

# **White Paper on Consumer Affairs 2018**

**[Summary]**

**Consumer Affairs Agency,  
Government of Japan**

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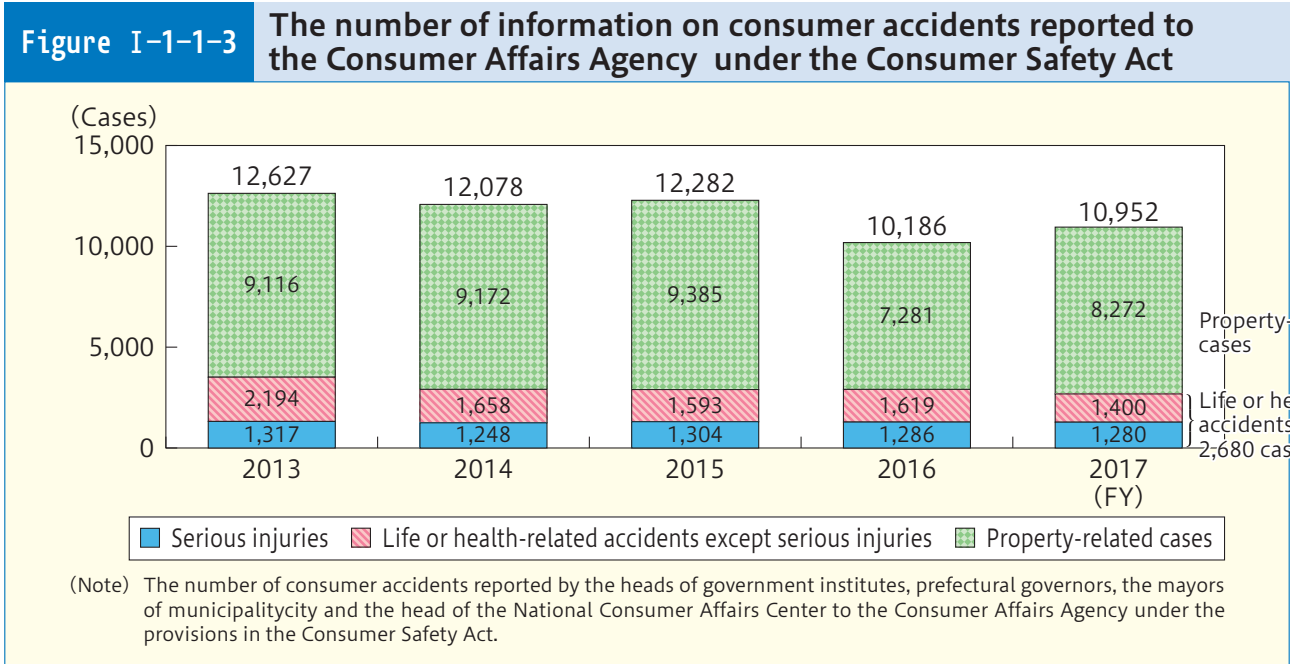
Reference: Collection and analysis of information on consumer accidents, etc., and measures taken by the Consumer Affairs Agency under the Consumer Safety Act (omitted)

- Consumer affairs consultation information registered with PIO-NET shown in this document is as of March 31, 2018.
- It takes some time before consumer affairs consultation information registered with PIO-NET is accepted by local consumer affairs centers. The numbers of consultations indicated in this document are subject to slight increase.
- The value M.T. indicated in survey results refers to the rate calculated by dividing the total count of answers by the number of respondents (N). This value usually exceeds 100% for questions that accept multiple answers.

Part 1 Trends in consumer issues and consumers' attitude/behavior  
 Chapter 1 Collection of information on consumer accidents and result of analysis  
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 Consumer Affairs Agency and result of analysis

There were 10,952 cases of information on consumer accidents in FY2017. (The number of cases reported to the Consumer Affairs Agency under the Consumer Safety Act)

- The breakdown is 2,680 “life or health-related accidents” and 8,272 “property-related cases.”
- Moreover, in the “life or health-related accidents,” 1,280 are “serious injuries” and 1,400 are “life or health-related accidents except serious injuries.”



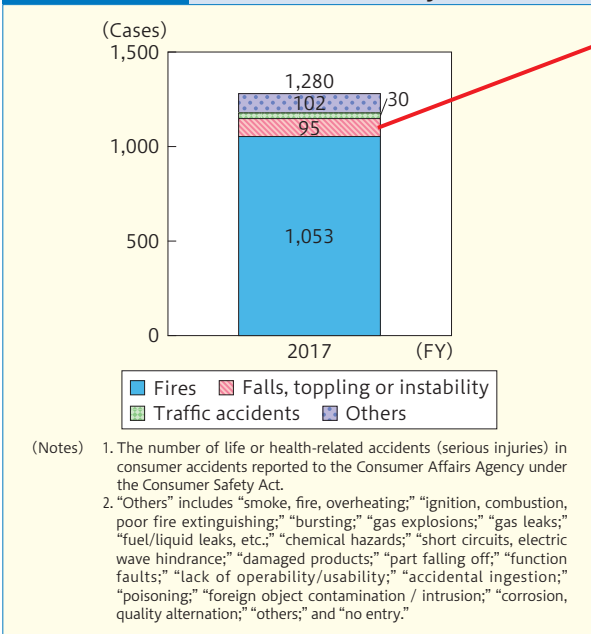
# Part 1 Chapter 1 Section 1

## Collection of information on consumer accidents reported to the Consumer Affairs Agency and result of analysis

Among life or health-related accidents, about 80% of serious injuries were “fires.”

- Triggered by reports of serious injuries, awareness was raised in FY2017 for accidents involving trolley snowplows.
- About 50% of the life or health-related accidents except serious injuries were “poisoning”. Most of the cases were food poisoning from norovirus, campylobacteriosis, etc. at restaurants.

**Figure I-1-1-4 The details of life or health-related accidents (serious injuries)**



**Figure I-1-1-5 Awareness was raised for accidents related to trolley snowplows**

(1) Re-enacted scene of an accident where the victim was caught under a snowplow



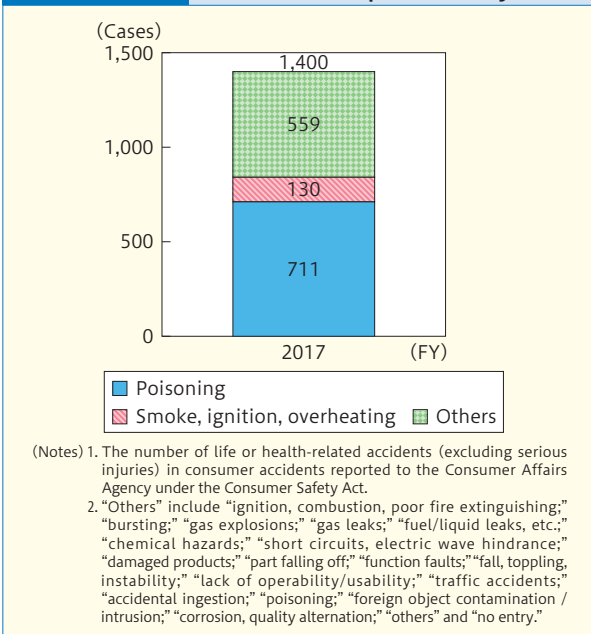
Note: The product in the picture is not relevant to the actual accident.

(2) Accident examples involving snowplows

	Overview
Case 1	While using a snowplow, the victim was caught under it and killed.
Case 2	While using a snowplow, the victim tried to remove snow that clogged the snow blowing port, and broke their middle finger, ring finger and little finger on their right hand.
Case 3	When operating a snowplow, the victim's index and middle fingers were amputated on their right hand.
Case 4	While the family member was using a snowplow, the victim's coat was entangled in the snowplow, and the right side of their body was caught under the snowplow.

(Note) The Consumer Affairs Agency "Prevent accidents involving snowplows! - People are killed and injured every year when they are using snowplows or snow removal tools! -" (Published on December 20, 2017)

**Figure I-1-1-6 The details of life or health-related accidents (except serious injuries)**



Part 1 Chapter 1 Section 1

Collection of information on consumer accidents reported to the Consumer Affairs Agency and result of analysis

Awareness was raised for deceptions personating a well-known organization, etc., with the names of the businesses disclosed.

- Regarding the property-related cases, 10 cases of awareness was raised in FY2017 with the names of the businesses disclosed, under the provisions in the Consumer Safety Act.
- Major cases have criminals personating a well-known organization, etc. and demanding payment for fake paid service fees, etc.

Figure I-1-1-9

The list of property-related cases where awareness was raised under the Consumer Safety Act (FY2017)

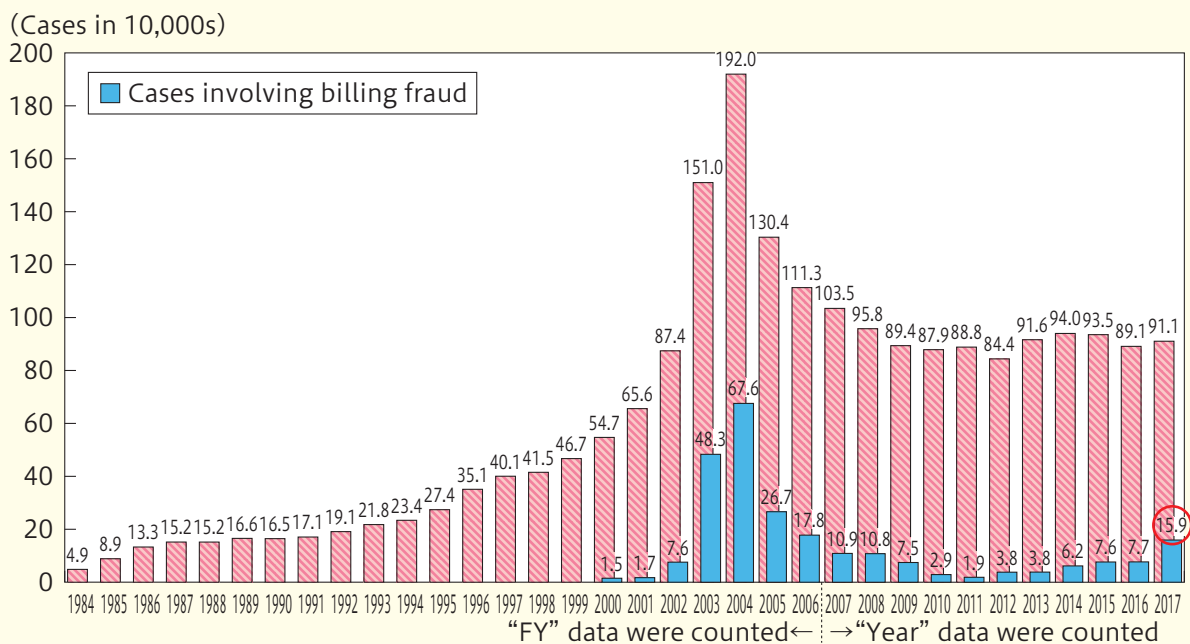
Deceptions		Specifics
Personating a well-known organization, etc.	Billing fraud (5 cases)	They contact the consumers through Short Message Services (SMS) on the consumers' mobile phones by personating an existing well-known company, and demanding for the fake outstanding balance for the payment of usage fees for paid content.
	Fraud damage consultation (1 case)	They contact consumers who have received billing fraud for a nominal unpaid amount from a paid video website, telling consumers that they will negotiate with these fraudsters and cancel the billing for the paid amount as a sales talk. While they demand over-priced fees, in reality, they did not make any negotiations.
	Deletion of personal information (1 case)	They contact consumers by telephone by personating a public organization by using a similar name, telling consumers that they will delete registered personal information that was leaked in order to get consumers to pay money. They eventually threaten consumers by telling them that their homes will be searched as a charge of unfair name lending.
Luring consumers by dangling a way to make easy money	Information sales (1 case)	They open a website advertising their service as if they could offer the easy way how to earn money simply by uploading pictures on the Internet. In reality, not everyone can easily earn money in this system.
	Providing teleworking jobs (2 cases)	They solicit consumers who hope for teleworking jobs on favorable conditions, and eventually demand a huge amount of payment under various reasons.

The number of consultations related to billing fraud was 159,000, the highest in a decade.

(The number of consultations to local consumer affairs centers, etc.)

- The number of consumer affairs consultations in 2017 was 911,000. It is still at a high level.
- As many consultations related to billing fraud postcards whereby the Ministry of Justice, etc. was personated were received, the number of consultations related to billing fraud reached 159,000, the highest in a decade.

**Figure I-1-3-1** The changes in the number of consumer affairs consultations

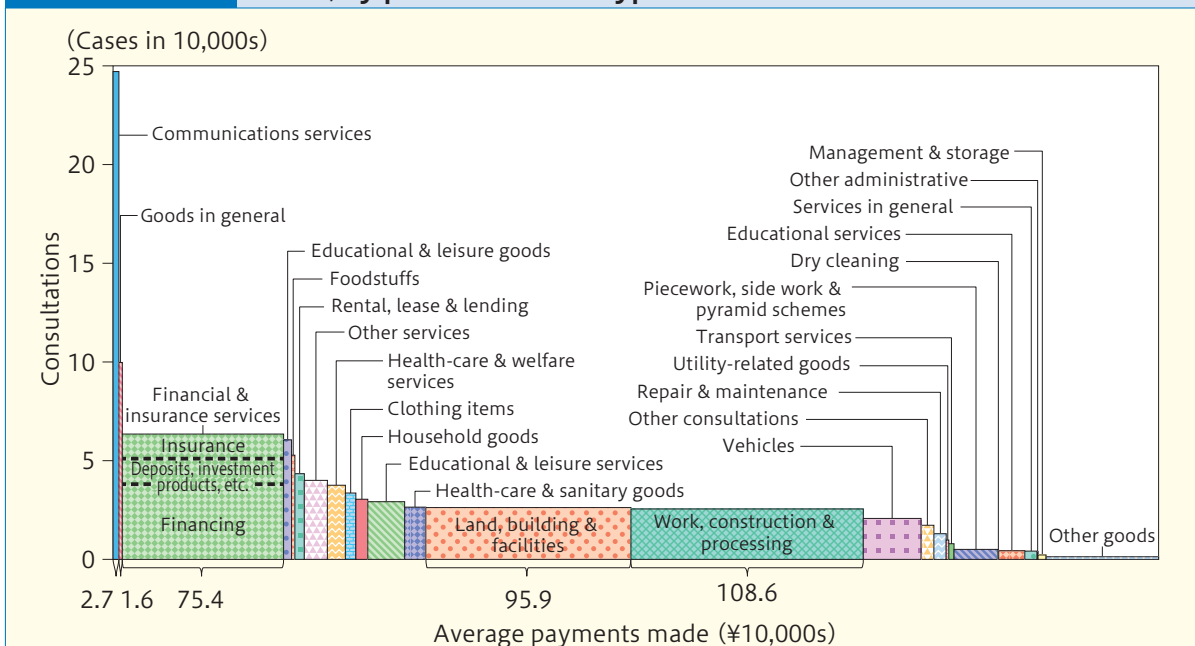


- (Notes)
1. Consumer affairs consultation information registered with PIO-NET (registration by March 31, 2018).
  2. For the period from FY1984 to FY2006, the data recorded in the "Annual Report on Consumer Affairs 2017" by the National Consumer Affairs Center of Japan were counted.  
For the period from 2007 to 2017, "year" data were counted.
  3. "Billing fraud" refers to payment requests received from unfamiliar entities. Data collection in this category started in FY2000
  4. From 2007, the number of consultations, excluding consultation offices, has been counted.

For the number of consultations, “communications services” were outstanding. “Goods in general” were the second highest.

- The breakdown of the consultations by product/service type shows that “communications services”, which are mostly related to digital contents etc. on a website, were by far the largest category in the number of consultations, with about 247,000 consultations received.
- Unlike previous years, “goods in general” (consultations related to billing fraud postcards, etc.) were 100,000, the second highest number.
- With regard to the payments per consultation, “work, construction & processing” (consultations on roof work and renovation) were the most expensive, amounting to ¥1,086,000.

**Figure I-1-3-2 The number of consumer affairs consultations and average payments made, by product/service type (Y2017)**

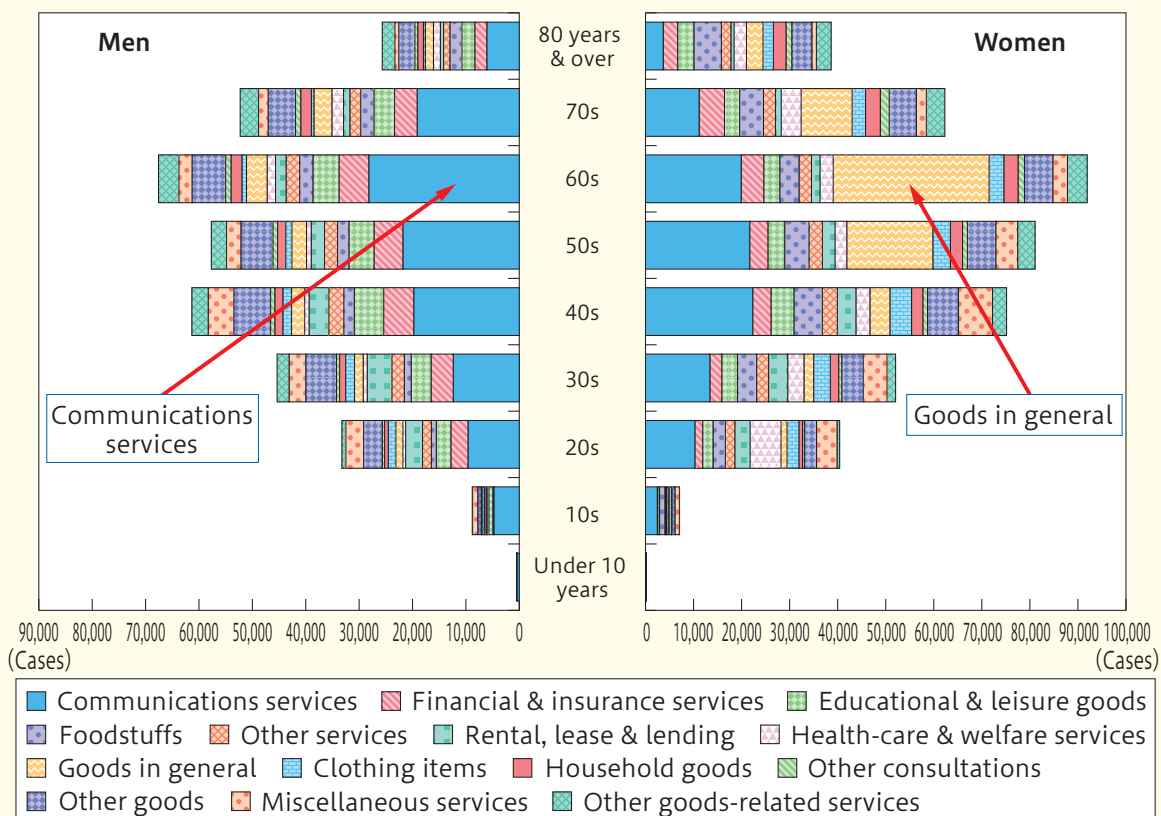


- (Notes) 1. Consumer affairs consultation information registered with PIO-NET (registration by March 31, 2018).  
 2. The vertical axis represents the number of consultations for each product category. The width along the horizontal axis represents average payments made for each product category.  
 3. Product categories are arranged in descending order of the number of consultations.  
 4. The average payments made were calculated by the Consumer Affairs Agency, assuming that the payment was zero in the cases with “No answer (No input).”  
 5. “Transport and communications services” were divided into “Transport services” and “Communications services.”  
 6. “Financial & insurance services” consist of financing, deposits, investment products, etc., and insurance, and the breakdown of consultation cases (and not the breakdown of average payments made) is shown. The breakdown of average payments made for “Financial & insurance services” is as follows: ¥147,000 for financing, ¥2,821,000 for deposits, investment products, etc., and ¥463,000 for insurance.

For women in their 50s to 70s, there were many consultations related to billing fraud postcards, etc.

- By gender and age, the number of consultations for both male and female consumers in their 60s was the highest.
- For both genders in a wide age group, the consultations on “communications services” account for substantial percentages.
- In 2017, the number of consultations on “goods in general” (consultations related to billing fraud postcards, etc.) was high in the women of age group of 50s to 70s.

**Figure I-1-3-6** The percentage of consumer affairs consultations by product/service type, by gender and age group (Y2017)

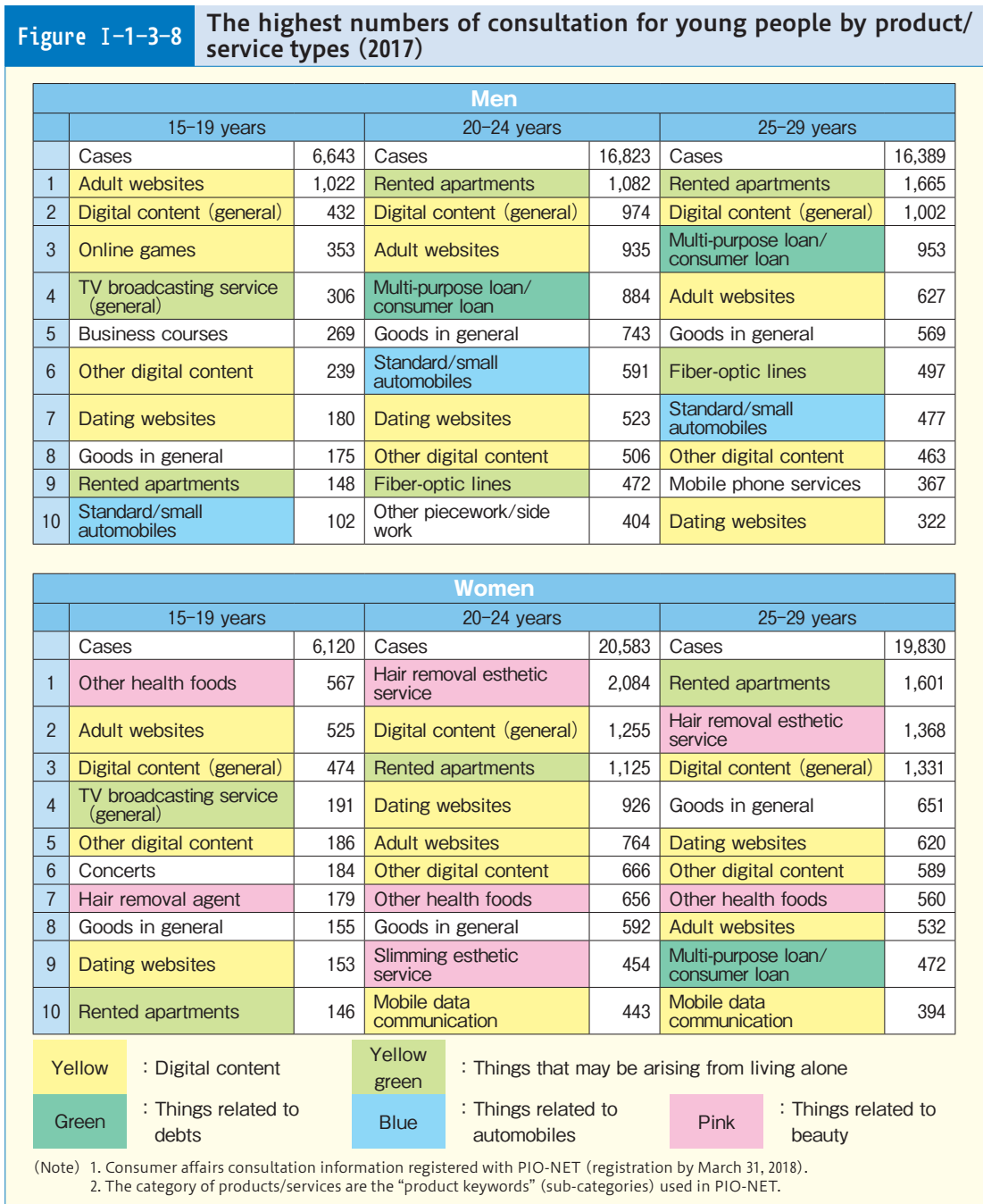


(Notes) 1. Consumer affairs consultation information registered with PIO-NET (registration by March 31, 2018).  
 2. “Other goods” refer to the sum of the following product categories: utility-related goods; health-care & sanitary goods; vehicle; land, building & facilities; and other goods. “Other goods-related services” refer to the sum of dry cleaning; work, construction & processing; repair & maintenance; and management & storage. “Miscellaneous services” refer to the sum of service in general; transport services; educational services; education & leisure services; piecework, side work & pyramid schemes; and other administrative services.  
 3. “Transport & communications services” were divided into “Transport services” and “Communications services.”



Many consultations for young people are related to troubles arising from living alone.

- For men in their 20s, consultations related to “multi-purpose loan / consumer loan” were also high.
- For women, consultations related to beauty such as esthetic services and health foods were high, regardless of age groups.



For elderly people, consultations related to “adult websites” decreased.

- In 2017, the number of consumer affairs consultations related to elderly people (65 years & over) was 266,000.
- In 2017, “goods in general” (billing fraud postcards, etc.) and consultations related to the Internet (digital content etc.) increased.
- Meanwhile, consultations related to “adult websites” decreased by about 40% from the previous year.
- Consultations related to financial products such as “fund-type investment products” decreased, but that requires attention as there are consultations on investment troubles related to virtual currency from elderly people.

**Figure I-1-3-10** The highest numbers of consultation for elderly people by product/service types

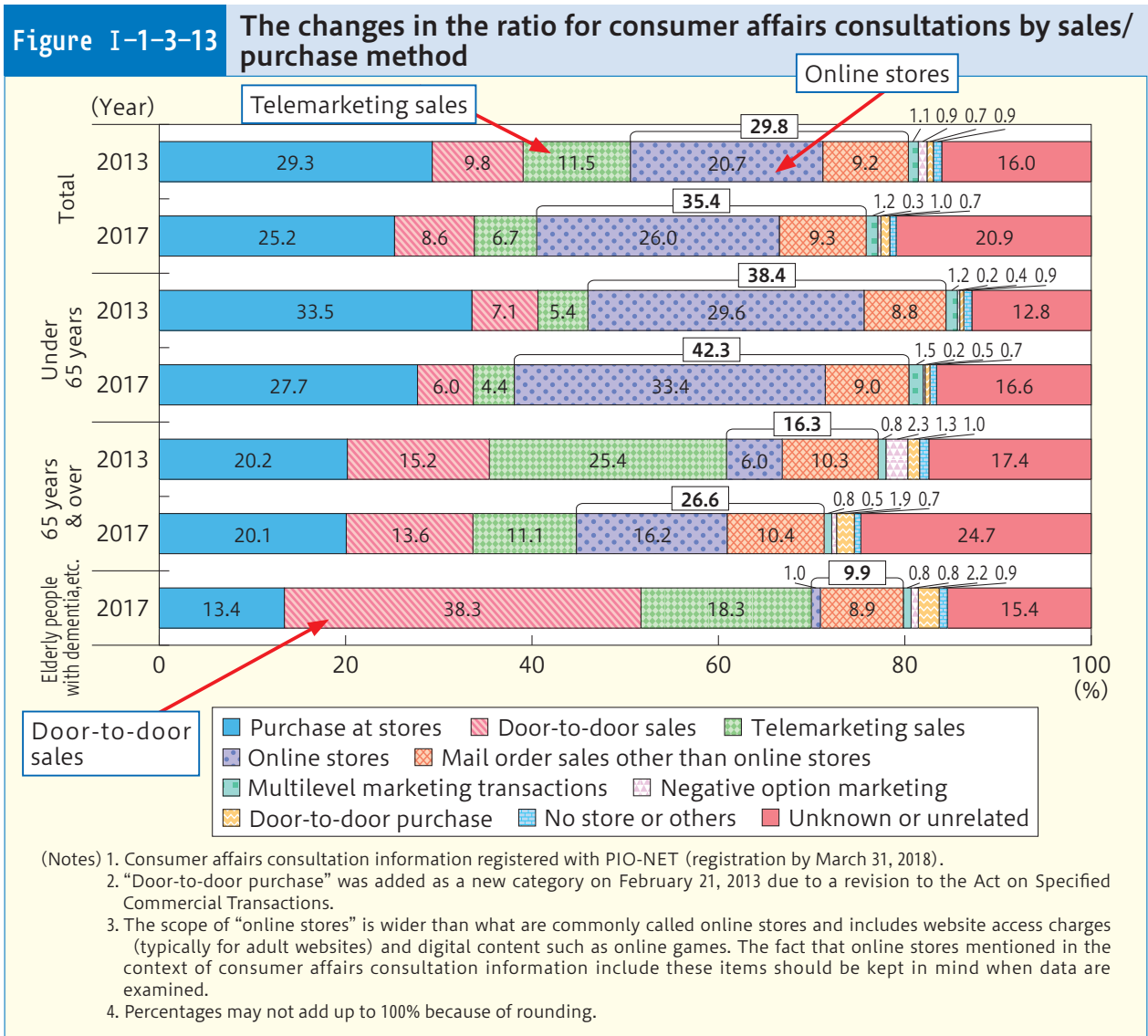
	2011	The number of cases	2014	The number of cases	2017	The number of cases
1	Multi-purpose loan/ consumer loan	10,544	Goods in general	22,759	Goods in general	39,706
2	Fund-type investment products	8,476	Adult websites	12,156	Digital content (general)	23,498
3	Goods in general	7,404	Fund-type investment products	10,017	Fiber-optic lines	9,694
4	Adult websites	6,094	Multi-purpose loan/ consumer loan	6,210	Adult websites	7,180
5	Public & corporate bonds	6,092	Digital content (general)	6,203	Other digital content	5,663
6	Unlisted shares	5,414	Newspaper	6,005	Newspaper	5,398
7	Newspaper	4,993	Fiber-optic lines	5,601	Multi-purpose loan/ consumer loan	4,936
8	Lotteries	4,316	Other consultations (general)	5,189	Repair services	4,813
9	Repair services	4,145	Other services	5,081	Other health foods	4,778
10	Other consultations (general)	3,117	Repair services	4,368	Other consultations (general)	4,158

Yellow : Things related to the Internet      Purple : Investment solicitation troubles      Green : Things related to debts

- (Notes) 1. Consumer affairs consultation information registered with PIO-NET (registration by March 31, 2018).  
 2. The category of products/services are the “product keywords” (sub-categories) used in PIO-NET.  
 3. Consultations where persons contracted are 65 years & over.

Ratio of consultations related to online stores exceeded in-store sales.

- With sales/purchase method, the ratio of “online stores” (26.0%) exceeded the ratio of “in-store sales” (25.2%) in 2017.
- For elderly people aged 65 years & over, the ratio of “online stores” has increased and exceeded the ratio of “door-to-door sales” in 2017.
- For elderly people with dementia, etc., the ratio of “door-to-door sales” accounts for about 40% and the ratio of “telemarketing sales” accounts for about 20%.



## Part 1 Chapter 1 Section 4

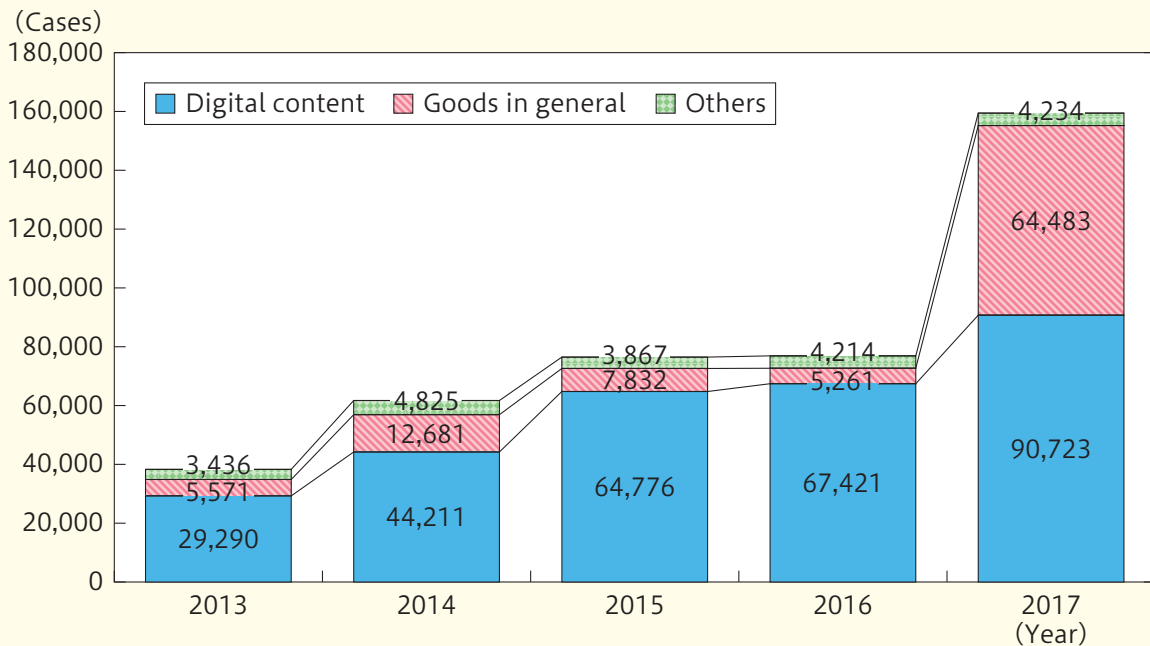
### Consumer issues recently attracting attention

There was a rapid increase in consultations related to billing fraud postcards whereby the Ministry of Justice was personated.

- Consultations related to billing fraud in 2017 were 159,000, a significant increase from the previous year.
- Consultations related to billing fraud postcards were 56,000.
- With regard to specific content of the postcards, by personating the Ministry of Justice, etc. they insinuate that assets will be seized by force, etc.
- Most of contractors are middle-aged and elderly women in their 50s or over.
- Most of the consultations related to billing fraud (98.1%) are before consenting to bills.

Figure I-1-4-1

The number of consumer affairs consultations related to billing fraud

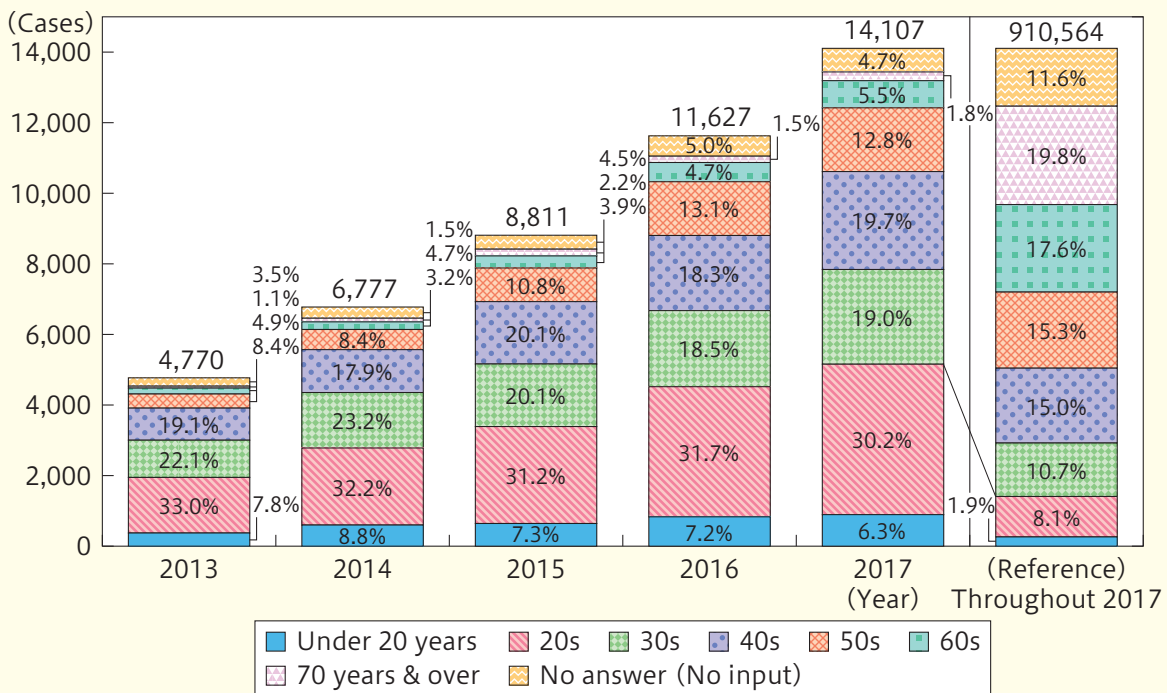


(Note) Consumer affairs consultation information registered with PIO-NET (registration by March 31, 2018).

Consultations regarding SNS increased also in people aged 50 years & over.

- Consultations that have any connection to SNS increased to 14,000 in 2017.
- By age group, the number of consultations from people in their 20s is the highest.
- For the age group below the 20s, there are consultations where consumers are invited by a friend whom the consumers got to know through SNS and are involved in multilevel marketing transactions, etc.
- Meanwhile, compared to 2013, the number of consultations from the 50s, 60s, and 70 years & over age groups is more than 4 times higher, respectively.
- The details of the consultation have a wide range.  
Examples of consultation: “I saw an ad on a social media and bought the product as a trial, but it turned out to be repeated subscription”.

The number of consumer affairs consultations that have any connection to SNS



(Note) 1. Consumer affairs consultation information registered with PIO-NET (registration by March 31, 2018).  
2. The number of consumer affairs consultations in 2017 is shown at the right side of the graph as reference.

Troubles related to virtual currency increased.

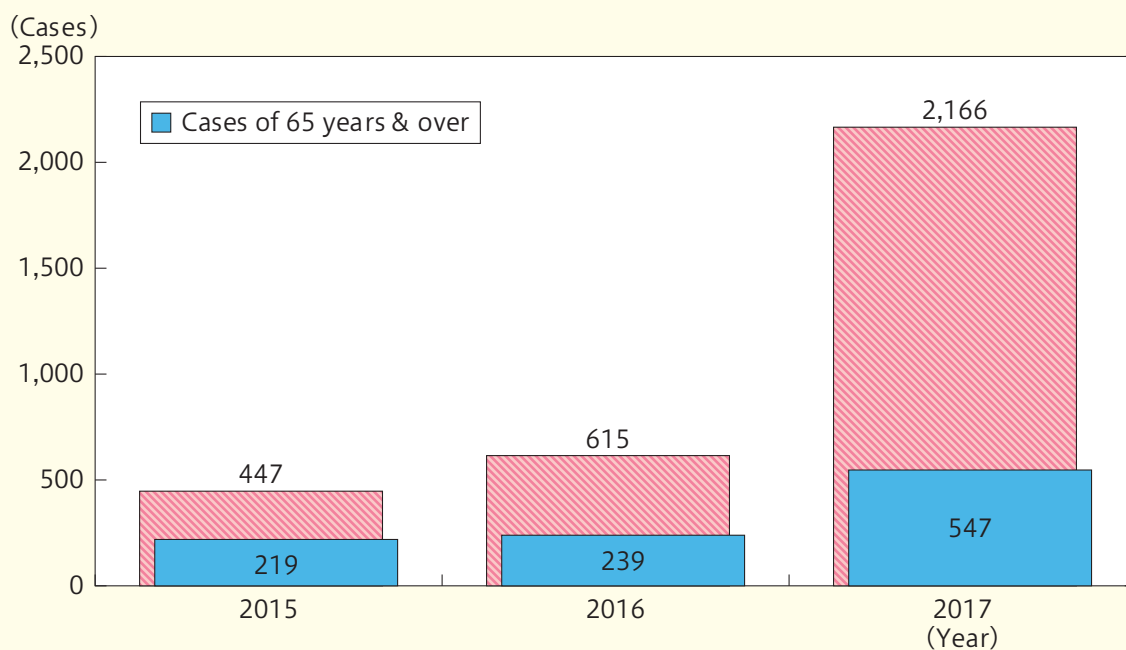
- The number of consultations related to virtual currency in 2017 was 3.5 times than in 2016.
- A typical case is fraud in which investment and moneymaking associated with converting virtual currency is declared.

Examples of consultation: “I bought virtual currency to make a profit from selling it, but it was not bought from me as I had been told it would be during solicitation, and I didn’t get back the money I paid,” etc.

- There are also troubles related to security.

Examples of consultation: “I can’t check my purchasing, selling, and remittance, etc.”  
 “My account was illegally accessed, and my money has been sent to a third party,” etc.

**Figure I-1-4-7** The number of consumer affairs consultations related to “virtual currency”



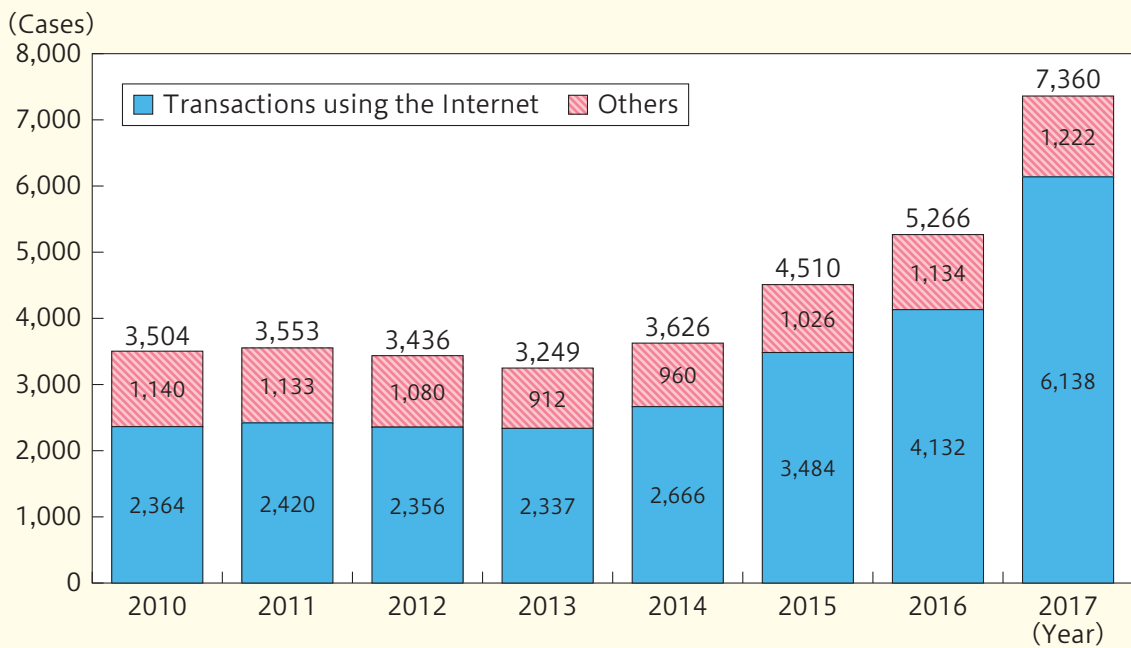
(Note) Consumer affairs consultation information registered with PIO-NET (registration by March 31, 2018).

A rapid increase in consultations related to purchases and sales between individuals through the Internet.

- As more people used services where individuals make transactions with each other on products and services on the Internet, consultations related to purchases and sales between individuals increased rapidly after 2014.
- There are consultations from both consumers of buyers side and consumers of sellers side.

Examples of consultation; Buyer side: “Products were fakes,” “Items did not arrive,” etc.  
 Seller side: “Buyers refused receiving items,” “Purchase prices were not paid”

**Figure I-1-4-8** The number of consumer affairs consultations related to “purchase and sale between individuals”



(Note) Consumer affairs consultation information registered with PIO-NET (registration by March 31, 2018).

# Part 1 Chapter 1 Section 4

## Consumer issues recently attracting attention

Fraudulent schemes that take advantage of “Shukatsu” of elderly people are significant.

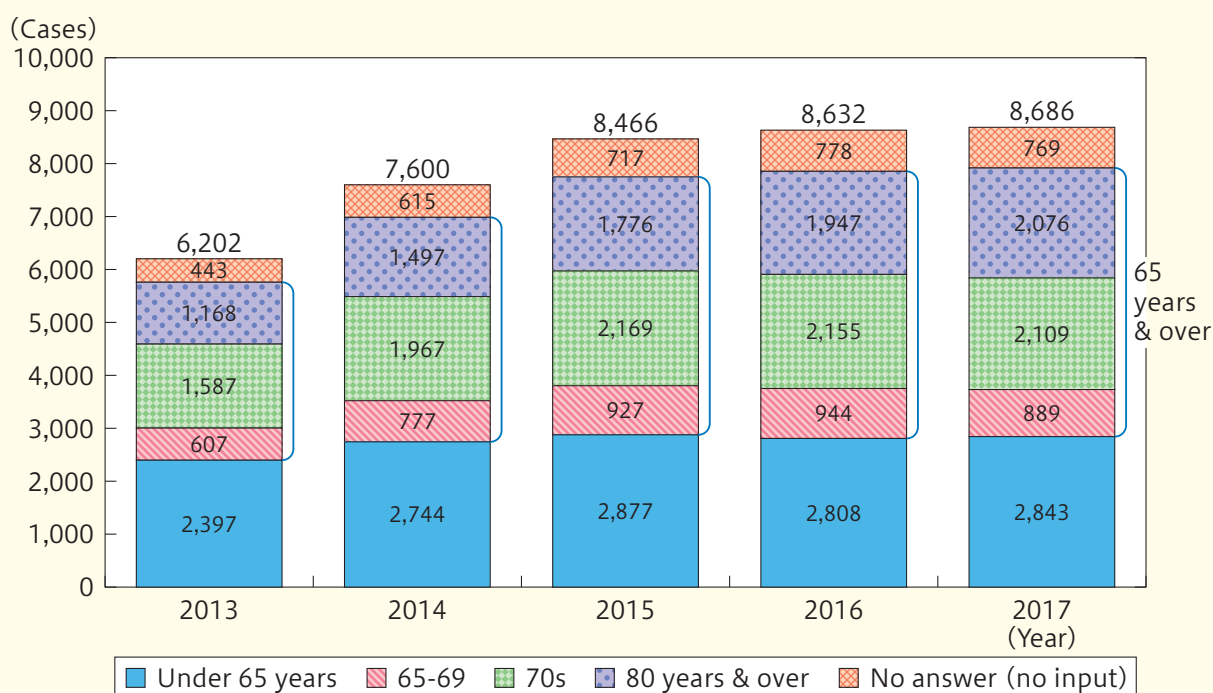
### ① Door-to-door purchase

- Consultations related to so-called door-to-door purchases in which consumers have buyers purchase products from their homes are in the 8000’s annually after 2015.
- In 2017, elderly people aged 65 years & over accounted for about 60%, and about 80% of which is women.

Examples of consultation: “I wanted to sell some things I didn’t need so I called a buyer to my house, but they forcefully demanded that I show them my jewelry and I ended up selling them.”

“I wanted to get back my jewelry that I sold to the buyers that came to my house. So I called them but they said ‘Purchased items are not subject to cooling-off.’ ‘I resold the product.’” etc.

**Figure I-1-4-10** The number of consumer affairs consultations related to “door-to-door purchase”



(Note) 1. Consumer affairs consultation information registered with PIO-NET (registration by March 31, 2018).  
 2. Items that do not fall under the "door-to-door purchase" in the Act on specified Commercial Transactions are also included.



Fraudulent schemes that take advantage of “Shukatsu” of elderly people are significant.

② Secondary damage to the people encountered real estate frauds for selling waste land

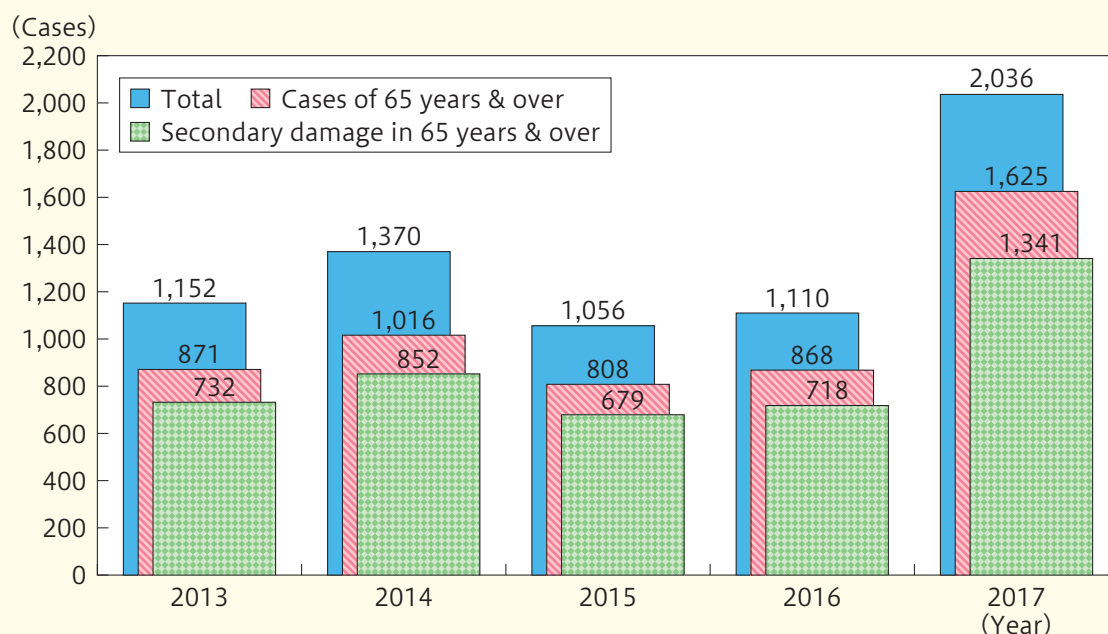
- The number of consultations related to secondary damage where former victims of real estate frauds for selling waste land are solicited by using fraudulent explanations to make new expensive contracts, increased significantly in 2017.
- Total payment made, ¥2.67 billion, and payment made per consultation, ¥1.62 million, were both expensive in 2017.

Examples of consultation : Consultations were asked for such as “I made a contract after a sales person told me that they would buy the land at a high price and I paid several million yen in ‘sales commissions’.”, but the actual contract is for selling waste land, etc. and for purchasing new waste land, etc. that is more expensive than the selling price of the original waste land, so consumers have to pay the difference as a result, etc.

- There are cases where solicitation was received as an additional “secondary damage”.

Examples of consultation : “I was solicited by a company that said “We save people who suffer from what you are suffering. If you contract us, we will get back your money.”, etc.

**Figure I-1-4-12** The number of consumer affairs consultations related to “real estate frauds for selling waste land”



(Note) Consumer affairs consultation information registered with PIO-NET (registration by March 31, 2018).

## Part 1 Chapter 1 Section 5

# Experience of consumer harm and problems / estimated amounts of losses from harm and problems

Losses from harm and problems to consumers amounted to an estimated ¥5.3 trillion.

- Consumers who said they had experienced some kind of consumer harm and problems with products or services purchased in the past year accounted for 9.5%.
- The losses from harm and problems to consumers (total expenditures on products and services associated with consumer harm and problems) in 2017 amounted to an estimated ¥5.3 trillion.
- This amount expresses how much economic losses consumers suffered due to recognized harm and problems, as measured by the value of products/services involved.

**Figure I-1-5-1** The experiences of consumer harm and problems associated with purchased products and services

	FY2013 (January 2014) N = 6,528 people	FY2014 (November 2014) N = 6,449 people	FY2015 (November 2015) N = 6,513 people	FY2016 (November 2016) N = 6,009 people	FY2017 (November 2017) N = 6,255 people
Found product functionality/quality or service quality much poorer than expected	6.1%	7.9%	8.2%	5.9%	7.2%
Found actual products/services markedly different from what had been advertised or represented	2.5%	4.9%	4.8%	3.2%	3.9%
Was charged far more than expected	0.8%	2.4%	2.7%	1.0%	1.2%
Suffered damage from contract/cancellation problems	0.4%	1.4%	1.7%	0.8%	1.2%
Had safety or health problems (e.g., injury, illness)	0.4%	1.1%	1.2%	0.9%	0.8%
Concluded a contract/purchase as a result of an unfaithful sales method or pitch	0.2%	0.3%	0.6%	0.4%	0.7%
Made (or promised) payments to businesses as a result of fraud	0.5%	1.3%	1.8%	0.8%	0.5%
Experienced other consumer harm	0.7%	1.6%	1.8%	0.9%	1.0%
Experienced any of the above	8.0%	10.6%	10.9%	7.7%	9.5%

(Notes) 1. Consumer Affairs Agency, "Basic Survey on Consumer Life". What is shown in parentheses are survey implementation dates.  
2. Answers to the question, "Regarding products and services you have purchased in the past year, have you experienced any of the following in the past year?"

**Figure I-1-5-4** The estimated losses from harm and problems to consumer

	2013	2014	2015	2016	2017
Contract/purchase value	Approx. ¥6.5 tn.	Approx. ¥7.8 tn.	Approx. ¥7.4 tn.	Approx. ¥5.9 tn.	Approx. ¥6.4 tn.
Payment made (including credit granted)*	Approx. ¥6.0 tn.	Approx. ¥6.7 tn.	Approx. ¥6.7 tn.	Approx. ¥5.2 tn.	Approx. ¥5.3 tn.
Payment made	Approx. ¥5.4 tn.	Approx. ¥5.5 tn.	Approx. ¥6.0 tn.	Approx. ¥4.7 tn.	Approx. ¥5.0 tn.

\*Payment made (including credit granted)\* is calculated by adding future payments, such as the amount charged on credit cards, to the payments already made.

(Notes) 1. The number of cases is estimated from the results of the Basic Survey on Consumer Life with respect to the answers to the following question: "Regarding products and services you have purchased in the past year, have you experienced any of the following in the past year?" The options given were (1) Had safety or health problems (e.g., injury, illness); (2) Found product functionality/quality or service quality much poorer than expected; (3) Was charged far more than expected; (4) Found actual products/services markedly different from what had been advertised or represented; (5) Concluded a contract/purchase as a result of an unfaithful sales method or pitch; (6) Suffered damage from contract/cancellation problems; (7) Made (or promised) payments to businesses as a result of fraud; and (8) Experienced other consumer harm  
2. Average amounts are calculated from consumer affairs consultation information for each year (registration by January 31 the next year).  
3. Total expenditures on products and services associated with consumer harm and problems.  
4. The above amounts are estimates made through the following procedure: "the probability of occurrence" of consumer harm and problems was obtained from "Basic Survey on Consumer Life," and then it was multiplied by the average payment per case calculated from consumer affairs consultation information. The estimates also include corrections, such as additions based on the assumption that there are some latent cases experienced by the elderly.  
5. The survey on which these estimates are based relies on consumers' perceptions. It should therefore be noted that the perception of consumer harm and problems varies between respondents and the results may include errors due to such nature of the awareness survey.

## Part 1 Chapter 1 Section 6

### Trends in the change to the consumer-related situation

Major answer was “ignored” for the suspicious mail, etc. on the Internet.

- 62.6% of people have experienced troubles such as billing fraud and receiving suspicious mail on the Internet.
- Over 70% of the people experienced billing fraud and mail has “ignored”.
- On the other hand, there were consumers who followed the instructions or asked the senders, actions that may lead to troubles.

**Figure I-1-6-20** The experiences on the use of the Internet and reactions

(%)

		Ignored	Searched for measures on the Internet	Followed the instructions or asked the senders	Consulted with someone
Received suspicious e-mails that personated celebrities or well-known people	(N=1,012, M.T.=104.7%)	92.1	4.6	0.9	2.1
Received e-mails about billings for paid video websites, etc. that I think I did not use	(N=1,841, M.T.=112.8%)	87.7	14.1	1.2	8.3
Screens urging for billings for paid video websites that I think I did not use appeared while browsing the Internet	(N=1,102, M.T.=110.9%)	85.4	15.0	0.9	6.6
Got contacted by identity thieves or accounts that were taken over (Instructed to purchase prepaid cards, etc.)	(N=584, M.T.=107.4%)	78.4	9.2	2.2	6.5
Warning screens with messages “virus detected from your device,” “update required now,” etc. suddenly appeared while browsing the Internet	(N=1,635, M.T.=111.8%)	75.8	20.7	2.4	9.2

(Notes) 1. Consumer Affairs Agency, “Basic Survey on Consumer Life.” (FY2017).

2. Answers to questions about experiences on the Internet: “How did you respond to items to which you answered “Experienced?” Please select all items that apply. If you have more than one experience about each item, please give your reaction to the experience that gave you the strongest impression.” (multiple answers)

3. “Others” and “No answer” are not included.

## Toward the prevention of children’s accidents

### Section 1 Preventing children’s accidents on a societal level

“Accidents” are in top 4 leading causes of death among children.

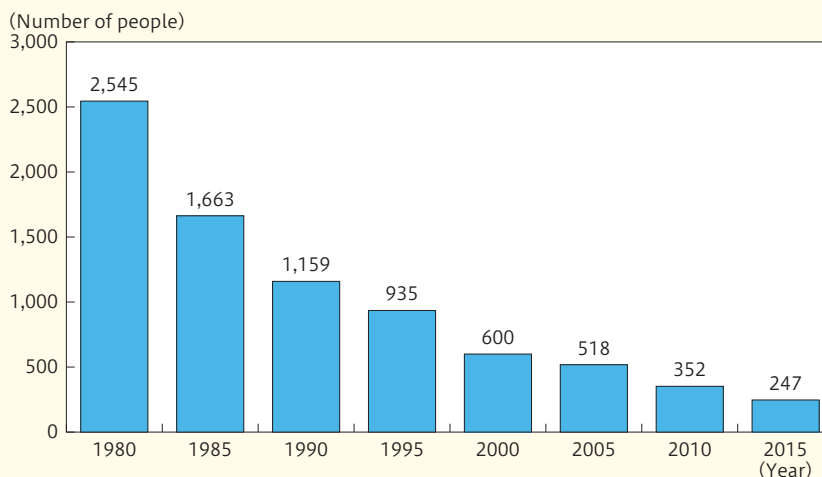
- In 2016, “accidents” took lives of 292 children aged 14 and under.
- The number of children’s death caused by “accidents (excluding transport accidents and exposure to forces of nature)” has significantly reduced in a long term, and it became less than one tenth in the 35 years from 1980 to 2015.

**Figure I-2-1-1 Top 5 leading causes of death among children in 2016**

	1st	2nd	3rd	4th	5th
Age 0 (1,928)	Congenital malformations, deformations, and chromosomal abnormalities (663, 34.4%)	Respiratory disorders, etc. specific to the perinatal period (282, 14.6%)	Sudden infant death syndrome (109, 5.7%)	Accidents (73, 3.8%)	Haemorrhagic disorders, etc. of fetus and newborn (67, 3.5%)
Age 1-4 (690)	Congenital malformations, deformations, and chromosomal abnormalities (150, 21.7%)	Accidents (85, 12.3%)	Malignant neoplasm (59, 8.6%)	Heart diseases (40, 5.8%)	Pneumonia (35, 5.1%)
Age 5-9 (391)	Malignant neoplasm (84, 21.5%)	Accidents (68, 17.4%)	Congenital malformations, deformations, and chromosomal abnormalities (32, 8.2%)	Pneumonia (19, 4.9%)	Heart diseases (16, 4.1%)
Age 10-14 (440)	Malignant neoplasm (95, 21.6%)	Suicide (71, 16.1%)	Accidents (66, 15.0%)	Congenital malformations, deformations, and chromosomal abnormalities (27, 6.1%)	Heart diseases (19, 4.3%)

(Notes) 1. Prepared based on the “The leading causes of death by sex, by age (number of death, death rate (per 100,000 people), percentage (%))” from the “Vital Statistics” (2016), published by the Ministry of Health, Labour and Welfare, Japan  
 2. The causes of death of age 0 are in accordance with “Categories for ranking of causes of death of infant”, and others are in accordance with “Categories for ranking of causes of death”.  
 3. “Heart diseases” stands for heart diseases (excluding hypertensive heart diseases), “Respiratory disorders, etc. specific to the perinatal period” stands for respiratory and cardiovascular disorders specific to the perinatal period, and “Haemorrhagic disorders, etc. of fetus and newborn” stands for haemorrhagic and haematological disorders of fetus and newborn.

**Figure I-2-1-2 The changes in the number of children’s death caused by “accidents (excluding transport accidents and exposure to forces of nature)”**



(Notes) 1. Prepared based on the “Vital Statistics” published by the Ministry of Health, Labour and Welfare, Japan  
 2. “Accidents” (“accidents and adverse effects” in and before 1990), excluding “transport accidents” and “exposure to forces of nature” (“natural disaster” in and before 1990).

## Part 1 Chapter 2 Section 1

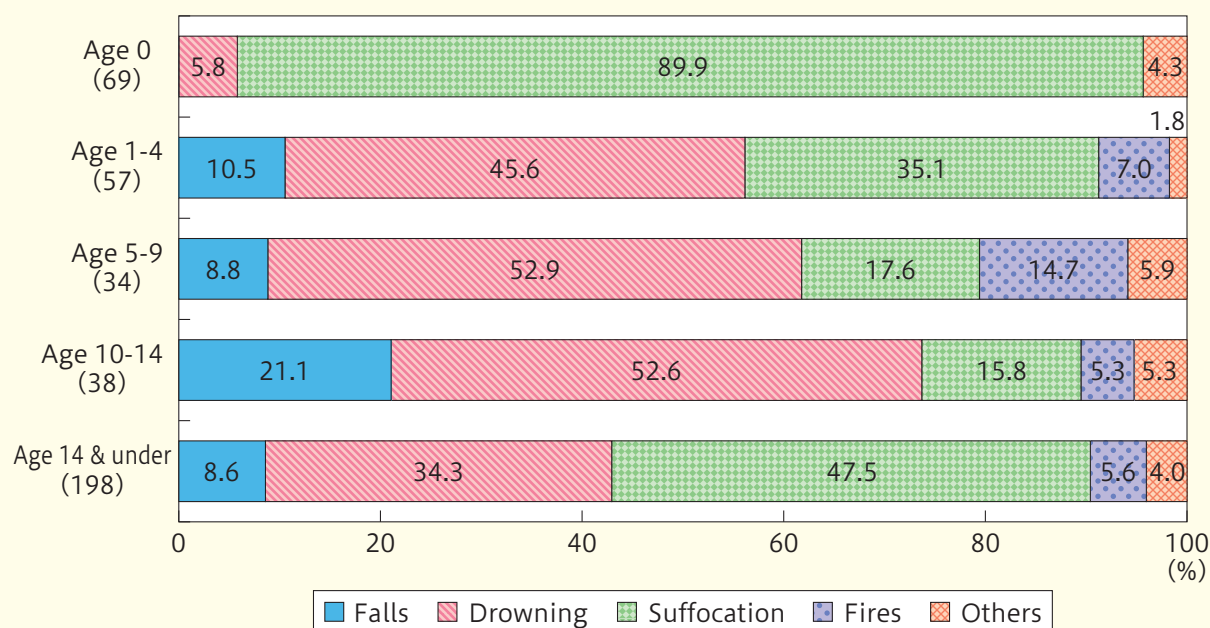
### Preventing children’s accidents on a societal level

Approx. 90% of deaths among age 0 is caused by “suffocation,” and nearly half of deaths among ages 1 & over are caused by “drowning.”

- Looking at the breakdown of the causes of children’s death by “accidents (excluding transport accidents and exposure to forces of nature),” approx. 90% of death among those in the “age 0” group are caused by suffocation.
- “Drowning” caused 45.6% of death among children in the “ages 1 to 4” group, 52.9% among “ages 5 to 9” group, and 52.6% among “ages 10 to 14” group, and it accounts for nearly half of death among children ages 1 & over.

Figure I-2-1-4

The breakdown of causes of children’s death by “accidents (excluding transport accidents and exposure to forces of nature)” by age group (2016)

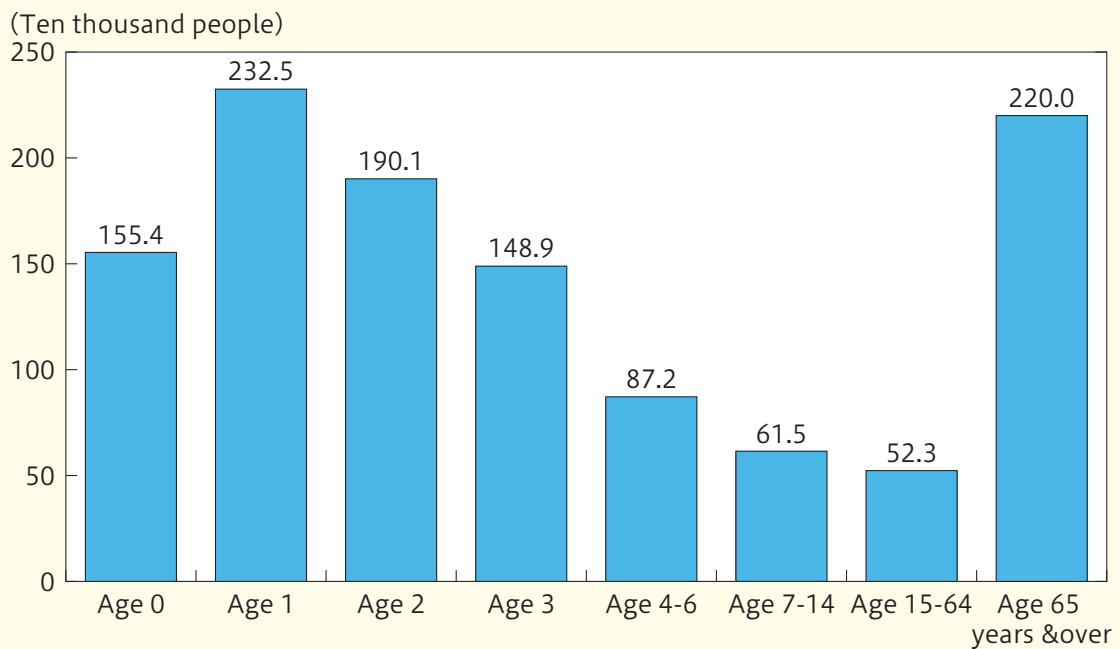


- (Notes) 1. Prepared based on the “Vital Statistics” (2016), published by the Ministry of Health, Labour and Welfare, Japan  
 2. The summarized data excludes “transport accidents” and “exposure to forces of nature.”  
 3. “Drowning” stands for “accidental drowning and submersion,” “suffocation” stands for “other accidental threats to breathing,” and “fires” stand for “exposure to smoke, fire and flames.”  
 4. “Others” include “exposure to inanimate mechanical forces,” “exposure to animate mechanical forces,” “exposure to electric current, radiation and extreme ambient air temperatures and pressure,” “contact with heat and hot substances,” “contact with venomous animals and plants,” “accidental poisoning by and exposure to noxious substances,” “overexertion, travel and privation,” and “accidental exposure to other and unspecified factors.”  
 5. Percentages may not add up to 100% because of rounding.

1-year-olds are transported in an emergency as a result of daily-life accidents the most.

- Within the Tokyo Fire Department’s jurisdiction, children and elderly people make up the major part of the number of patients transported in an emergency as a result of daily-life accidents per population.
- Most notably, the “age 1” group represents the highest number at 232.5 per 10,000 population.

**Figure I-2-2-2** The number of patients transported in an emergency as a result of daily-life accidents per population (within the Tokyo Fire Department’s jurisdiction)

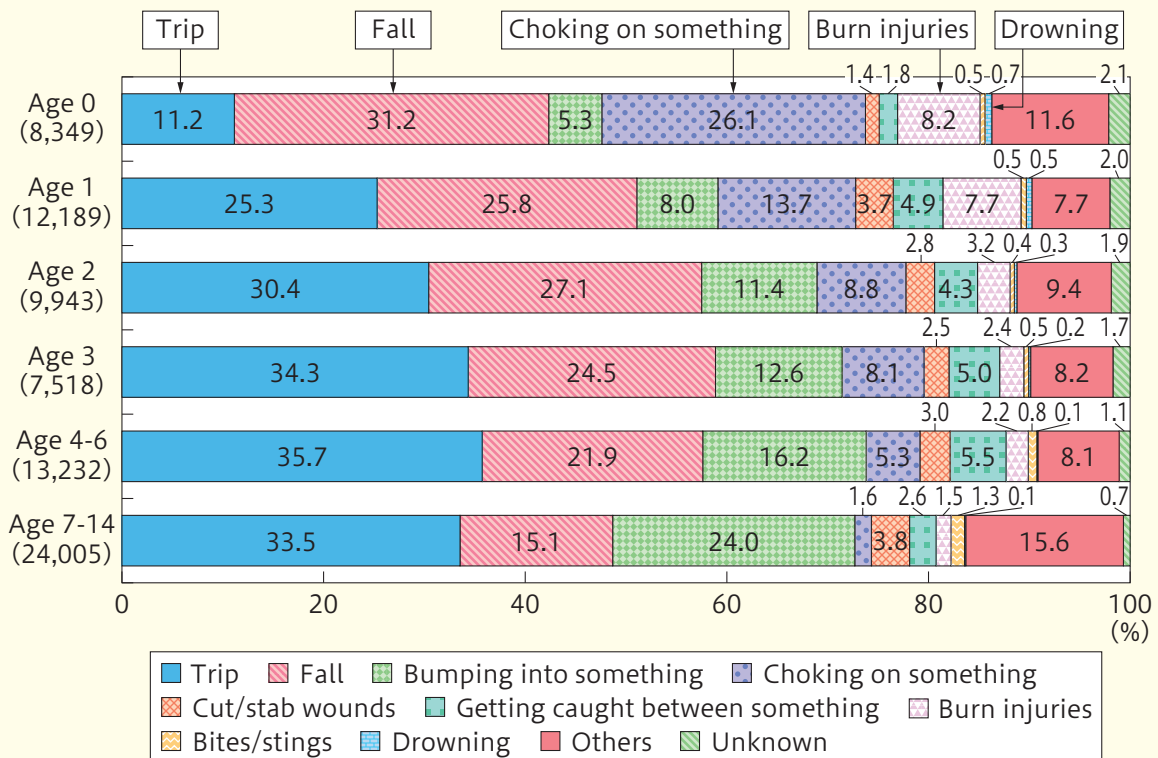


(Notes) 1. Summarized by the Consumer Affairs Agency based on the “Data on emergency patient transport” (2012-2016) held by the Tokyo Fire Department.  
2. The number of patients transported in an emergency per population is calculated using the population of Tokyo (exclude Inagi City and islands areas) stated in the population census (2015) published by the Ministry of Internal Affairs and Communications as the average population from 2012 to 2016.

“Trip” and “fall” account for a large percentage of accident types.

- When the number of patients transported in an emergency resulting from daily-life accidents among children is sorted by the type of accident, “trip” and “fall” account for a large percentage in all ages.
- “Fall” from a bed or person’s hold is the most common cause of accident among those in the “age 0” group (31.2%), and the second common cause is “choking on something,” which accounts for 26.1%.

**Figure I-2-2-4** The share of accidents by type in the number of patients transported in an emergency as a result of daily-life accidents



(Notes) 1. Summarized by the Consumer Affairs Agency based on the “Data on emergency patient transport” (2012-2016) held by Tokyo Fire Department.  
 2. Numbers in parentheses after each age show the number of patients transported in emergency in the 5 years from 2012 to 2016.  
 3. Percentages may not add up to 100% because of rounding.

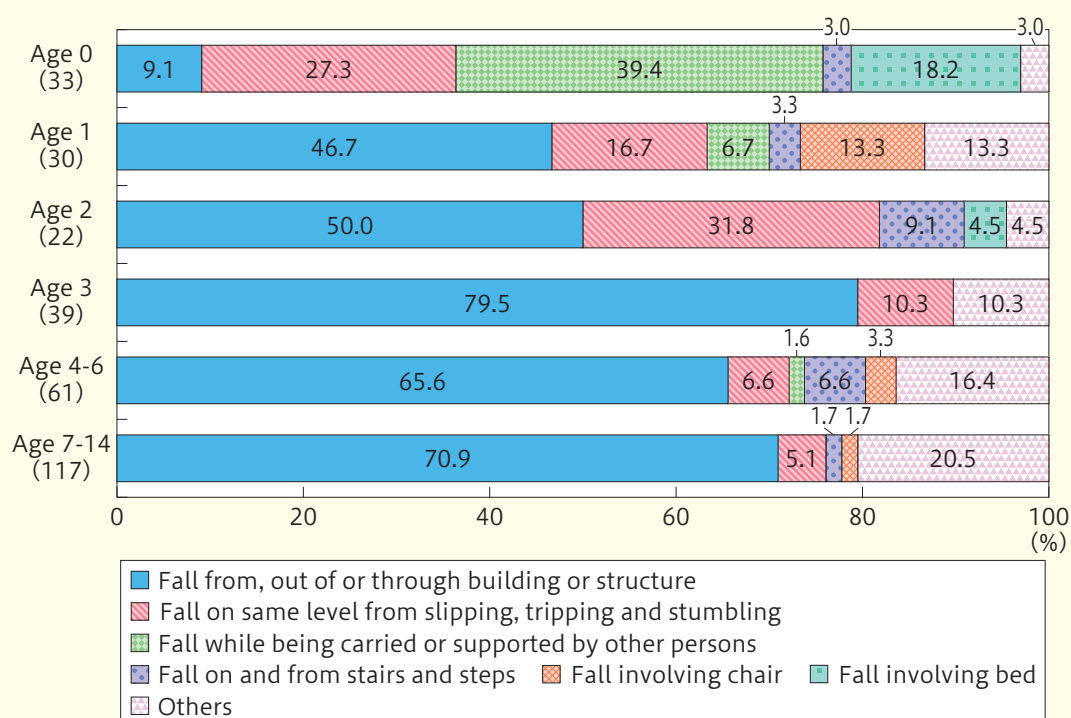
## Part 1 Chapter 2 Section 2 Situation of children's accidents

0-year-olds die from falls while being carried by other persons and from beds, and older children die from falls from buildings.

- Looking at the breakdown for the causes of death related to “fall,” the common causes among those in the “age 0” group are falls while being carried by other persons and falls on the same level from slipping, tripping and stumbling. Falls from beds also accounted for 18.2%.
- More than 60% of accident causes among children aged 3 & over are falls from buildings or structures.



**Figure I-2-2-9** The breakdown of causes of death related to “fall” by age



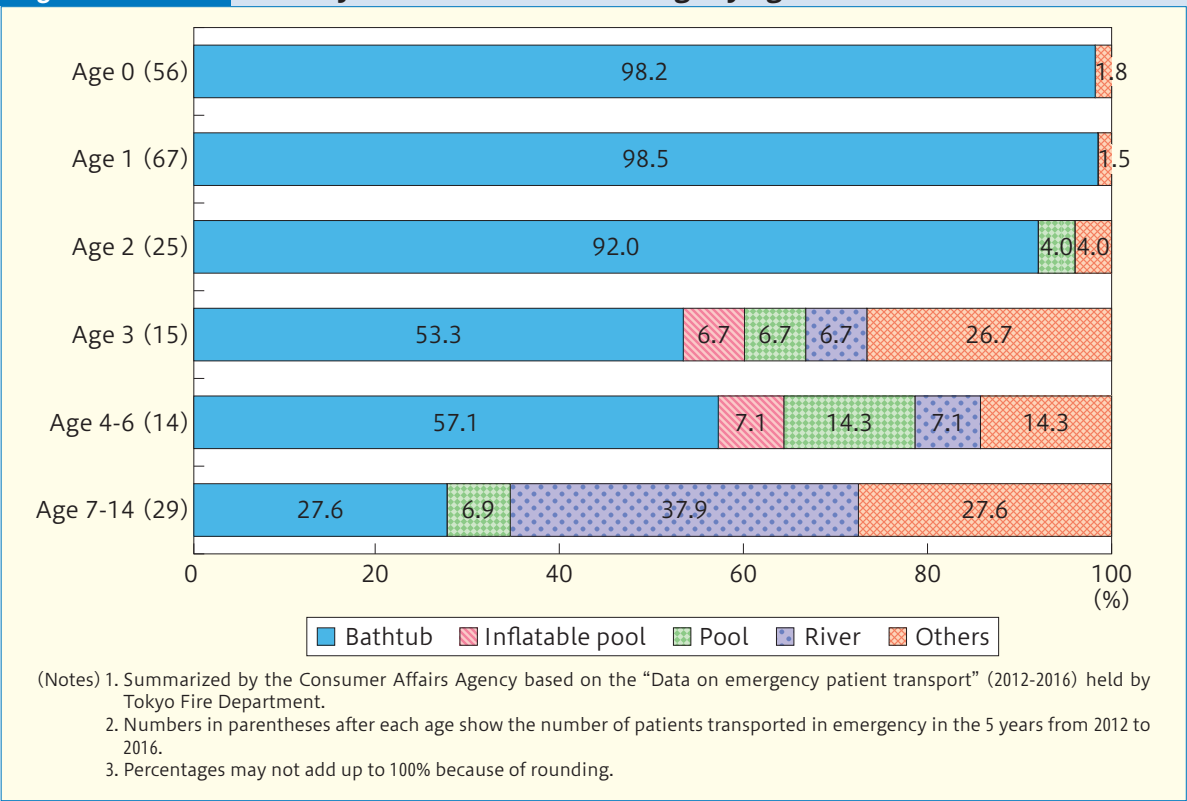
- (Notes) 1. Prepared based on the “Vital Statistics” (2007-2016), published by the Ministry of Health, Labour and Welfare, Japan
2. Numbers in parentheses after each age show the number of deaths in the 10 years from 2007 to 2016.
3. “Others” include “other fall from one level to another;” “fall involving ice-skates, skis, roller-skates or skateboards;” “fall from cliff;” “diving or jumping into water causing injury other than drowning or submersion;” “fall involving playground equipment;” “other fall on same level due to collision with, or pushing by, another person;” and “fall involving other furniture.”
4. The data was re-summarized based on the survey information obtained from the Vital Statistics held by the Ministry of Health, Labour and Welfare, Japan, and it may not match the published numbers.
5. Percentages may not add up to 100% because of rounding.



Many drowning accidents happen in bathtubs.

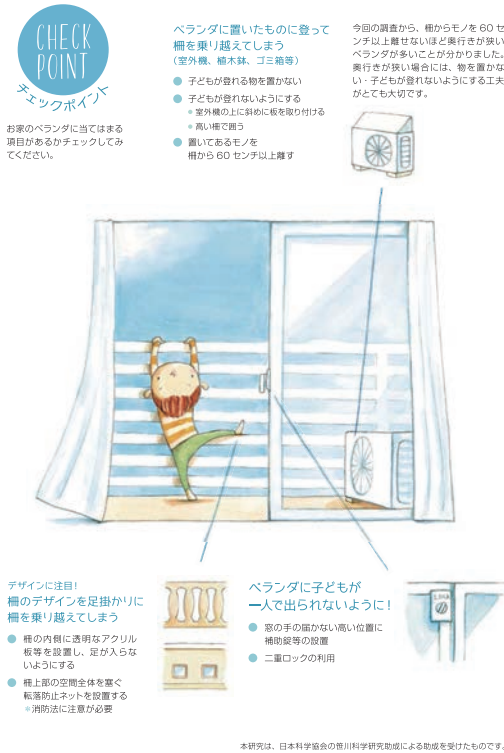
- According to the data on emergency patient transport, more than 90% of “drowning” accidents happen in “bathtubs” among each age group from ages 0 to 2.
- Among children ages 3 & over, the number of accidents at “rivers” increase compared to that of children ages 0 to 2. The number of accidents at “rivers” accounts for 37.9% among the “ages 7 to 14”.

Figure I-2-2-11 The objects related to “drowning” by age



Awareness campaigns on how children's accidents happen

【Figure】 The balcony 1000 Project by Safe Kids Japan (NPO)



【Figure】 Oshiete (Teach me) ! Doctor Project “Children drown without screaming!” (Saku Medical Association, Saku City)



【Figure】 The re-enacted scene of an accidental fall from an adult bed



Falling from the edge of a bed by rolling over.

Injured the head or the body by falling from the bed.

(Note) Photo credit : National Consumer Affairs Center of Japan



[Figure] Accident Prevention Handbook "Protecting Children from Accidents!!"

This booklet provides information about the most common unforeseen accidents among children aged 0 to 6 (pre-school children), the prevention of those accidents, and tips for dealing with the situation in case of an accident.

Some accidents can be prevented if the adults around children pay attention to the children's surroundings and undertake appropriate measures. We hope this booklet helps you to have the correct information to protect children from accidents, so that you can enjoy child-raising and day-to-day life.

The booklet provides information about the most common unforeseen accidents among pre-school children, the prevention of those accidents, and tips for dealing with the situation in case of an accident.



It is available for download on the Consumer Affairs Agency's website.

## Child Development and Common Accidents

As their motor skills develop, children will be able to do a variety of new things. At the same time, this opens up the possibility of a range of accidents. Each arrow indicates the period in which the accident most commonly occurs.

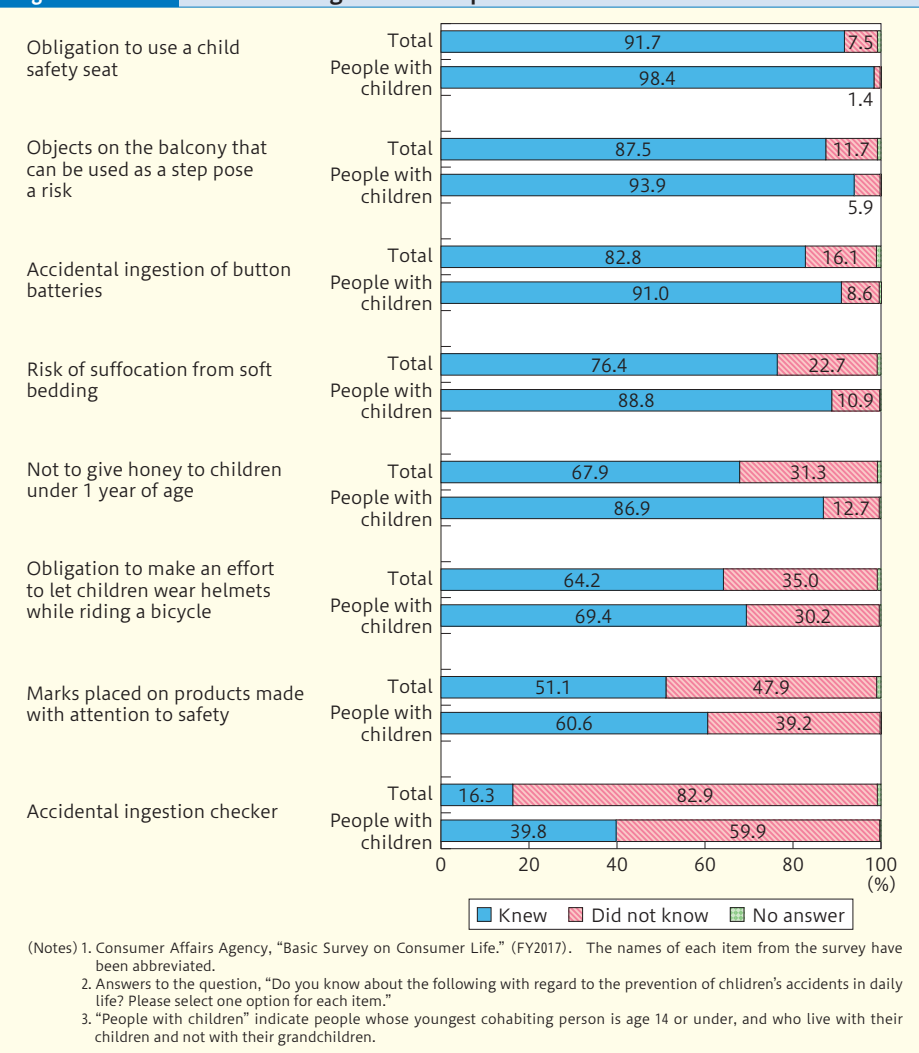
Starting on p.4, we will introduce tips for preventing common accidents. Please take a look at it to prevent accidents.

Developmental milestones	Developmental milestones											Common Accidents										
	Birth	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	1 years	2 years	3 years	4 years	5 years	6 years						
Choking and accidental ingestion	Can hold head up		Kicks legs		Puts things in mouth		Tries to touch what they see		Can sit up		Crawls		Can stand while holding onto something		Can walk without support		Can walk up and down stairs		Can run and climb		Can climb to high places	
	Suffocation during sleep		Baby's face getting buried in soft beddings while sleeping on their stomach		Suffocation from comforters, clothes on the bed, stuffed toys, or bibs		Suffocation caused by cords on curtains or window blinds, etc.		Choking on food while eating		Choking on toys and other small objects		Accidental ingestion of button cell batteries, water-absorbing balls, magnets, etc.		Accidental ingestion of medicines, detergents, cosmetics, etc.		Accidental ingestion of tobacco, alcohol, etc.		Fiddles with switches, etc.		Starts toddler food	
	Getting stuck in the gap between the bed and the wall		Getting squashed by part of a family member's body		Choking from throwing up milk		Accidental ingestion of tobacco, alcohol, etc.		Accidental ingestion of tobacco, alcohol, etc.		Accidental ingestion of tobacco, alcohol, etc.		Accidental ingestion of tobacco, alcohol, etc.		Accidental ingestion of tobacco, alcohol, etc.		Accidental ingestion of tobacco, alcohol, etc.		Accidental ingestion of tobacco, alcohol, etc.			
Water-related accidents	Drowning in the bath when adults are not looking		Drowning in the bath when adults are not looking		Drowning in the bath when adults are not looking		Drowning in the bath when adults are not looking		Drowning in the bath when adults are not looking		Drowning in the bath when adults are not looking		Drowning in the bath when adults are not looking		Drowning in the bath when adults are not looking		Drowning in the bath when adults are not looking		Drowning in the bath when adults are not looking		Drowning in the bath when adults are not looking	
	Accidents in inflatable pools or swimming pools		Accidents in inflatable pools or swimming pools		Accidents in inflatable pools or swimming pools		Accidents in inflatable pools or swimming pools		Accidents in inflatable pools or swimming pools		Accidents in inflatable pools or swimming pools		Accidents in inflatable pools or swimming pools		Accidents in inflatable pools or swimming pools		Accidents in inflatable pools or swimming pools		Accidents in inflatable pools or swimming pools			
Burn-related accidents	Burns caused by tea, soup, instant noodles, etc.		Burns caused by electric kettles, hot water dispensers, or rice cookers		Burns caused by heaters or humidifiers		Burns caused by cooking devices or irons		Burns caused by heaters or humidifiers		Burns caused by cooking devices or irons		Burns caused by heaters or humidifiers		Burns caused by cooking devices or irons		Burns caused by heaters or humidifiers		Burns caused by cooking devices or irons		Burns caused by heaters or humidifiers	
	Playing with fire using lighters, matches, etc.		Playing with fire using lighters, matches, etc.		Playing with fire using lighters, matches, etc.		Playing with fire using lighters, matches, etc.		Playing with fire using lighters, matches, etc.		Playing with fire using lighters, matches, etc.		Playing with fire using lighters, matches, etc.		Playing with fire using lighters, matches, etc.		Playing with fire using lighters, matches, etc.		Playing with fire using lighters, matches, etc.			
Falls	Falls from adult beds		Falls from cribs or changing tables		Falls from chairs or couches		Falls from stairs, tripping on curbs or steps		Falls from stairs, tripping on curbs or steps		Falls from stairs, tripping on curbs or steps		Falls from stairs, tripping on curbs or steps		Falls from stairs, tripping on curbs or steps		Falls from stairs, tripping on curbs or steps		Falls from stairs, tripping on curbs or steps		Falls from stairs, tripping on curbs or steps	
	Falls from balconies, etc.		Falls from balconies, etc.		Falls from balconies, etc.		Falls from balconies, etc.		Falls from balconies, etc.		Falls from balconies, etc.		Falls from balconies, etc.		Falls from balconies, etc.		Falls from balconies, etc.		Falls from balconies, etc.			
	Falls from windows or bay windows		Falls from windows or bay windows		Falls from windows or bay windows		Falls from windows or bay windows		Falls from windows or bay windows		Falls from windows or bay windows		Falls from windows or bay windows		Falls from windows or bay windows		Falls from windows or bay windows					
Accidents related to cars and bicycles	Accidents caused by not using a child safety seat		Accidents caused by not using a child safety seat		Accidents caused by not using a child safety seat		Accidents caused by not using a child safety seat		Accidents caused by not using a child safety seat		Accidents caused by not using a child safety seat		Accidents caused by not using a child safety seat		Accidents caused by not using a child safety seat		Accidents caused by not using a child safety seat		Accidents caused by not using a child safety seat			
	Getting caught between car doors or windows		Getting caught between car doors or windows		Getting caught between car doors or windows		Getting caught between car doors or windows		Getting caught between car doors or windows		Getting caught between car doors or windows		Getting caught between car doors or windows		Getting caught between car doors or windows		Getting caught between car doors or windows					
Cuts, getting caught in things, and other accidents	Heat illness in cars		Heat illness in cars		Heat illness in cars		Heat illness in cars		Heat illness in cars		Heat illness in cars		Heat illness in cars		Heat illness in cars		Heat illness in cars		Heat illness in cars			
	Bicycle falls with a child on board		Bicycle falls with a child on board		Bicycle falls with a child on board		Bicycle falls with a child on board		Bicycle falls with a child on board		Bicycle falls with a child on board		Bicycle falls with a child on board		Bicycle falls with a child on board		Bicycle falls with a child on board					
	Accidents on the roads, etc.		Accidents on the roads, etc.		Accidents on the roads, etc.		Accidents on the roads, etc.		Accidents on the roads, etc.		Accidents on the roads, etc.		Accidents on the roads, etc.		Accidents on the roads, etc.		Accidents on the roads, etc.					
Cuts, getting caught in things, and other accidents	Injuries due to bumping into tables and other furniture		Injuries due to bumping into tables and other furniture		Injuries due to bumping into tables and other furniture		Injuries due to bumping into tables and other furniture		Injuries due to bumping into tables and other furniture		Injuries due to bumping into tables and other furniture		Injuries due to bumping into tables and other furniture		Injuries due to bumping into tables and other furniture		Injuries due to bumping into tables and other furniture					
	Knife injuries in the kitchen		Knife injuries in the kitchen		Knife injuries in the kitchen		Knife injuries in the kitchen		Knife injuries in the kitchen		Knife injuries in the kitchen		Knife injuries in the kitchen		Knife injuries in the kitchen		Knife injuries in the kitchen					
	Injuries with sharp objects/the nose or ears		Injuries with sharp objects/the nose or ears		Injuries with sharp objects/the nose or ears		Injuries with sharp objects/the nose or ears		Injuries with sharp objects/the nose or ears		Injuries with sharp objects/the nose or ears		Injuries with sharp objects/the nose or ears		Injuries with sharp objects/the nose or ears		Injuries with sharp objects/the nose or ears					
Cuts, getting caught in things, and other accidents	Putting small objects into		Putting small objects into		Putting small objects into		Putting small objects into		Putting small objects into		Putting small objects into		Putting small objects into		Putting small objects into		Putting small objects into					
	toys such as razors, box cutters, or scissors		toys such as razors, box cutters, or scissors		toys such as razors, box cutters, or scissors		toys such as razors, box cutters, or scissors		toys such as razors, box cutters, or scissors		toys such as razors, box cutters, or scissors		toys such as razors, box cutters, or scissors		toys such as razors, box cutters, or scissors		toys such as razors, box cutters, or scissors					
	Hands or fingers caught in doors or windows		Hands or fingers caught in doors or windows		Hands or fingers caught in doors or windows		Hands or fingers caught in doors or windows		Hands or fingers caught in doors or windows		Hands or fingers caught in doors or windows		Hands or fingers caught in doors or windows		Hands or fingers caught in doors or windows		Hands or fingers caught in doors or windows					
Cuts, getting caught in things, and other accidents	Getting trapped underneath fallen dressers or other furniture		Getting trapped underneath fallen dressers or other furniture		Getting trapped underneath fallen dressers or other furniture		Getting trapped underneath fallen dressers or other furniture		Getting trapped underneath fallen dressers or other furniture		Getting trapped underneath fallen dressers or other furniture		Getting trapped underneath fallen dressers or other furniture		Getting trapped underneath fallen dressers or other furniture		Getting trapped underneath fallen dressers or other furniture					
	Throat injuries caused by toothbrushes, etc.		Throat injuries caused by toothbrushes, etc.		Throat injuries caused by toothbrushes, etc.		Throat injuries caused by toothbrushes, etc.		Throat injuries caused by toothbrushes, etc.		Throat injuries caused by toothbrushes, etc.		Throat injuries caused by toothbrushes, etc.		Throat injuries caused by toothbrushes, etc.		Throat injuries caused by toothbrushes, etc.					
	Accidents involving elevators and escalators		Accidents involving elevators and escalators		Accidents involving elevators and escalators		Accidents involving elevators and escalators		Accidents involving elevators and escalators		Accidents involving elevators and escalators		Accidents involving elevators and escalators		Accidents involving elevators and escalators		Accidents involving elevators and escalators					
Cuts, getting caught in things, and other accidents	Getting caught in mechanical multistory car parking		Getting caught in mechanical multistory car parking		Getting caught in mechanical multistory car parking		Getting caught in mechanical multistory car parking		Getting caught in mechanical multistory car parking		Getting caught in mechanical multistory car parking		Getting caught in mechanical multistory car parking		Getting caught in mechanical multistory car parking		Getting caught in mechanical multistory car parking					
	Accidents involving front-loading washing machines		Accidents involving front-loading washing machines		Accidents involving front-loading washing machines		Accidents involving front-loading washing machines		Accidents involving front-loading washing machines		Accidents involving front-loading washing machines		Accidents involving front-loading washing machines		Accidents involving front-loading washing machines		Accidents involving front-loading washing machines					

People who raise their children have more knowledge about the prevention of children’s accidents.

- Among the people surveyed, recognition of the obligation to use a child safety seat is 90%.
- People who have children have a higher recognition in all categories compared to the total.
- There are large gaps in recognition between people who have children compared to the total with regard to the fact that people must not let children aged 1 year and younger eat honey, and about the device called an accidental ingestion checker. On the other hand, more than 10 percent of people who have children said they didn’t even know about the former, and approx. 60 percent of them didn’t know about the latter.

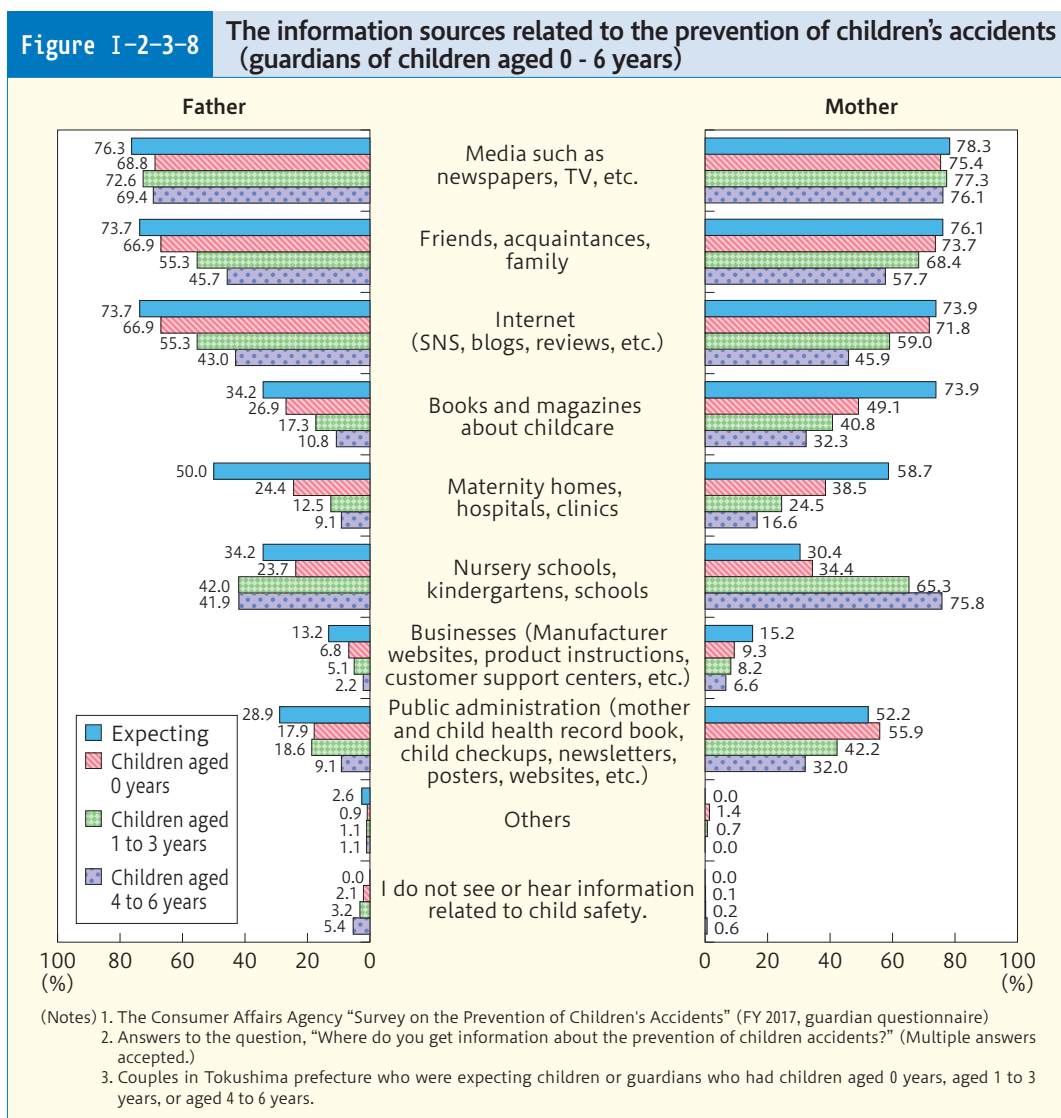
Figure I-2-3-1 The knowledge about the prevention of children’s accidents



Compared to fathers, mothers have more information from nursery schools, kindergartens, schools, and public administration with regard to the prevention of children’s accidents.

- We asked parents of children aged 0 to 6 years about information sources related to the prevention of children’s accidents. In total, a high percentage of answers stated “media such as newspapers, TV, etc.”
- Fathers have less opportunities to receive information from nursery schools, kindergartens, schools, and public administration, compared to mothers.
- In total, mothers have higher recognition related to the prevention of children’s accidents, compared to fathers.

【According to the survey results in Tokushima prefecture】





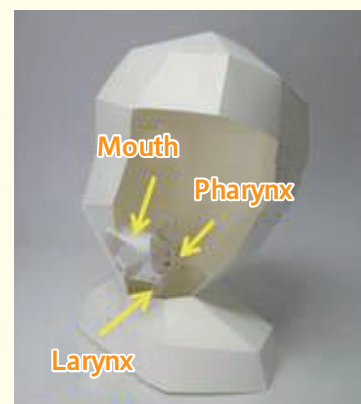
The mechanism for airway obstruction has been revealed by the survey on accidents of infants.

- The Consumer Safety Investigation Commission of Consumer Affairs Agency, Government of Japan, conducted a scientific and objective survey focused on children's physical features and behavioral characteristics.
- Examples of findings from the survey
  - “Accidents of airway obstruction by choking on toys in infants” (The report released in November 2017)
    - Infants have physical features such as a size of pharynx, etc. which is smaller than the maximum opening size of mouth.
    - With toys where it seems unlikely that suffocation would occur owing to its size or shape, choking might occur if the toy is mixed with sticky liquid like saliva. etc.

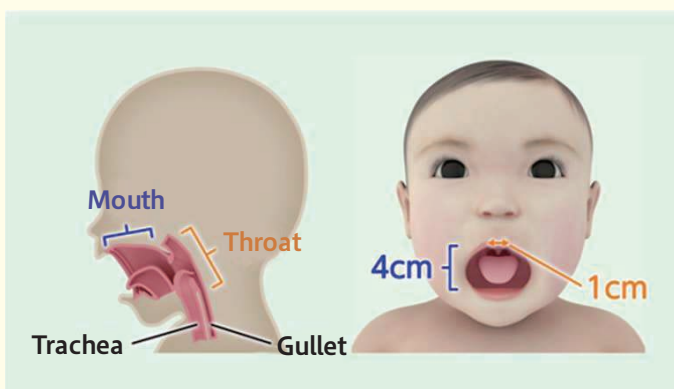
Figure II-1-2-6 Education materials (videos and models)



(a) Title of the video



(c) Model head



(b) The size of infant's mouth and throat (Frame from educational video)



(d) Parts representing the mouth, throat, and voice box

Strengthen regulations in the Consumer Product Safety Act.

- Following the occurrence of children’s accidents, more restricted items have been added and the operation has been revised on the basis of the Consumer Product Safety Act.

- Example
- Following the frequent accidents involving children playing with fire using disposal lighters, lighters were added to the restricted item list in 2010. (Full enforcement in September 2011)
  - Following falling accidents in baby beds that occurred when the baby turned over or grasped the fence to stand, etc., safety standards operation has been revised and precautions for use have been added which state that labelling is obligatory (Implemented in April 2014).
    - It has been indicated to the effect that it is dangerous not to put the front gate back up after use, and an approximate time babies can pull to stand (around 5 months old & over) has been stated.
    - Images have been attached in order to make the users understand easily. etc.

Figure I-2-4-9 Mark labelling showing safety-conscious products



Mark		Applicable products	Overview	
Statutory	PSC Mark			
	Special Specified Products		Baby beds	This obligatory mark is given to products in accordance with the Consumer Product Safety Act regulations. Applicable products cannot be sold unless they have a PSC Mark, which signifies conformance with safety standards set by the Japanese government. It requires self-verification by manufacturers or importers to determine conformance to national safety standards. Special Specified Products require additional third-party inspection.
			Portable laser application devices	
			Hot water circulators for baths	
			Lighters	
	Specified Products		Climbing ropes	
			Autoclaves and pressure cookers for household use	
			Riding helmets	
			Oil water heaters	
			Oil bath boilers	
Oil heaters				

Figure I-2-4-3 The precautions for using baby beds (figure / examples)



Secure product safety by the establishment of JIS standards, etc.

- By having the business operators manufacture products conforming to the standards that stipulate the product quality, performance and safety, etc., consumers can purchase products with a certain level of safety.
- Among the voluntary standards, the JIS is the national standards enacted on the basis of the Industrial Standardization Act.
- Following children’s accidents, the new JIS standards have been established.

Example (The drawstrings of children’s clothing)

Since there were many near incidents in which the drawstrings of children’s clothing got entangled on items such as playground equipment, etc., JISL4129 was established in December 2015.

Figure I-2-4-9 Mark labelling showing safety-conscious products


	Mark	Applicable products	Overview
Voluntary	JIS Mark	Everyday items, electrical appliances, furniture, building materials, etc.	Products that conform to the Japanese Industrial Standards (JIS) can display this mark. Businesses, etc. who manufacture products that meet the JIS can display the JIS Mark on their products, etc. after receiving certification from an accredited certification body.
			

Figure I-2-4-4 JIS L4129 (concrete examples)

ひもの要求事項 (具体的事例)

★頭部及びけい部の範囲：

年少の子供用衣料：

ひもが付いた衣料をデザイン、製造又は供給してはならない。

年長の子供用衣料：

引きひもは自由端があってはならない。衣料の開口部が最大の場合、突き出たループがあってはならない。ループの円周は150mmを超えてはならない (図1参照)。

年少及び年長の子供用衣料：

ホルターネックひもは、頭部及びけい部の範囲に自由端がないようにしなければならない (図2参照)。

★背面の範囲：

年少及び年長の子供用衣料：

衣料の後部から出す又は後部で結ぶ引きひも、装着ひも及び装飾ひもがあってはならない (図3参照)。

○印：許容できる事例      ×印：許容できない事例

図1

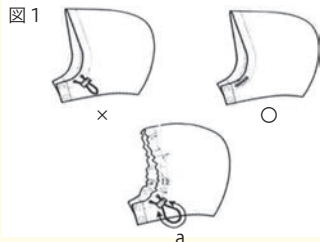


図2

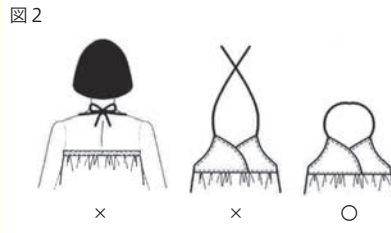


図3






(出典) 経済産業省「子ども用衣料 (ひもの安全基準) のJIS案を公表します。～子ども服メーカー・消費者等、関係者へのJIS普及・周知に向けて～」(2014年6月24日公表)



Efforts of the business associations such as the establishment of own voluntary standards and mark labelling.

- The business associations, etc. have their own voluntary standards related to product safety. Business operators can indicate with a mark which products conform to the standards.
- Efforts are also being made to widely convey children safety-conscious products to society and to have consumers choose those safe products.  
 Example The “Kids Design Award” by Kids Design Association (NPO)

Figure I-2-4-9 Mark labelling showing safety-conscious products

	Mark	Applicable products	Overview
Voluntary	S-mark 	Products applicable under the Electrical Appliances and Material Safety Act (Act No. 234, 1961) and other electrical and electronic products	Through the private-sector third-party certification system (the S-mark certification scheme) that supplements the Electrical Appliances and Material Safety Act, this mark is displayed on products that conform to S-mark certification standards. S-mark certification bodies inspect the conformance of products subject to Electrical Appliances and Material Safety Act regulations to the Act’s Technical Standards, and of products outside the regulations of the Act to standards (e.g.: the JIS) decided upon or approved by S-mark certification bodies. The Steering Council of Safety Certification for Electrical and Electronic Appliances and Parts of Japan (SCEA) makes recommendations to S-mark certification bodies regarding fair and equal operations and promulgation, etc.
	ST Mark 	Toys for children age 14 and under (some products not applicable)	This mark indicates that a product conforms to the Toy Safety Standard (ST Standard) established by the Japan Toy Association. It is displayed on products that have passed an ST Standard conformance inspection by third-party inspective bodies. Moreover, toys with an ST mark show the appropriate ages for a product. In order to prepare for accidents caused by a defect of toys bearing ST Mark, ST Mark licensees are obliged to join liability mutual aid project run by the association.
Other	Kids Design Mark 	Unlimited	This mark is for designs whose use has been approved by winning the Kids Design Award organized by the Kids Design Association.

Recall information has been consolidated and released to the public.

- In the Consumer Affairs Agency’s “Recall Information Site”, useful information for consumers was collected from the recall information reported by the administrative body of various government ministries and local agencies and voluntary recall information of business operators, and it was consolidated and released to the public.
- Activities to recall products using the “Recall Information Site” are being carried out.

Example [A collecting project for recalled baby products (Consumer Administration net Chiba )]

Bulletin boards and lists of recall products were installed in places where children and parents gather.

There were cases where a survey was carried out asking whether there are recall products at home and it led to start recall procedures.

(Received METI Best Contributors to Product Safety Award in 2017)

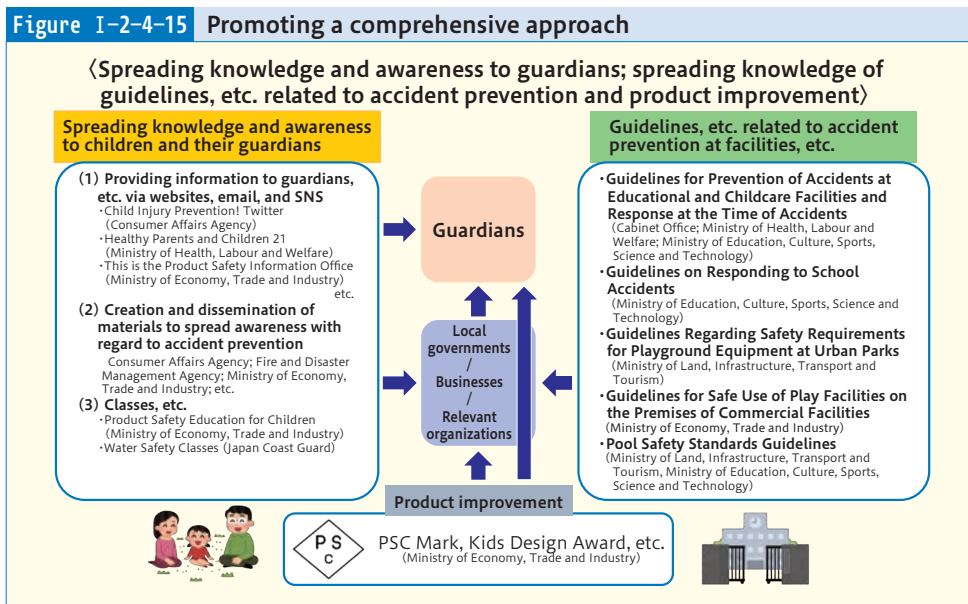
Figure I-2-4-10 The Consumer Affairs Agency's “Recall Information Site”



- A special feature has been made to introduce children products.
- In the email service for “Recall Information for children,” information on items for children and missing indications related to allergic substances in food were collected from the newly registered information on the Recall Information Site and were distributed.

## Establishing “Child Accident Prevention Week” and Intensive PR with related ministries and agencies’ collaboration.

- From FY2016, the government established the “the Liaison Conference of the Relevant Ministries and Agencies on the prevention of children’s accidents” to share current implementation statuses and to promote collaboration among relevant ministries and agencies.
- Particularly, as a way to strengthen cooperation on the public relations, the “Child Accident Prevention Week” was established in FY2017. Promotion was implemented intensively with a common theme.



“Project for Child Injury Prevention”  
Poster featuring the symbolic character, “ABUNAIKAMO”

In May 2018, relevant ministries and agencies collaborated to conduct intensive PR with a theme of “Water accidents” and “Accidents involving bicycles with a child seat”

Proactive information transmission by the Consumer Affairs Agency.

- The information for raising awareness for the prevention of consumer accidents and information on recalls are provided via the Consumer Affairs Agency website and the press release and also distributed in line with the official Twitter and Facebook of the Consumer Affairs Agency.
- “Consumer Affairs Agency, Child Injury Prevention! Twitter” started in April 2017. Also, the Prime Minister’s official LINE is used according to the content of raising awareness.
- Raising awareness by international joint campaigns as well as providing information is carried out.

Figure II-1-2-1 The methods for raising awareness and providing information



Figure II-1-2-2 Promptly provide information that attracts great interest

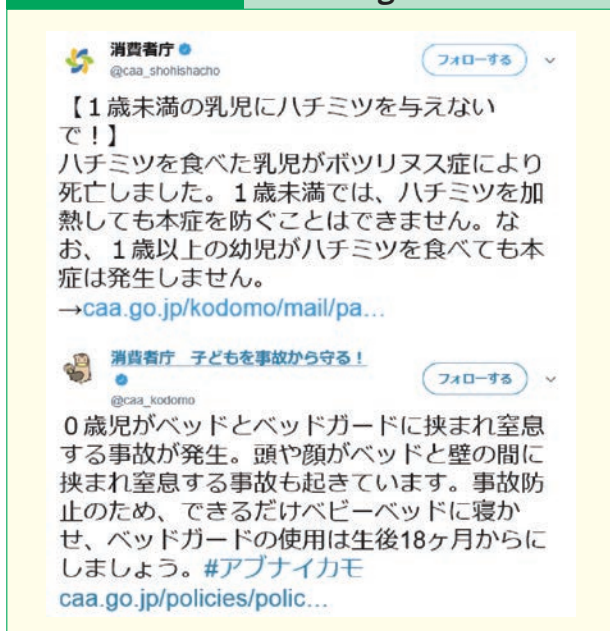


Figure II-1-6-10 Raising awareness for preventing furniture tipping



## Requirements for all relevant parties for the prevention of children's accidents.

(For the national and local administrative bodies)

- Regulations through laws, etc. and measures to business operators, etc.
- Collecting information on accidents, enhancement and reinforcement of the survey of the cause
- Timely provision of information to people involved in raising their children
  - ◆ Provide information according to the children's age in month or age, using information technology
  - ◆ Raise awareness for not only mothers but also fathers, grandparents and local people

**[For the business operators / business associations]**

- Establishment of voluntary standards through the business operators and the business associations aiming to secure safety
- Development and provision of safer products / services

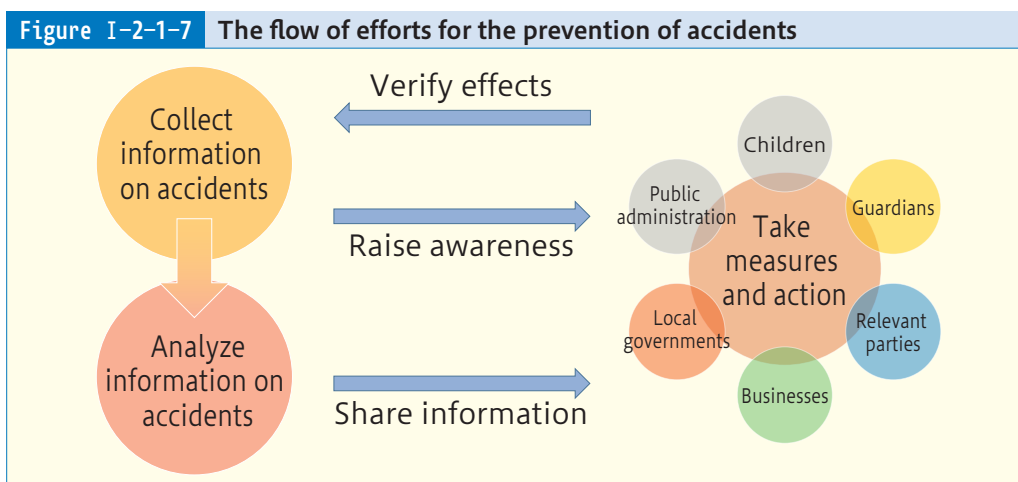
\* The first principle in the "Charter of Corporate Behavior," Japan Business Federation  
"Develop and provide socially beneficial and safe products and services through innovation, and strive for sustainable economic growth and resolution of social issues"

**[For adults around children]**

- Acquire the correct knowledge and take action toward the prevention of children's accidents
  - ◆ Potential accidents by age (years, months)
  - ◆ Appropriate actions to prevent accidents
  - ◆ First aid and consultation method after the accident, etc.

**[A wide range of collaboration]**

- The collaboration of a wide range of related parties, such as the local community, etc. is necessary to prevent accidents.
- Gaining cooperation from medical professionals, experts, private organizations and others is also expected.





Comprehensive efforts to prevent accidents in community and society.

◆ Efforts to make a safe city throughout the whole community

<Kameoka City, Kyoto prefecture>

- Attained international certifications related to making a safe city and school, “Safe Community (SC)” and “International Safe School (ISS)”.
- 9 nursery schools in the city collaborated with the community (city, residents’ association, and local citizens, etc.) making effort to keep their children safe.
- By having nurses, etc. register child injuries to the City’s unique electronic registration system, the “Child injury prevention system,” nursery teachers, etc. can easily grasp the tendencies of the injuries.
- Programs such as “Improving the environment” of commuting roads, etc. and “Safety and secure education” for guardians and children are implemented.
- As a result of these efforts, child injuries from falls tend to decrease.  
Also, there was an improvement in safety awareness of the children themselves as a result.

【Figure】 Efforts by Kameoka City



◆ Comprehensive approach from verification to implementation of measures

<The Tokyo Metropolitan Comprehensive Consumer Center>

- Every year, consumers, business operators, academics and experts, etc. investigate the safety of selected products and services as the theme, and make proposals, compile awareness raisings to consumers, etc.
- The latest themes for children’s accidents are: “handrails to prevent falls from balconies” (FY2017) “toothbrushes” (FY2016), and “button batteries, etc.” (FY2015).
- For example, with regard to button batteries, etc., after the proposal the establishment of voluntary guidelines by business associations, the introduction of the package for preventing accidental ingestion, the revision of JIS standards and more, were carried out.

【Figure】 A poster about introducing a package for preventing accidental ingestion



## Part 2 Implementation of consumer policy

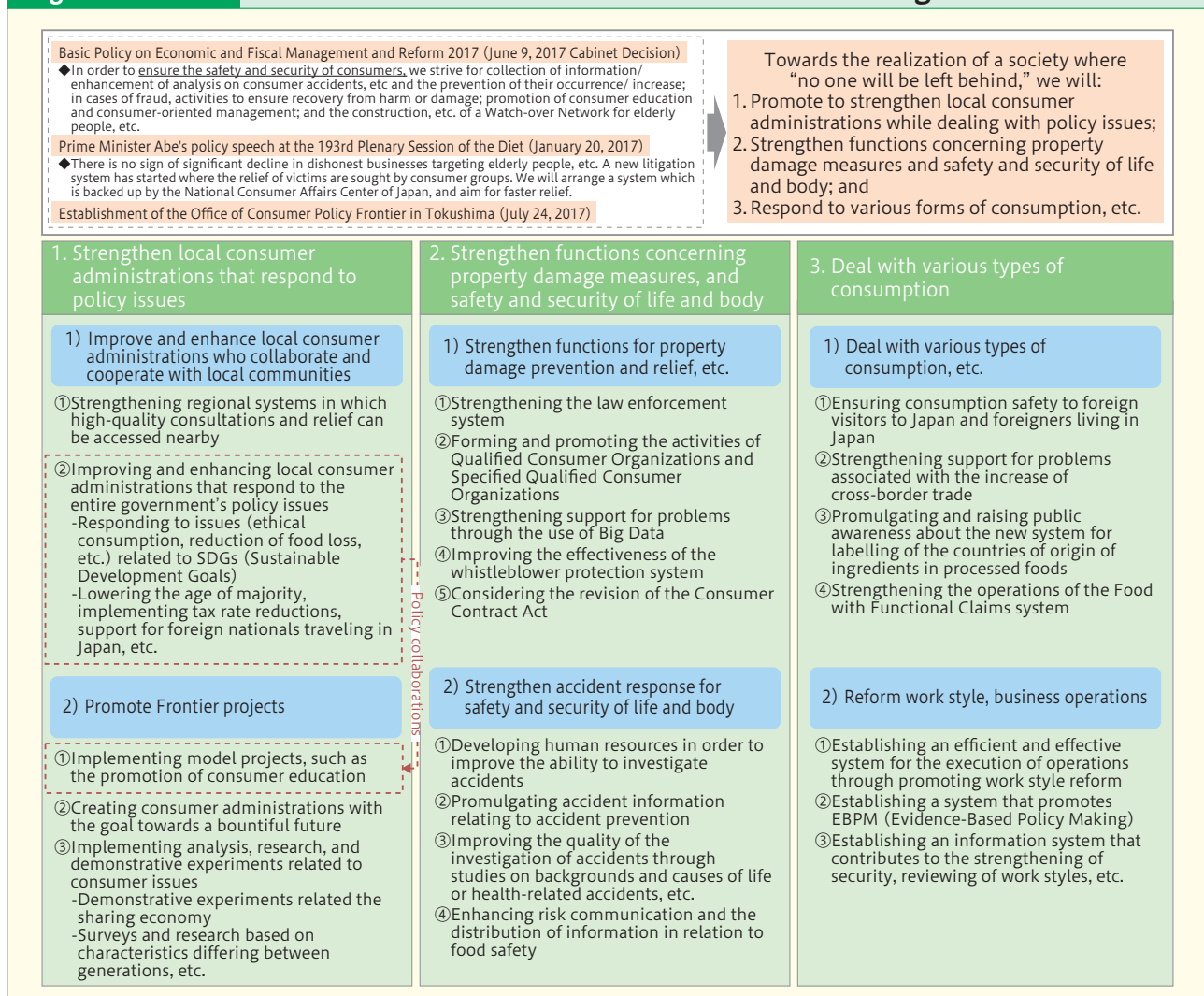
### Chapter 1 Major consumer policy at the Consumer Affairs Agency

#### Section 1 Strategies to secure safety and to remove anxiety in consumers' life

Towards ensuring “safe and secure living” for every consumer.

- Based on the “Schedule of the Basic Plan for Consumers,” the Consumer Affairs Agency settled the “Measures for Safe & Secure Consumer Living 2017.”
- Towards the realization of a society where “no one will be left behind,” we will
  - ① Promote to strengthen local consumer administration while dealing with policy issues,
  - ② Strengthen functions concerning property damage measures and safety and security of life and body, and
  - ③ Respond to various forms of consumption, etc.

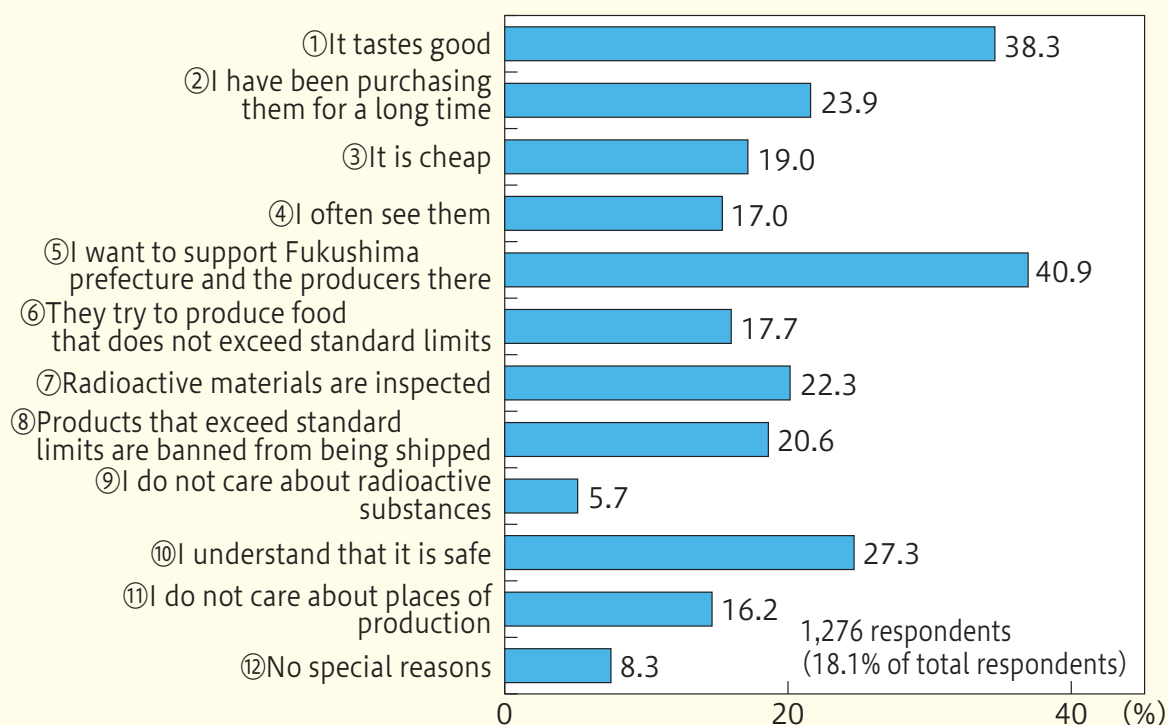
Figure II-1-1-2 The Measures for Safe & Secure Consumer Living 2017



## People who hesitate to purchase food products produced in Fukushima prefecture were at a minimum ever.

- People who hesitate to purchase food products produced in Fukushima prefecture owing to radioactive materials, were at its lowest of 12.7%.  
On a downward trend after the 4th survey (August 2014).  
[The 11th Consumer Awareness Survey on the Negative Impact of Unfounded Rumors]
- With regard to the reason for purchasing food products produced in Fukushima prefecture, “I want to support Fukushima prefecture and its producers.” was the most common answer accounted for 40.9% (7.4% of total respondents) for the reason.  
[Online Survey on the Awareness Related to Safety with the Theme of Radioactive Materials]

### The reasons for purchasing food products produced in Fukushima prefecture



(Notes) 1. The Consumer Affairs Agency “Online Survey on the Awareness Related to Safety with the Theme of Radioactive Materials” (FY2017).

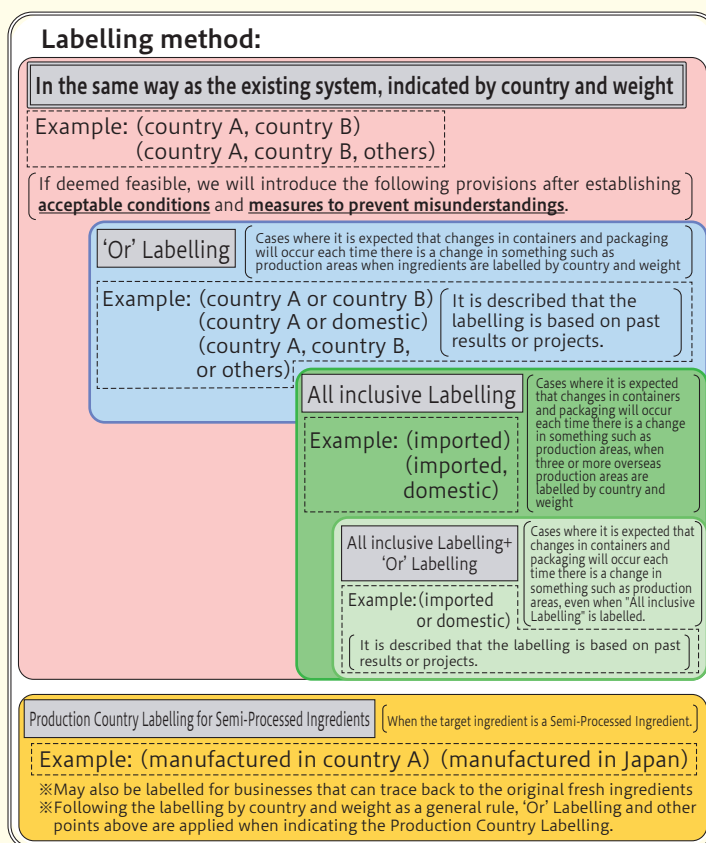
2. Answers to the question: “To those who buy food that is produced in Fukushima prefecture: Why do you buy food produced in Fukushima prefecture? Please select options that apply to you.” (multiple answers are accepted)



## New system for labelling of the countries of origin of ingredients in processed foods.

- In September 2017, the new system for labelling of the countries of origin of ingredients in processed foods was introduced.
- New system features:
  - ① For every processed food, label the origin of the ingredient that has the highest percentage of weight
  - ② When certain conditions are met, “ ‘Or’ Labelling” and “All inclusive Labelling” are allowed
  - ③ “Production country labelling” is the base for the semi-processed ingredients
- Establish a transitional period allowing labelling based on the old system (until March 31st, 2022).
- Conduct promotions for consumers and business operators through brochures, national briefing meetings, and government PR, etc. about the new system.

**Figure II-1-3-5** The overview of the new system for labelling of the countries of origin of ingredients in processed foods



# Part 2 Chapter 1 Section 4

## Actualization of proper transactions

### Enforcement of the revised Act on Specified Commercial Transactions and strict and appropriate law enforcement.

#### (1) Enforcement of the revised Act on specified Commercial Transactions

- Act to partially amend the Act on specified Commercial Transactions (December 1, 2017).

Content of the revised Act and its enforcement Ordinance for the Act:

- Strengthening the responses to dishonest businesses.
- Add a fixed amount of beauty treatment contracts to specified continuous service offers. Consumers can cancel contracts within a cooling-off period. etc.

#### (2) Strict and appropriate enforcement of the Act on specified Commercial Transactions and the Act on the Deposit. Transaction Agreements of Specified Commodities, etc.

- Specifically focus on administrative dispositions against serious cases that may spread nationwide and cause significant consumer damage.

The number of administrative dispositions by the national government in FY2017: 34 (32 actions in FY2016).

The number of administrative dispositions against businesses with 1 billion yen sales was 15, which remain at high level from the 21 cases in FY2016, the highest number after the Consumer Affairs Agency was established.

Figure II-1-4-1 The revised Act on Specified Commercial Transactions and the Enforcement Ordinance for the Act

○: Legal matters ●: Cabinet Order matters

#### 1. Responses to dishonest businesses

○● Actions against business operators that start corporations one after another and conduct violative acts

- Executives (directors, etc.) and employees who have control over the businesses (example: sales managers), etc. in corporations that are ordered to stop their businesses are banned from establishing new corporations and continuing the businesses within the range that are ordered to stop, etc. (Individuals who violated this rule would be subject to a prison sentence of up to 3 years or a fine of up to 3 million yen. Corporations are subject to a fine of up to 300 million yen <Newly added>)

[Example of responses]

Company A (telemarketing sales of health food)  
\* An order to suspend businesses is issued against Company A due to violation of the Act on Specified Commercial Transactions (Prohibiting new solicitation)

After an order to stop business is issued against Company A, the company establishes a new company and transferred its people and know-how to the new company

Company B (practically the same as Company A)  
Established with the Company A's former director X as the CEO  
\* Telemarketing sales of health food (new solicitation)

Company C (practically the same as Company A)  
Company A's former sales manager, Y, was appointed as a director  
\* Telemarketing sales of health food (new solicitation)

○ Extend the period for order to suspend business (1 year → 2 years at maximum)

○ Make criminal penalties stricter

- Raise the penalty on companies regarding misrepresentation from 3 million yen or less to 100 million yen or less
- Raise the upper limit of imprisonment regarding violations of the order to stop business from 2 years to 3 years etc.

● Expand targets of on-site inspections

- Considering that parent companies may instruct dealers about solicitation methods, parent companies, subsidiaries, etc. of dealers, etc. were added to "Closely Related Person", which is the target of on-site inspections and report collection.

#### 3. Responses to excess amount sales

○ Introduce the restriction of excess amount sales through telemarketing sales (Expanding door-to-door sales rules)

- Sales contracts, etc. through telemarketing sales for products that go significantly beyond the amount necessary for ordinary use in daily lives will be subject to administrative actions (instructions, etc.), and orders can be withdrawn or canceled (except in the case where consumers have special reasons to conclude the contracts).

[Example of excess amount]

- Bedding (Purchased 6 times during 4 months)
- Cosmetics (Purchased 72 bottles of toner and milky lotion and 2,160 bags of powder), etc.

#### 4. Add beauty treatment contracts to regulation targets

● Add some beauty treatment contracts to the provision of Specified Continuous Service Offers

- With regard to ① hair removal, ② pimple/liver spot/freckles/moles, ③ skin wrinkles/slackness removal, ④ fat dissolution, ⑤ tooth whitening, etc. which are included in the beauty treatment contracts whose term of service provision is over 1 month and total payment is over 50,000 yen, add treatment with the methods that are defined in related ordinances (example: light application, medical injection) to the provision of Specified Continuous Services.

[Effects]

- Businesses that provide beauty treatments are obligated to issue written contracts.
- Consumers can cancel contracts within the 8 days cooling-off period after receiving written contracts.
- When canceling a contract after the passing of a cooling-off period, an upper limit will be set for the amount of a penalty on consumers during mid-term cancellation, etc.

#### 2. Responses to violative businesses whose address is unknown

○ Punishment on violative businesses whose addresses are unknown by service by publication

- When addresses of violative businesses are unknown, written punishments can be deemed to have been issued to the businesses and punishment can be exercised by posting statements to issue written punishments for a certain period (by service by publication).

[Example of responses] Punishment by the Consumer Affairs Agency

[Principle] Issue written punishments

[After revision] Written punishments can be deemed to have been issued if statements to issue the written punishments are posted in the agency that conducts the punishments

Violative businesses

Violative businesses (address unknown)  
\* A case where businesses provide advertisement and receive orders only through websites, or mail addresses are displayed as a method for communicating with consumers

#### 5. Others

○ Expand the targets of regulations for door-to-door sales, mail order sales and telemarketing sales (reviewing designated rights systems)

○ Introduce regulations on facsimile advertisement in mail order sales (expanding regulations on e-mail advertisement)

- Prohibit the provision of facsimile advertisement to consumers who did not request facsimile advertisement (opt-in regulation).

○ Extend the period for exercising rights to cancel

- Extend 6 months now to 1 year.

etc.

## Part 2 Chapter 1 Section 5

# Formation of a society in which consumers can make a choice and take action by themselves

## 78 business operators released “Voluntary Declaration of Consumer Orientation.”

- In order to widely promote consumer-oriented management, a “consumer-oriented management promotion organization (platform)” that consists of business associations, consumer groups and administrative bodies such as the Consumer Affairs Agency was established in October 2016.
- Conduct nationwide promotions such as “voluntary declaration of consumer-orientation and follow-up activities”. At the end of March 2018, 78 business operators have released a voluntary declaration.
- “Awarding best practices in the consumer-oriented management” started in FY2018.

Figure II-1-5-7 The voluntary declaration of consumer orientation and follow-up activities

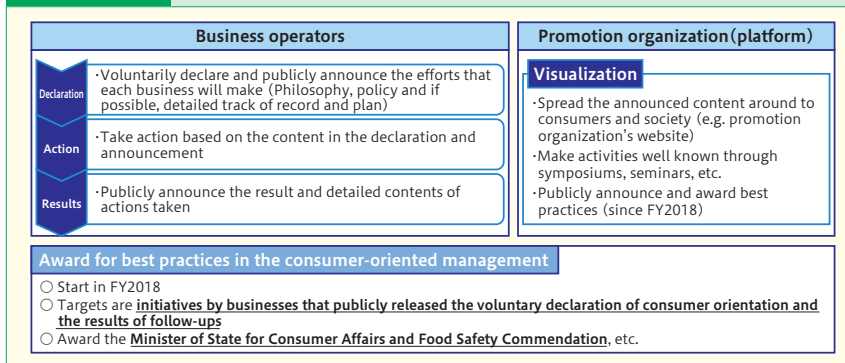
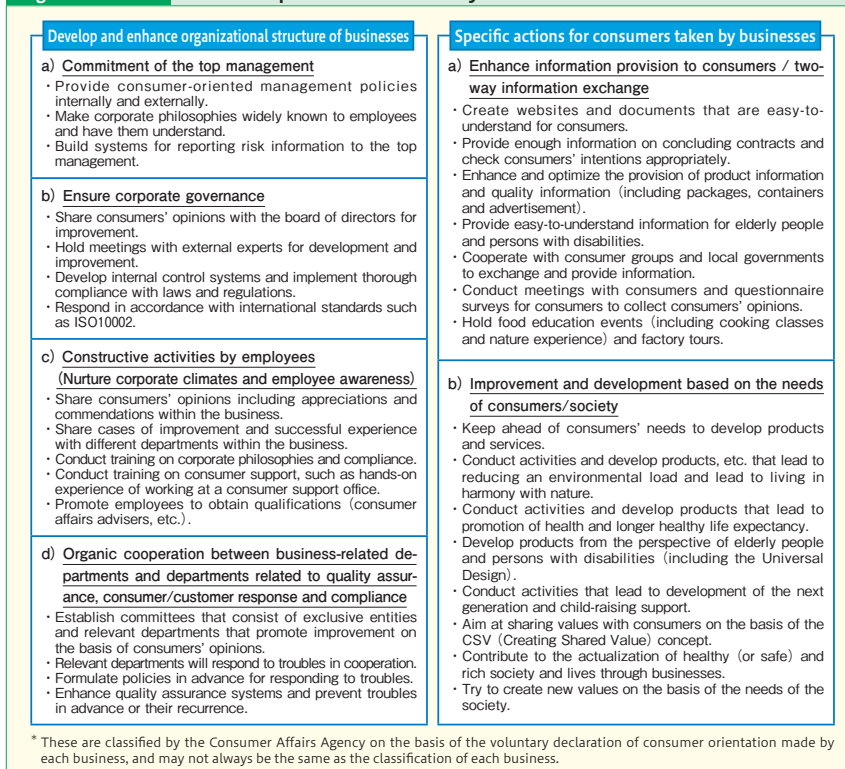


Figure II-1-5-8 The examples of the voluntary declaration of consumer orientation



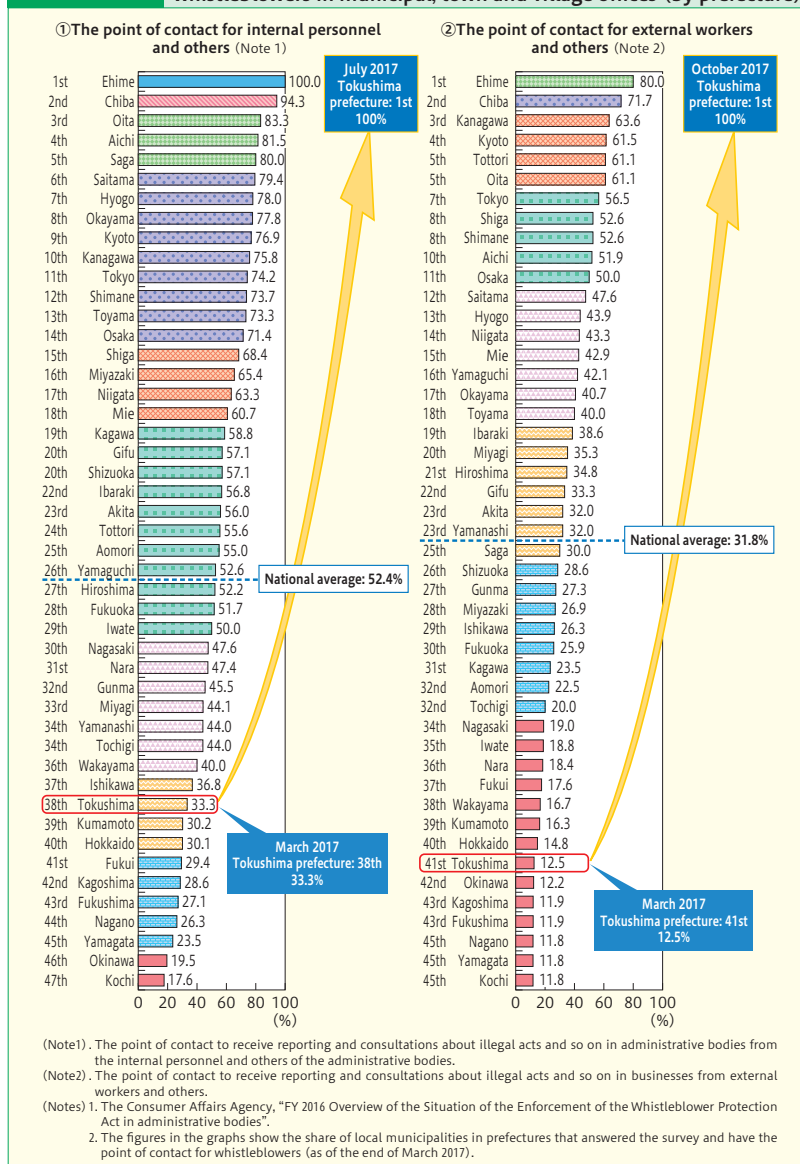
## Part 2 Chapter 1 Section 5

### Formation of a society in which consumers can make a choice and take action by themselves

Promote the establishment of the point of contact for whistleblowers in municipalities and in businesses.

- Some results were obtained after the Whistleblower Protection Act was enforced in April 2006, but the point of contact for whistleblowers in small municipalities and in small and medium-sized enterprises was not arranged sufficient.
- As an advanced initiative (model project) through the “new future creation project,” the Consumer Affairs Agency promoted the establishment of the point of contact for whistleblowers by cooperating with Tokushima prefecture and municipalities in the prefecture.
- The point of contact for whistleblowers have been 100% established in all the municipalities in Tokushima prefecture by October 2017.

Figure II-5-11 The situation regarding the establishment of the point of contact for whistleblowers in municipal, town and village offices (by prefecture)



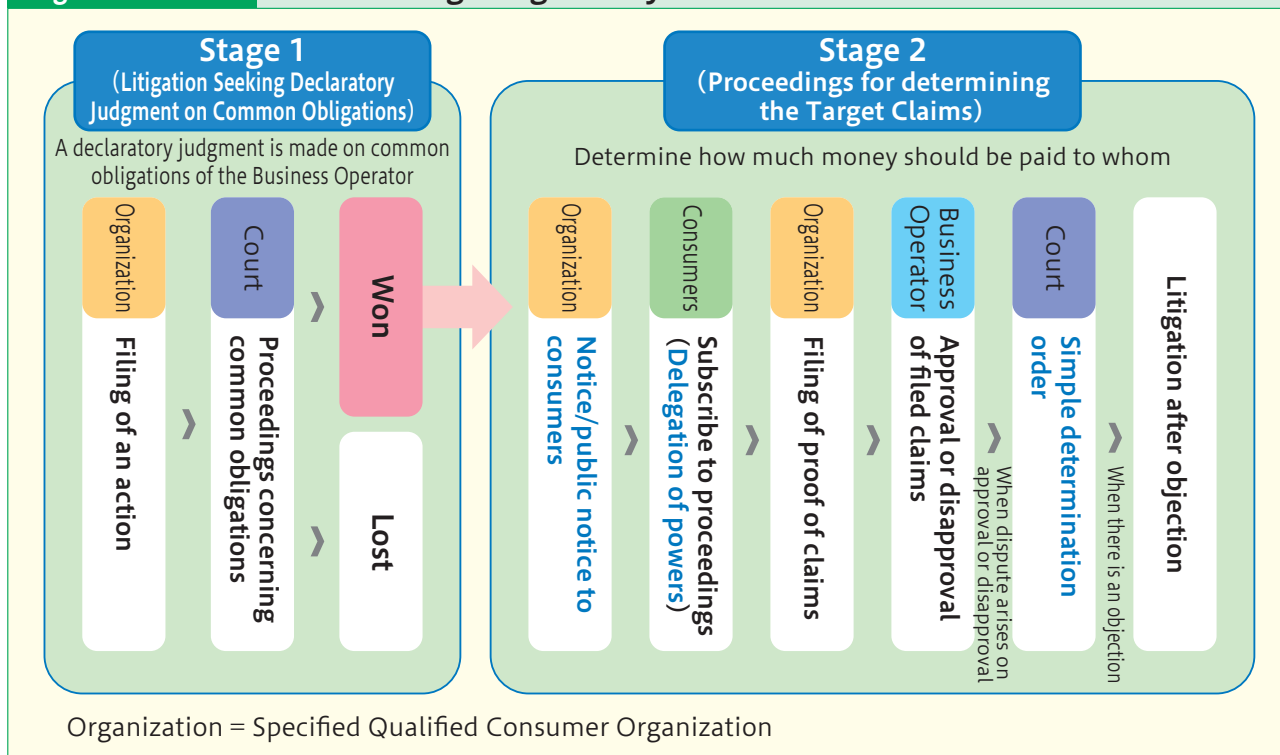
## Part 2 Chapter 1 Section 6

### Establishment of frameworks for consumer relief system and protecting their interests

A system that National Consumer Affairs Center of Japan (NCAC) supports the Specified Qualified Consumer Organizations was established.

- The Consumer Organization Litigation System came into effect in 2007. The number of the injunction cases filed by the Specified Qualified Consumer Organizations is 53 (as of April 1, 2018).
- In the Act on Special Measures Concerning Civil Court Proceedings for the Collective Redress for Property Damage Incurred by Consumers (came into effect in October 2016), a Specified Qualified Consumer Organization (see Note) will act as the plaintiff to proceed with the two-stage litigation system.
- In order to achieve an even more effective system, in October 2017, it became possible for the National Consumer Affairs Center of Japan (NCAC) to set collateral for the provisional seizure on behalf of the Specified Qualified Consumer Organization.

Figure II-1-6-1 The two-stage litigation system



(Note) Specified Qualified Consumer Organizations are qualified consumer organizations (17 organizations as of April 1st, 2018) certified by the Prime Minister as those capable of the proper performance on court proceedings for consumer damage recovery.

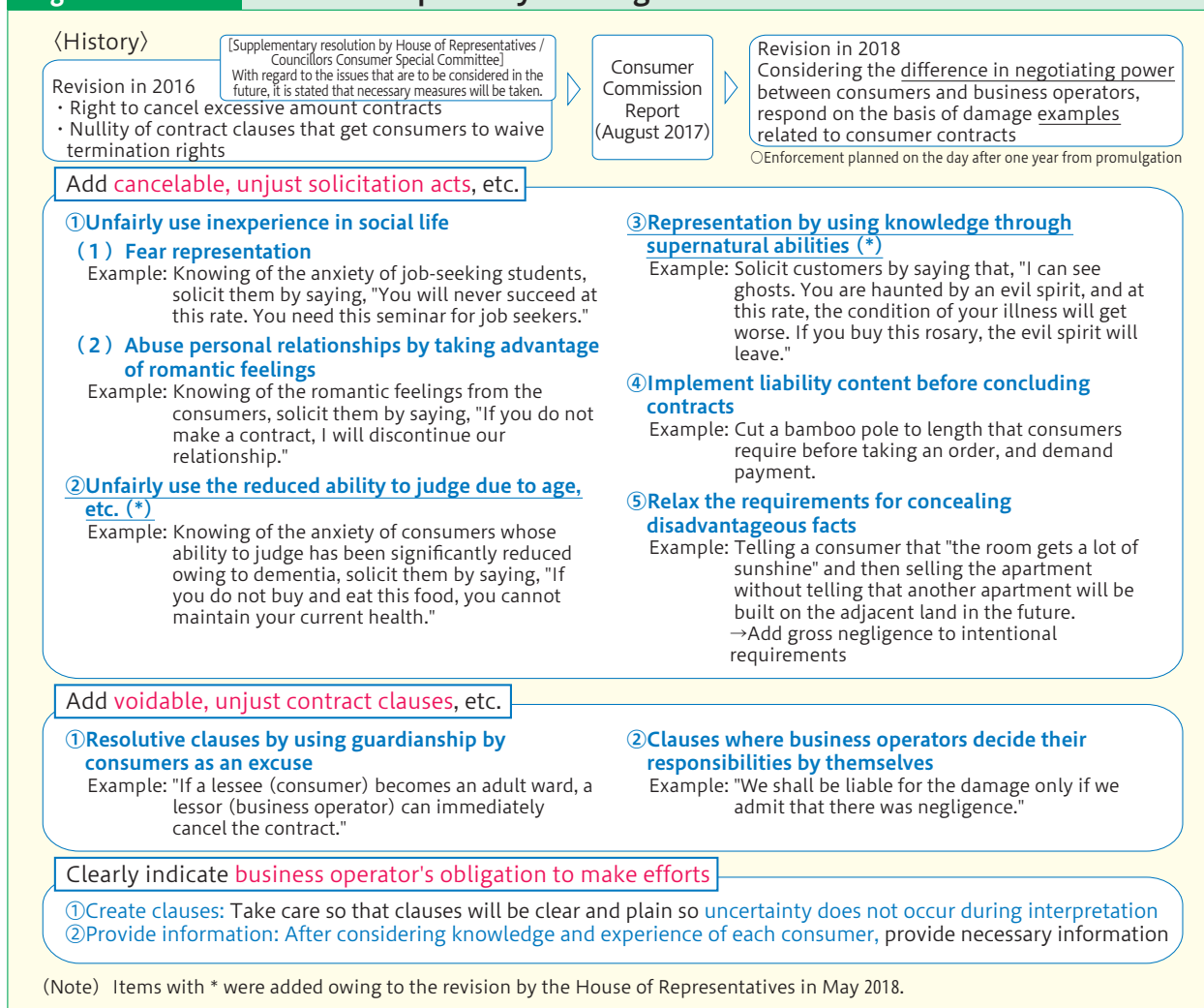
## Part 2 Chapter 1 Section 6

# Establishment of frameworks for consumer relief system and protecting their interests

### Revision on the Consumer Contract Act.

- Revised bills were reviewed with Consideration for the supplementary resolution by the special committees of the House of Representatives and House of Councillors in the 2016 revision, and the Consumer Commission Report (August 2017).
- A bill for partially revising the Consumer Contract Act was decided on by the Cabinet and submitted to the Diet (March 2, 2018).
- Details of the bill
  - ◆ Add cancelable, unjust solicitous acts such as a “fear representation” that unfairly uses inexperience in social life
  - ◆ Add voidable, unjust contract clauses such as resolute clauses for “canceling contracts when a consumer becomes an adult ward” , etc.

Figure II-1-6-2 The bill for partially revising the Consumer Contract Act





## Part 2 Chapter 1 Section 6

### Establishment of frameworks for consumer relief system and protecting their interests

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

- Sustainable Development Goals (SDGs) were adopted by the United Nations in September 2015 with the purpose of realizing a society where “no one will be left behind.” These universal goals are described to be achieved by 2030.
- The Consumer Affairs Agency is involved in the following as priority issues:
  - ◆ Promotion of raising public awareness on ethical consumption
  - ◆ Development of a Watch-over Network for preventing harm to consumers such as elderly people, persons with disabilities and other problems
  - ◆ Expansion of the national campaign to reduce food loss “NO-FOODLOSS PROJECT”
  - ◆ Development of the “Project for Child Injury Prevention”
  - ◆ Consumer-oriented management.

Figure II-1-6-5 Sustainable Development Goals (Source: United Nations Information Centre)



Figure II-1-6-6 SDGs Japan logo mark

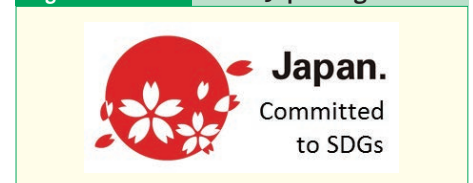
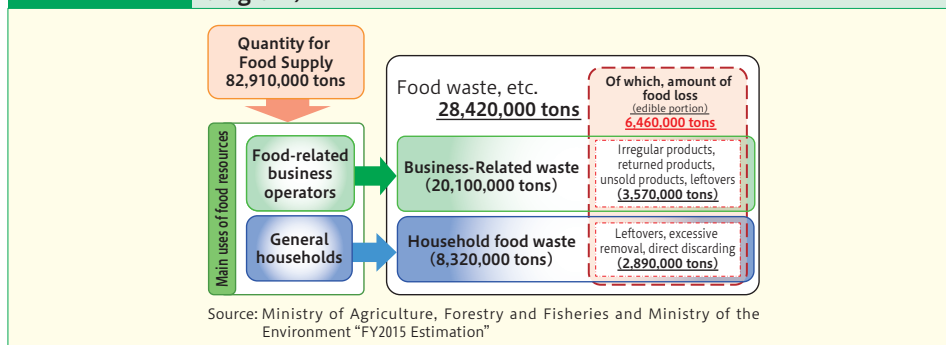


Figure II-1-5-4 Situations, etc. regarding food waste generation, etc. (conceptual diagram)





## Part 2 Chapter 1 Section 7

# Establishment of the consumer administration systems of the national and local governments

## Introduction of a grant to strengthen local consumer administration.

- It is necessary to further strengthen local consumer administration, so that consumers will be able to receive high-quality consultation and relief services as well as to ensure their safety and remove their anxiety anywhere they live.
- “A grant to strengthen local consumer administration” was introduced in FY2018. It supports important consumer policies that need to be taken care of as a country, along with the establishment of the conventional consumer affairs consultation system.

**Figure II-1-7-2 The grant to strengthen local consumer administration**

### Summary

- In order to promote important consumer policies that need to be taken care of as a country, support local governments which work on the policies actively.
- Maintaining and enriching the functionalities of local consumer affairs centers so that they can provide accurate information regarding system changes, etc. through national policies to consumers.
- Keep supporting system establishment for consumers to be able to receive high quality consultations and relief anywhere they live.

### Local consumer administration strengthening project (subsidy rate: 1/2)

- Important consumer policies that need to be taken care of as a country
  - Response to SDGs
  - Promotion of consumer education to young people
  - Establishing the point of contact for consultation for visitors and foreigners living in Japan
  - Strengthening law enforcement on the local governments
  - Activities for prevention of the negative impact of unfounded rumors, etc.

Support to local governments

(Activities for important consumer policies that need to be taken care of as a country)

- Promotion of important consumer policies that need to be taken care of as a country in local governments.
  - ⇒ Support the medium term and planned activities
    - Multi-years (about 3 years) activities
    - Progress management by means of PDCA cycle

- Response to national policy promotion, etc.
  - Measures against gambling addiction, etc.
  - The issue of involuntary participation in pornographic videos
  - Lowering the age of majority
  - Implementing reduction of tax rates, etc.

(Maintenance and enrichment of functionalities of local consumer affairs centers)

- Strengthening response capabilities to national policy promotion, etc. at local consumer affairs centers
  - Participation in trainings designated by public administration

### Local consumer administration promotion project (former local consumer administration promotion grants) (subsidy rate: fixed amount \*)

\* The payment limit amount for grants every fiscal year is up to one-half (four disaster-hit prefectures and Kumamoto are up to two-thirds) of total amount of the consumer administration budget for each prefecture (including municipalities within the jurisdiction)

- Continue support regarding projects establishing consumer affairs consultation systems which were conducted using “local consumer administration promotion grants”, etc. by FY 2017, etc.
- In four disaster-hit prefectures and Kumamoto prefecture, as an exception, support the startup of new projects in FY 2018.

More use and popularization of the consumer hotline “188 (I-ya-ya)” to young people.

- The consumer hotline “188 (I-ya-ya),” a common number known nationwide, will connect consumers to the point of contact for consumer affairs consultation nearby.
- In the survey in FY 2017, people knowing the name, phone number and the detail of the consumer hotline was 4.3%, recognition is around 6 to 7% for people aged 60 years & over, and about 2 to 3% for people in their late 10s to 40s. In particular, it is necessary to raise awareness among the youth.
- We will promote popularization to the youth using “First Step to society” (Created in March 2017), a consumer educational material for high school students, etc.

Figure II-1-7-5 The flier of consumer hotline 188

**「消費者ホットライン」188 御案内の流れ**

188を押す ■ のアナウンスが流れます。アナウンスに従って、■ の操作をお願いします。

「こちらは消費者ホットラインです。最寄りの相談窓口を御案内いたしますので、お住まいの郵便番号が分かる方は1を、そうでない方は2を押してください。」

郵便番号が分かる	郵便番号が分からない	
1を押す	2を押す	
「お住まいの郵便番号を7桁で入力してください。」	固定電話から 「お住まいの地域を選択してください。 〇〇市は1を、〇〇市は2を…押してください。」	
お住まいの郵便番号を押す 〒□□□-□□□□	お住まいの地域の番号を押す	
「現在相談を受け付けている最寄りの相談窓口へおつなぎいたします。この通話は、〇〇秒ごとに、およそ〇〇円の通話料金で御利用いただけます。」 ※最寄りの窓口が受け付けていない時間帯などは、窓口の名称、電話番号及び受付時間のアナウンスが流れます。 【注】相談窓口へつなげた時点から、通話料金の御負担が発生します(相談は無料です。)		
最寄りの消費生活相談窓口	お住まいの市区町村の消費生活センターや消費生活相談窓口	お住まいの都道府県の消費生活センターなど

市区町村の窓口が開所していない場合など、都道府県の窓口を御案内することもあります。

【お願い】消費生活相談は、1回の相談では終わらない場合があります。相談窓口の直通の電話番号を御案内しますので、相談の続きは、直通の電話番号へ電話してください。

操作が分からなくなったら… ■ どのように操作すればいいのか分からなくなったら、しばらくそのままお待ちください。最寄りの都道府県の消費生活センターなどへ御案内します。

## Part 2 Chapter 1 Section 7

# Establishment of the consumer administration systems of the national and local governments

## Establishment of the Office of Consumer Policy Frontiers in July, 2017.

- Consumer Affairs Agency and National Consumer Affairs Center of Japan (NCAC) established the “Office of Consumer Policy Frontiers” in Tokushima prefecture on July 24, 2017.
- As shown in the figure below, investigation, research, and model projects focused on new frontiers have been carried out intensively.

**Figure II-1-7-8 The overview of Frontier Project**

Project name		Main contents of the project	
Basic Research Project	Analysis and research on consumer behavior, etc. by the use of behavioral economics.	Implementation of experiments to find more appropriate way of information provision to consumers from the view point of behavioral economics	Survey, analysis and research based on background
	Research on consumer's behavior and problems of persons with disabilities	Implement questionnaires and hearings to understand the consumer behavior and problems, etc. of persons with disabilities	
	Review meeting pertaining to the analysis from psychological factors of consumer harm for young people	Make use of psychology, etc. to carry out investigations and analyses on factors as to why young people encounter consumer harm, etc.	
Consumer Affairs Agency, Government of Japan Model project to meet nationwide development	Provision of consumer education for the youth	Conduct classes at all high schools, etc. in Tokushima prefecture using “First Step to Society,” a teaching material developed by the Consumer Affairs Agency.	<ul style="list-style-type: none"> <li>• Implementation in the entire prefecture</li> <li>• Approaching in the prefecture</li> <li>• Collecting activity examples in the prefecture</li> <li>• Effect verification of activities pertaining to promotion</li> </ul>
	Establishment of the “Watch-over Network” (Local Council for Ensuring the Safety of Consumer)	Establish the “Watch-over Network” in all the municipalities in Tokushima prefecture in order to look after the elderly or those in need throughout the prefecture.	
	Promotion of ethical consumption	Collect local practices, conduct awareness surveys and cooperate with local platform in Tokushima prefecture / Hold “Ethical Lab”	
	Reduction of food loss	Perform investigations to measure activity effects for reducing food loss for households cooperating monitoring in Tokushima prefecture (about 100 households)	
	Prevention of children's accidents	Perform investigations on the awareness of guardians, etc. and on the activities of relevant authorities for the prevention of children's accidents in Tokushima prefecture	
	Consumer education toward the utilization of nutrition facts labels, etc.	Implement verification services to raise awareness related to nutrition facts labels, etc. / Perform hearings, etc. to local governments and business operators, etc.	
	Promotion of the consumer-oriented management	Spread and promotion of the consumer-oriented management by means of establishment of regional consumer-oriented management promotion organizations (platform), etc.	
	Promote the establishment of the point of contact for whistleblowers in municipalities and internal reporting system in businesses	Promote the establishment of the point of contact for whistleblowers in municipalities / Promoting and supporting the establishment of highly effective internal reporting systems in businesses in the prefecture	
	Risk communication regarding food	Investigation and verification on effective risk communication methods in Tokushima prefecture, training of communicators and their using method, etc.	
	Demonstrative experiments, etc. regarding sharing economy	Perform investigations, etc. regarding the sharing economy such as private residences temporarily taking lodgers during the Awa Odori Festival period	
National Consumer Affairs Center of Japan (NCAC)	Training services	Conduct training courses mainly assumed for targeted people in Kansai, Chugoku and Shikoku regions and unique training for Tokushima	Activities from new perspectives
	Product test	Perform pioneering product tests by making use of Tokushima prefecture as the demonstrative field	

## Part 2 Chapter 2 Details of implementation of consumer policy

Part 2 Chapter 2 focuses on the results of policies implemented in FY2017, including those carried out by related ministries

### **Section 1 Ensuring of the safety of consumers**

1. Working towards accident prevention
2. Information collection of consumer accidents & preventing their occurrence/spread
3. Accurate and quick cause investigations of accidents & preventing reoccurrence
4. Ensuring food safety

### **Section 2 Enhancement of labelling and ensuring of trust**

1. Raising public awareness about the Act against Unjustifiable Premiums and Misleading Representations, and its strict enforcement
2. Familiarizing & improving fair labelling of products and services
3. Providing accurate information in food labelling, and strict enforcement of related laws and regulations

### **Section 3 Actualization of proper transactions**

1. Strict enforcement & revisions of cross-products/services laws and regulations
2. Fair purchases of products and services
3. Fair purchases meeting the advancement of ICT
4. Preventing and cracking down on crime including fraud
5. Appropriate standards & measurements

### **Section 4 Formation of a society in which consumers can make a choice and take action by themselves**

1. Ensuring transparency in consumer policies and reflecting consumer opinions
2. Promoting consumer education
3. Facilitating & supporting voluntary efforts by consumer groups, businesses and their associations
4. Fair & free competition and ensuring appropriateness of fair utility rates
5. Promoting environmentally conscious consumption behavior and business activities

### **Section 5 Establishment of frameworks for consumer relief system and protecting their interests**

1. Consumer relief and facilitating the resolution of consumer complaints and disputes
2. Protecting and promoting consumers' interests meeting the development of an advanced information and communication society
3. Protecting and promoting consumers' interests adapted to globalization of consumer life

### **Section 6 Establishment of the consumer administration systems of the national and local governments**

1. Enhancing and strengthening administrative organization of the state
2. Structural development at local level