mostly young demographic under 40 years old.</td>
</tr>
<tr>
<td>- Mostly company employees, etc., excluding manager-level employees, and students.</td>
<td>- Mostly company employees, etc., excluding manager-level employees, and students.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Environment-focus level: Low</th>
<th>Environment-focus level: High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unconcerned type</td>
<td>Unconcerned type</td>
</tr>
<tr>
<td>- Relatively weak reactions toward all items.</td>
<td>- Relatively weak reactions toward all items.</td>
</tr>
<tr>
<td>- They exist with no orientation toward any of the age group or occupation Relatively more men.</td>
<td>- They exist with no orientation toward any of the age group or occupation Relatively more men.</td>
</tr>
<tr>
<td>- No characteristics regarding exposure to the media.</td>
<td>- No characteristics regarding exposure to the media.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Environment-focus level: Low</th>
<th>Environment-focus level: High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment-priority type</td>
<td>Environment-priority type</td>
</tr>
<tr>
<td>- Highly conscious toward both environment/social contribution.</td>
<td>- Highly conscious toward both environment/social contribution.</td>
</tr>
<tr>
<td>- Mostly over 50 years old, and mostly women.</td>
<td>- Mostly over 50 years old, and mostly women.</td>
</tr>
<tr>
<td>- Mostly full-time homemakers.</td>
<td>- Mostly full-time homemakers.</td>
</tr>
<tr>
<td>- They are more exposed to newspapers/magazines and administrative PR magazines.</td>
<td>- They are more exposed to newspapers/magazines and administrative PR magazines.</td>
</tr>
</tbody>
</table>

(Note) 1. Based on “Basic Survey on Consumer Life” by the Consumer Affairs Agency (FY2019).
2. We divided consumers into 4 groups based on the result of factor analysis using 2 axes (factors) named “Environment-focus level” and “Self-focus level” and described the characteristics.
3. The targets are 5,629 people who answered to all 39 questions regarding “awareness toward environment”, “individual personality”, and “shopping behavior” used for the analysis.
“Environment-priority type” and “balance type” had more active responses regarding utilization of remaining food and storage method planning.

“Self-priority type” and “balance type” were more sensitive toward “sense of value”. They respond to sales and discounts for close best before date and use by date.

**Figure 1-2-2-34** Response to questions related to food loss and waste reduction

<table>
<thead>
<tr>
<th>Question</th>
<th>Balance (%)</th>
<th>Self-priority (%)</th>
<th>Unconcerned (%)</th>
<th>Environment-priority (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I sometimes cook with remaining food without going shopping</td>
<td>67.9</td>
<td>49.5</td>
<td>52.8</td>
<td>77.3</td>
</tr>
<tr>
<td>I buy more than planned if they are on sale</td>
<td>52.5</td>
<td>54.8</td>
<td>32.4</td>
<td>28.0</td>
</tr>
<tr>
<td>When I eat out, I place orders after considering the amount I can finish</td>
<td>83.5</td>
<td>79.1</td>
<td>79.2</td>
<td>90.2</td>
</tr>
<tr>
<td>I consider the suitable storage method for the food to make it last longer</td>
<td>70.6</td>
<td>40.9</td>
<td>46.8</td>
<td>77.3</td>
</tr>
<tr>
<td>I would buy it even if the best before date or use by date is close if the price has been reduced</td>
<td>63.1</td>
<td>69.2</td>
<td>53.0</td>
<td>52.3</td>
</tr>
<tr>
<td>I eat the entire dish</td>
<td>71.7</td>
<td>69.9</td>
<td>64.9</td>
<td>77.7</td>
</tr>
</tbody>
</table>

*Note*:
1. Based on “Basic Survey on Consumer Life” by the Consumer Affairs Agency (FY2019).
2. We divided consumers into 4 groups based on the result of factor analysis using 2 axes (factors) named “Environment-focus level” and “Self-focus level” and tabulated answers by group.
3. The targets are 5,629 people who answered to all 39 questions regarding “awareness toward environment”, “shopping behavior”, and “individual personality” used for the analysis.
4. Size of each group was: “Balance type”: n=1,726, “Self-priority type” n=1,242, “Unconcerned type”: n=1,563, and “Environment-priority type”: n=1,098
5. Percentages may not add up to 100 because of rounding.
We were able to gain the hints to provide enlightenment suitable to consumers’ characteristics and behavioral patterns. This is also considered effective for business operators to transmit their own efforts, etc. contributing to social issue solution.

[Feature] Part 1 Chapter 2 Section 4 Analysis by consumer type 3

- For “self-priority type”: Transmit the fact that efforts that contribute to environment and society ultimately lead to self-interest through web media. It is also effective to promote enlightenment by using places, such as workplaces and schools.
- For “environment-priority type”: Transmit concepts that would contribute to social issue solution, products/services, and efforts by business operators through paper media, such as newspapers and administrative PR magazines.

Figure 1-2-4-2 Media exposure status

2. Regarding the answers (multiple answers accepted) for the question “Where (from what) do you obtain or see/hear information to pay attention to (such as information on frauds, malicious business methods, and product safety) in your daily life?”, we divided consumers into 4 groups based on the result of factor analysis using 2 axes (factors) named “Environment-focus level” and “Self-focus level” and tabulated answers by group.
3. The targets are 5,629 people who answered to all 39 questions regarding “awareness toward environment”, “shopping behavior”, and “individual personality” used for the analysis.
4. Size of each group was: “Balance type”: n=1,726, “Self-priority type” n=1,242, “Unconcerned type”: n=1,563, and “Environment-priority type”: n=1,098.
5. *1 Notifications in mobile phones/smartphones and news app information
*2 Video distribution sites, such as YouTube, Abema TV, and Niconico
6. No answer included: *Balance type* 0.1%, *Self-priority type* 0.0%, *Unconcerned type* 0.3%, and *Environment-priority type* 0.1%.
It is necessary for each involved party to cooperate with common objectives and promote efforts through the establishment of sound markets in order to establish sustainable society.

The method of “cooperating administrations”, in which consumers, business operators, and administrations jointly promote efforts, can be applied to the field of issues on food loss and waste and plastic waste.

Consumer administrations shall integrally promote “dissemination of consumer-oriented management” and “enlightenment on ethical consumption.”

**Figure I-2-4-3** Concept diagram for the establishment of sustainable society by consumer administrations
In March 2020, cabinet decision on the “The 4th Basic Plan on Consumer Policy” was made, targeting 5 years from FY2020 to FY2024.

The following 4 points are raised in the 4th Basic Plan on Consumer Policy as the ideal society to aim for over the mid-long term through consumer policies.

- Securing consumers’ safety/security
- Realization of social inclusiveness to leave no one behind
- Realization of consumer affairs with the aim of creating the future, etc.
- Establishment of multi-layered systems through collaboration of diverse parties
In March of 2020, the bill to revise part of the Whistleblower Protection Act was submitted to the 201st Diet.

### Amendment to Whistleblower Protection Act

The corporate wrongdoings that become a social problem have never ceased to occur. → Need to prevent damage through early correction.

#### 1. Facilitate Companies/Organizations to Correct their own Violations/Misconducts and Facilitate Whistleblowers to Make Internal Reports

- Obligate companies/organizations to establish a system for responding to whistleblowing (e.g., establishing an internal reporting channel, an investigation/correction rule etc.) The detailed content of obligations is to be decided by the guidelines [Article 11].
- Obligate small and medium-sized business operators (300 employees or less) to make their best efforts

#### 2. Facilitate Whistleblowers to Report to an Administrative Organ etc.

- Conditions for being protected when reporting to an administrative organ [Article 3(6)]
  
  - (Current) Where whistleblower has reasonable grounds to believe
  - (Amendment adding) Where document with her/his name etc. is submitted

- Conditions for being protected when reporting to the press and other external parties [Article 3(11)]
  
  - (Current) Where damage to the human life or body
  - (Amendment adding) Damage to the property (irredeemable/serious)
  - (None) High possibility of leakage of information identifying the whistleblower

- Obligate administrative organs (with the authority to impose dispositions or recommendations) to establish a system for responding to whistleblowing [Article 13(2)]

#### 3. Ensure Whistleblowers to be Protected

- Scope of whistleblower [Article 3(1) etc.]
  
  - (Current) Retired employees (reporting within 1 year after resignation) and executives (obligated to investigate/correct before external whistleblowing)
  - (Amendment adding) Retired employees (reporting within 1 year after resignation) and executives (obligated to investigate/correct before external whistleblowing)

- Scope of whistleblowing [Article 3(9)]
  
  - (Current) Conducts to be criminally punished
  - (Amendment adding) Conducts to be administratively sanctioned

- Scope of protection [Article 7]
  
  - (Current) Exempt from liability of compensation for damages incurred by whistleblowing
  - (Amendment adding) Exempt from liability of compensation for damages incurred by whistleblowing

*To be enforced within 24 months after promulgation
As a result of the rapid development of digital technologies, expansion of the digital market, etc. in recent years, convenience, etc. for consumers have improved. On the other hand, there have been new consumer troubles in consumer transactions, in which digital platforms are involved. In addition, the Consumer Affairs Agency is tackling the new issues on consumer affairs in digitalization.

The Consumer Affairs Agency has been considering action for digitalization through hosting of study groups with experts, etc.

**Figure II-1-4-1 Action for digitalization: Overall image of consideration by the Consumer Affairs Agency**

- **Study Group on Improvement of Consumer Transactions Environment surrounding Digital Platforms (December, 2019-)**
  - Their roles as providers of consumer transaction places.
  - The way that disclosure of information should be provided to consumers.

- **“Review committee regarding the action for consumers’ digitalization” (December, 2019-)**
  - They discuss how consumers should take action for the changes in consumer affairs caused by digitalization, including arising platforms.

- **Study Group on Reform “the Act on Specified Commercial Transactions” and “the Act on the Deposit, etc. Transaction Agreements of Specified Commodities”, etc. (February, 2020-)**

- **Study Group on Consumer contract (December, 2019-)**
Consider and implement specific policies based on discussions of the Consumer Education Promotion Council so that everyone can be provided with consumer education in various occasions throughout their lives regardless of the area of residence.

In order to promote practical consumer education in anticipation for lowering the legal age of adulthood, we made suggestions on the future direction, etc. regarding the provision method of consumer education materials and effective dissemination in the Subcommittee for Consumer Education for Young People in July, 2019.

**Figure II-1-5-1  Optimal condition of consumer education materials**

**Consumer Education Promotion Council**

<table>
<thead>
<tr>
<th>Summary of the Subcommittee for Consumer Education for Young People (Optimal condition of consumer education materials) Summarized in July, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>[Agenda 1]</strong> Provision method of consumer education materials and effective transmission</td>
</tr>
<tr>
<td>Issue (1) Provision method</td>
</tr>
<tr>
<td>While the demands for paper materials are high during teachers... Only a few materials are available to provide the necessary number of them to other local public organizations. (7 materials within 213 materials, according to the survey by the Consumer Affairs Agency).</td>
</tr>
<tr>
<td>- Materials downloaded from websites and printed out are difficult to utilize from the cost aspect.</td>
</tr>
<tr>
<td>Unless we assume wide utilization in school classes, it would not lead to practical utilization.</td>
</tr>
<tr>
<td><strong>[Agenda 2]</strong> Necessity of preparing consumer education materials for elementary and junior high schools by the Consumer Affairs Agency</td>
</tr>
<tr>
<td><a href="https://www.kportal.caa.go.jp/index.php">Consumer Education Portal Site (Note 1)</a></td>
</tr>
<tr>
<td>Consumer education material Revision of “For better consumer sense”</td>
</tr>
<tr>
<td>- We have updated it such as the consumer hotline number.</td>
</tr>
<tr>
<td>- Revised version has already been released on the Consumer Affairs Agency website (Note 3).</td>
</tr>
<tr>
<td>Overall revision of the Consumer Education Portal Site</td>
</tr>
<tr>
<td>- When revising, the site should focus on the following key points.</td>
</tr>
<tr>
<td>(1) Transmission of practical examples of consumer education</td>
</tr>
<tr>
<td>→ Transmission of practical examples, utilizing a wide variety of consumer education materials</td>
</tr>
<tr>
<td>→ Transmission of practical examples through dispatched lectures by external lecturers</td>
</tr>
<tr>
<td>(2) Transmission of information related to commentaries of consumer issues and raw materials for consumer education</td>
</tr>
<tr>
<td>→ Transmission of commentaries and information from the perspective of consumer education regarding consumer issues and wide range of social issues that change every day</td>
</tr>
<tr>
<td>(3) Website configuration from the perspective of users</td>
</tr>
<tr>
<td>→ Make it possible for users to browse practical examples, etc. Sorted by school type and by subject.</td>
</tr>
<tr>
<td>Also possible to see browse history, materials and practical examples expected from the browse history. Update at certain frequency and post appropriate amount of information.</td>
</tr>
<tr>
<td>(Note 1) <a href="https://www.kportal.caa.go.jp/index.php">https://www.kportal.caa.go.jp/index.php</a></td>
</tr>
<tr>
<td>(Note 2) <a href="https://www.caa.go.jp/policies/policy/consumer_education/public_awareness/teaching_material/material_010/">https://www.caa.go.jp/policies/policy/consumer_education/public_awareness/teaching_material/material_010/</a></td>
</tr>
</tbody>
</table>
In March 2020, the “campaign for strengthening local consumer administration 2020” was formulated, targeting 5 years from FY2020 to FY2024.

**Figure Ⅱ-1-6-1** Overview of the campaign for strengthening local consumer administration 2020

**Summary**

- Based on the 4th Basic Plan on Consumer Policy (cabinet decision on March 31, 2020), this was formulated with the aim of maintaining/expanding local systems, in which consumers can receive high-quality consultations/support and consumers’ safety and security are ensured regardless of their area of residence, throughout Japan (Target period is from FY2020 to FY2024).
- While paying attention to the fact that local autonomy and independence are fully practiced, the campaign supports planned and stable efforts in local areas through subsidies, etc. for the enhancement/reinforcement of local consumer administrations.
- Thorough progress management through PDCA, including annual verification/evaluation of the progress status.

**Policy target** Support efforts by local public organizations with the aim of achieving the following targets in each prefecture

<table>
<thead>
<tr>
<th>Policy target</th>
<th>Efforts toward SDGs</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;Policy target 1&gt; Reinforcement of consumer affairs consultation systems</td>
<td>3 – 7 Promotion of ethical consumption (all prefectures and government-ordination-designated cities)</td>
</tr>
<tr>
<td>[Promotion of consumer affairs consultation office establishment]</td>
<td>3 – 8 Dissemination/promotion of consumer-oriented management (all prefectures)</td>
</tr>
<tr>
<td>1 – 1 Prefectural population coverage by municipalities with consumer affairs consultation offices: 90% or greater</td>
<td>3 – 9 Promotion of efforts to reduce food loss and waste (all prefectures and government-ordination-designated cities)</td>
</tr>
<tr>
<td>&lt;Policy target 2&gt; Improvement of consumer affairs consultation quality</td>
<td>4 – 1 Prefectural population coverage by municipalities with the Local Council for Ensuring the Safety of Consumers: 50% or greater</td>
</tr>
<tr>
<td>[Establishment of consumer affairs consultants and promotion of improvement]</td>
<td>4 – 2 Prefectural population coverage of municipalities utilizing consumer affairs supporters/support groups for watch-over activities in communities: 50% or greater</td>
</tr>
<tr>
<td>2 – 1 Prefectural population coverage by municipalities with consumer affairs consultants: 90% or greater</td>
<td>4 – 3 Prevention and expansion prevention of consumer harm through watch-over activities</td>
</tr>
<tr>
<td>2 – 2 Qualification rate by consultants: 75% or greater</td>
<td>&lt;Policy target 5&gt; Enhancement of watch-over activities to prevent consumer harm of elderly people, etc.</td>
</tr>
<tr>
<td>2 – 3 Training participation rate by consultants: 100% (each FY)</td>
<td>&lt;Policy target 6&gt; Enhancement of Specified Qualified Consumer Organization, Qualified Consumer Organization, and consumer group activities</td>
</tr>
<tr>
<td>2 – 4 Establishment of designated consumer affairs consultants (all prefectures)</td>
<td>&lt;Policy target 7&gt; Structural reinforcement to promote consumer policies in local areas</td>
</tr>
<tr>
<td>&lt;Policy target 3&gt; Promotion of consumer education for young people</td>
<td>[Basic Plan on Consumer Policy for Local Areas]</td>
</tr>
<tr>
<td>[Promotion of consumer education for young people]</td>
<td>7 – 1 Formulation of Basic Plan on Consumers for Local Areas (all prefectures have responded)</td>
</tr>
<tr>
<td>3 – 1 Promotion of practical consumer education throughout Japan, using the consumer education material “Door to Society”, etc.</td>
<td>[Consumer administration staff]</td>
</tr>
<tr>
<td>3 – 2 Recognition rate of consumer hotline 188 by young people: 30% or greater (nationwide)</td>
<td>7 – 2 Training participation rate by consumer administration staff: 80% or greater (each FY)</td>
</tr>
<tr>
<td>3 – 3 Recognition rate of consumer affairs consultation office by young people: 75% or greater (nationwide)</td>
<td></td>
</tr>
</tbody>
</table>
In July of 2020, the “Strategic Headquarters for Frontiers of Consumer Policy” was established as a new permanent base. Positioned as a back-up function in case of disaster and bases for work style reform in the Consumer Affairs Agency in addition to being: (1) model project considering nationwide development, (2) research base for consumer policies, and (3) new international affairs base.

**Figure II-1-6-6 Work/structural image of the “Consumer Affairs Agency Strategic Headquarters for Frontiers of Consumer Policy”**

- Full-scale support by the Tokushima Prefecture/great contribution to consumer administration development/international information transmission from local areas

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1. **Model project considering nationwide development**
   - Continue to promote the model project, which utilizes Tokushima Prefecture as the demonstration field.
   - Analyzing the effect of the “Watch-over Network”, etc.

2. **Research base for consumer policies**
   - Promote research through collaboration with academic organizations/relevant academic conferences, etc. as a research section to play the core roles in consumer policies.
   - Research on dementia and consumer harm, etc.

3. **New international affairs base**
   - Promote international affairs, the need of which has been newly arising (international exchanges, international joint research, etc.).
   - International comparison method research, etc.
   - (*Jointly hosted “G20 International Conference on Consumer Policy” with Tokushima Prefecture in September, 2019*)

4. **Back-up function in case of emergency**
   - Also positioned as a back-up function in case of major disaster in the metropolitan area.

5. **Bases for work style reform in the Consumer Affairs Agency**
   - Continue promoting work style reform, such as promotion of free addresses, paperless, and teleworking.

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**International Consumer Policy Research Center**
- Research on consumer policies
- International joint research, etc.

**Organizational structure, etc.**
- Establish the Director General as the Vice-Commissioner for the strategic headquarters to supervise the site.
- Expand the scale
  - The personnel shall be diverse, including the Consumer Affairs Agency, local public organizations, companies, and guest researchers from academic organizations, and it shall also be positioned as a base for human resource exchanges/human resource development.
- We will continue obtaining full-scale cooperation by the Tokushima Prefecture under the strong leadership of the Governor of Tokushima Prefecture.
“Part 2 Chapter 2” describes results of policies implemented by relevant administrative organ in FY2019.

Section 1 Ensuring consumer safety
1. Activities for preventing accidents
2. Collecting information on consumer accidents and preventing their occurrence and expansion
3. Accurately and quickly investigating causes and preventing recurrence of accidents
4. Ensuring food safety

Section 2 Establishing trusted labelling and ensuring reliability
1. Promoting the public awareness of, and strictly enforcing the Act against Unjustifiable Premiums and Misleading Representations, which generally control and prohibit misleading representation
2. Spreading and improving labelling depending on the goods and services
3. Providing appropriate information on food labelling and strictly enforcing related laws

Section 3 Ensuring that all transactions are fair
1. Strictly enforcing and reviewing cross-functional laws and regulations on goods and services
2. Optimizing transactions depending on the goods and services
3. Optimizing transactions depending on the development of information communication technology
4. Preventing and controlling crimes such as fraud
5. Optimizing rules and measurements

Section 4 Forming a society where consumers can play the leading role in making choices and taking actions
1. Securing consumer policy’s transparency and reflecting consumer opinions
2. Promotion of consumer education
3. Supporting and promoting voluntary activities of consumer groups, businesses operators and trade associations
4. Promoting fair and free competition and securing appropriate public utility charges
5. Promoting environmentally-sound consumption activities and business activities

Section 5 Establishing frameworks for redress for damage and protecting consumer profit
1. Providing redress for damage, processing complaints, and promoting dispute settlements
2. Protecting and increasing consumer profit depending on the development of an advanced information and communication society
3. Protecting and increasing consumer profit depending on the development of a globalized consumer life

Section 6 Establishing national and local consumer administration systems
1. Enhancing and strengthening national organization (including incorporated administrative agencies) systems
2. Establishing local systems