

CAA Strategic Headquarters for Frontiers of  
Consumer Policy International Symposium  
Panel Discussion: Part 1

The Role of Consumer Education Amid the  
COVID-19 Pandemic

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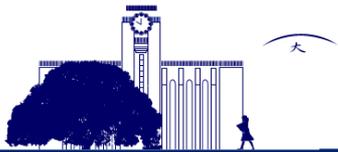
Tuesday, March 16, 2021



# Presentation Outline

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- (1)** Consumer education in Japan
- (2)** The COVID-19 pandemic and consumer education
- (3)** Consumer education in the EU and the "Asian Model"



# (1) Consumer education in Japan

- Home economics as the origin of consumer education
- Consumer policy has shifted from **protection** to **supporting self-reliance** in the 21st century
  - > This does not mean that governments no longer need to implement protective measures
- Year 2004

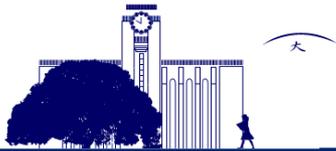
The Consumer Protection Fundamental Act was revised to the **Consumer Basic Act**

## Consumer rights

The following are important for safe and secure consumption by consumers:

- Ensuring safety
- Availability of appropriate options
- Availability of necessary information
- Availability of consumer education
- Opinions being heard and reflected
- Availability of remedies for damage

- Year 2012: The **Act on Promotion of Consumer Education** was enacted



# (1) Consumer education in Japan

"[e]ducation on consumer affairs for supporting the self-reliance of consumers (including education to deepen consumers' understanding of and interest in the importance of independent commitment to the establishment of a Consumer Citizen Society) and equivalent educational activities."

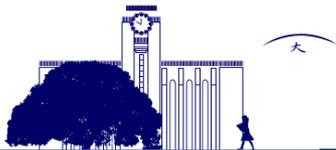
## Article 2, paragraph 1 of the Act on Promotion of Consumer Education

**Self-reliance  
as individuals**



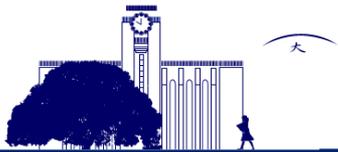
**As a member of society  
Self-reliance in terms of active  
participation in the creation of  
a better market and society**

Participation in the formation of a Consumer  
Citizen Society



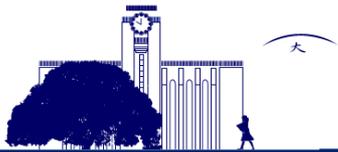
# (1) Consumer education in Japan

- Practical consumer education for **those receiving education at school**
  - > Revision of the curriculum guidelines
  - > Improvement of teachers' skills (including the utilization of external educators)
  - > Support by providing teaching material and consumer education-related information
- Implementation of consumer education that attracts various opportunities **at the local level**
  - > Developing a cooperative framework centered around Consumer Affairs Centers
  - > Enhancing the coordination functions of consumer administration authorities



## (2) Consumer education and the COVID-19 pandemic

- Consumer education to realize a **Consumer Citizen Society**
  - > Revisiting the importance of creating such a society
- The COVID-19 pandemic and the **features** of subsequent consumer education
  - > Improvement of **digital skills**
    - \*Skills related to areas other than the digital domain remain important
  - > Development of **critical thinking**
    - \*The ability to determine the "truth"
  - > **Cooperation between various education providers** in an increasingly complex society



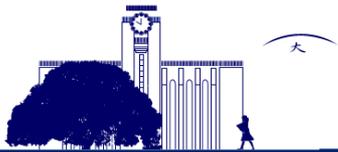
### (3) Consumer education in the EU and the "Asian Model"

Consumer education in the EU

Several **major elements**

- Providing **material**, etc. that can be used in consumer education
- **Competitions** related to consumer education
- **Awards** and **certifications** for schools
  - > Offering related incentives
- **Cooperation with the local communities**

[For more details, see for example the "Survey Report on Consumer Education in the UK and Germany (2019)" by the Consumer Issues Committee, Japan Federation of Bar Associations, which is available online.]

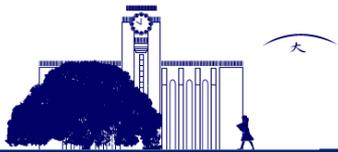


### (3) Consumer education in the EU and the "Asian Model"

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The "**Asian Model**" regarding consumer education

- Its importance
- Its possibilities
- Today's symposium as a foothold for understanding it



**Thank you for listening.**

