

White Paper on Consumer Affairs 2019

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|--------|--|
| FY2018 | Implementation of Consumer Policy |
| FY2018 | Report on the Results of Information Gathering
and Analysis on Consumer Accidents |

[Summary]

Consumer Affairs Agency,
Government of Japan

2019 White Paper on Consumer Affairs Structure

(FY2018 Implementation of Consumer Policy / Report on the Results of Information Gathering and Analysis on Consumer Accidents)

Part 1

Feature

10 Years of the Consumer Affairs Agency and Consumer Commission
- Consumer Policy's Development and Future Prospects-

Chapter 1 Changes in the environment that surrounds consumers and consumer issues

Section 1 Trends in household consumption and consumer prices
Section 2 Changes of social economic situations and consumer life
Section 3 Overview of consumer issues

Chapter 2 10 years of the Consumer Affairs Agency and Consumer Commission

Section 1 Establishment of the Consumer Affairs Agency and Consumer Commission
Section 2 Consumer Affairs Agency's activities to date
Section 3 Consumer Commission's activities to date
Section 4 Evaluation and issues on activities to date

Chapter 3 Prospects on optimal consumer policy in the future

Section 1 New issues in consumer policy
Section 2 Consumer awareness of direction for future consumer policy
Section 3 For further consumer policy's development

Part 2 Trends in consumer issues and implementation of consumer policy

Chapter 1 Results of information gathering and analysis on consumer accidents

Report to the Diet based on the Consumer Safety Act

Section 1 Results of information gathering and analysis on consumer accidents reported to the Consumer Affairs Agency

Section 2 Information on life or health-related accidents gathered to the Consumer Affairs Agency

Section 3 Overview of consumer affairs consultations

Section 4 Consumer issues which are now attracting attention

Section 5 Experience of consumer harm and problems and estimation of harm and problem value

Section 6 Consumer's attitude/behavior

Report to the Diet based on the Basic Consumer Act

Chapter 2 Implementation of consumer policy

Section 1 Ensuring consumer safety

Section 2 Establishing trusted labelling and ensuring reliability

Section 3 Ensuring that all transactions are fair

Section 4 Forming a society where consumers can play the leading role in making choices and taking actions

Section 5 Establishing frameworks for relieving consumer harm and protecting consumer profit

Section 6 Establishing national and local consumer administration systems

Reference (Data on consumer administration)

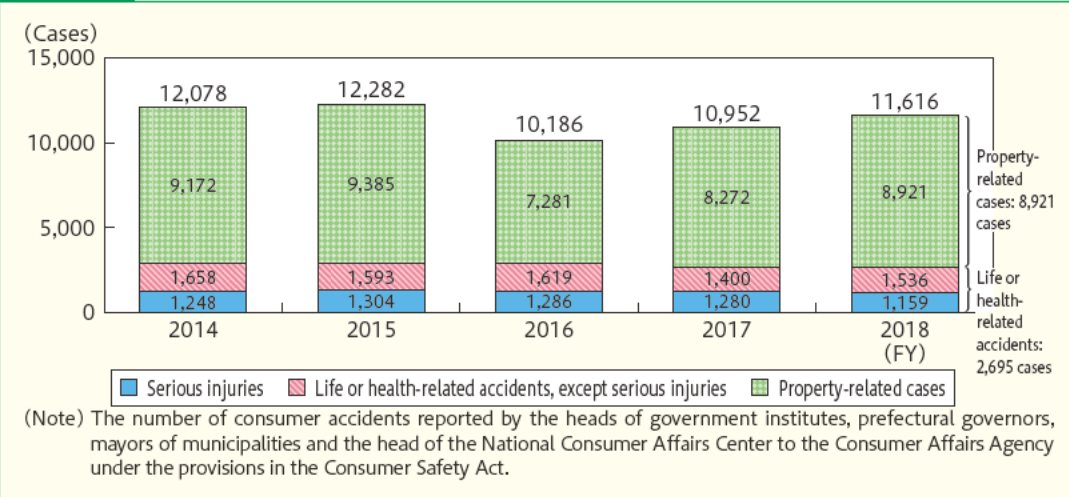
- In this document, consumer affairs consultation information registered with PIO-NET is current as of March 31, 2019.
- With regard to consumer affairs consultation information registered with PIO-NET, it will take a certain amount of time from accepting consultations at local consumer affairs centers to registering the consultations, so the number of consultations in this document may increase slightly in the future.
- M.T. in the attitude survey means the ratio that is calculated by dividing the total number of responses with the number of respondents (N). In questions with multiple answers, this value typically exceeds 100%.

[Report to the Diet based on the Consumer Safety Act]

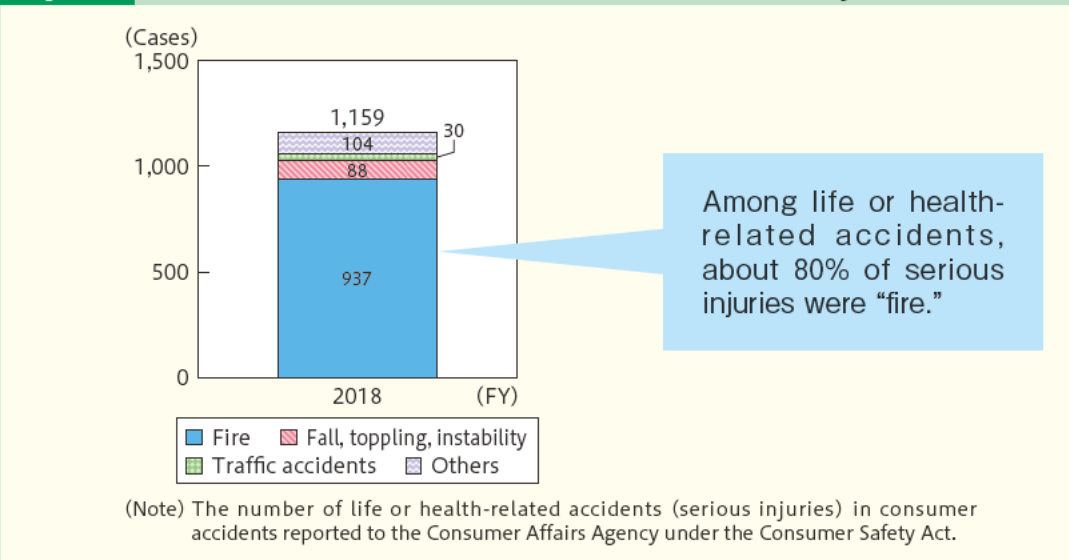
Part 2 Chapter 1 Section 1 Results of information gathering and analysis on consumer accidents

- The number of consumer accidents reported to the Consumer Affairs Agency in FY2018 was 11,616. The breakdown is 2,695 life or health-related accidents and 8,921 property-related cases.
- In relation to property-related cases, 12 awareness raising alerts were issued for billing fraud and tactics for raising temptation to make easy money by disclosing the names of businesses.

[Figure 1] Consumer accidents reported to the Consumer Affairs Agency under the Consumer Safety Act



[Figure 2] The details of life or health-related accidents (serious injuries)



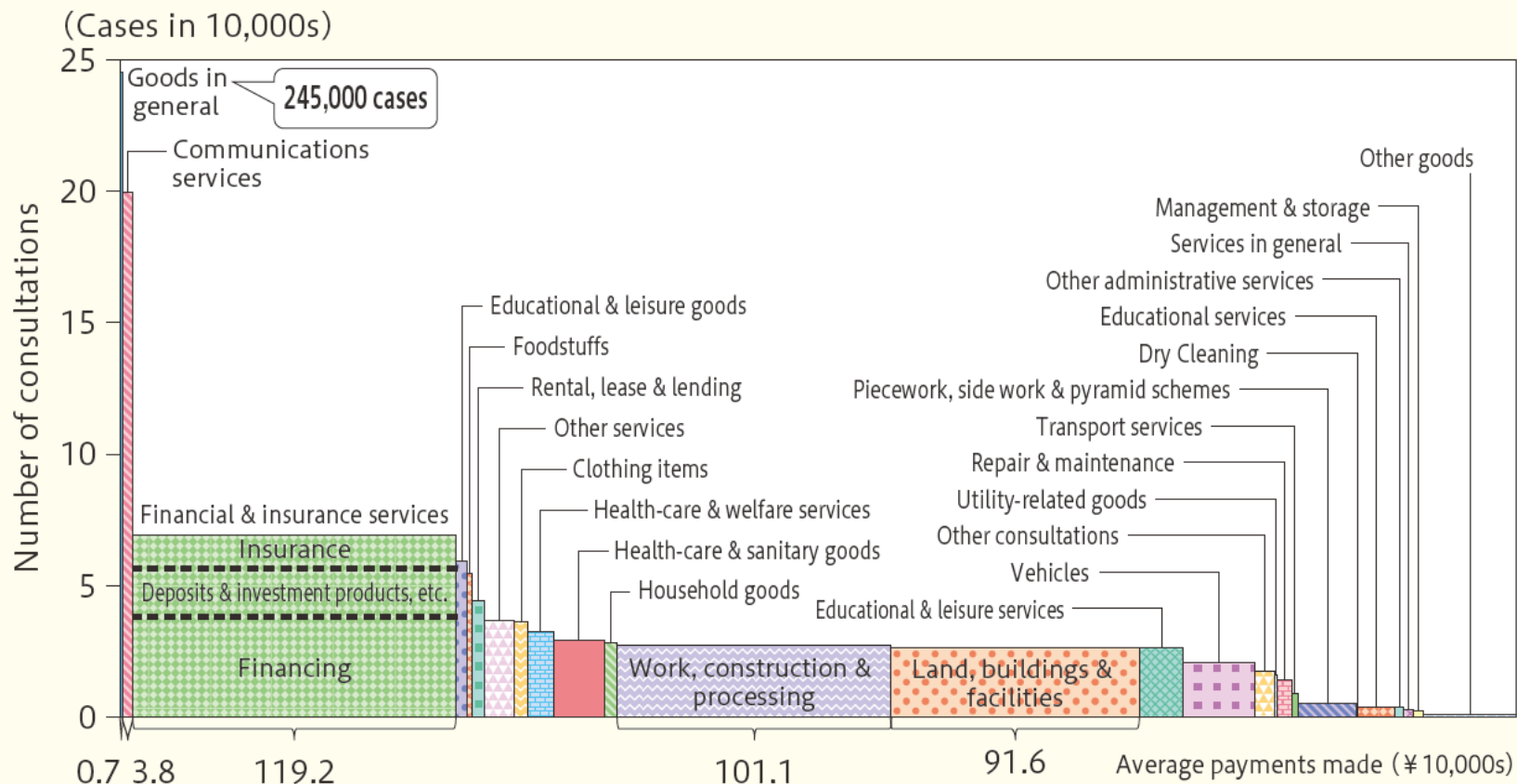
[Figure 3] Property-related cases with awareness raising alerts under the provisions of the Consumer Safety Act (FY2018)

Tactics	Concrete examples
Billing fraud (2 cases)	Contacting consumers through social media by using well-known company names, and demanding cash payments, telling consumers that they have unpaid fees for paid content.
Tactics for raising temptation to make easy money (8 cases)	Declaring "Make money just by tapping your smart phone," where clients use PDF files (information sales) that contain know-how on buying cheap goods to sell at higher prices. However, making a profit on the price paid is difficult.
	Advertising stating that you can earn crypto-assets (virtual currency) every month, using special application software that is sold. In reality, not everyone can earn money easily through this scheme.
Delayed fulfillment of obligations (1 case)	Declaring "Anyone can get ¥10,000 in 1 minute!," in which one can gain rewards by answering questionnaires. In reality, rewards cannot be received through this scheme.
	Calling something "Rental Owner agreements," where a contract is formed for selling processed agricultural products to customers and buying them back at the time of expiration of the contract. However, the payment for buying them back is delayed at the time of expiration.
Selling fake brand-name products (1 case)	Declaring "This branded product is new and directly from the factory," where famous brand's winter clothes are sold, but none of the clothes are genuine.

Part 2 Chapter 1 Section 3 Overview of consumer affairs consultations in 2018

- "Goods in general" stood out in the number of consultations for products and services (245,000 cases), due to a sudden increase in consultations regarding billing fraud.
- Payment per consultation was highest (¥1,192,000) in financial & insurance services.

[Figure 4] The number of consumer affairs consultations and average payments made by product/service type (2018)

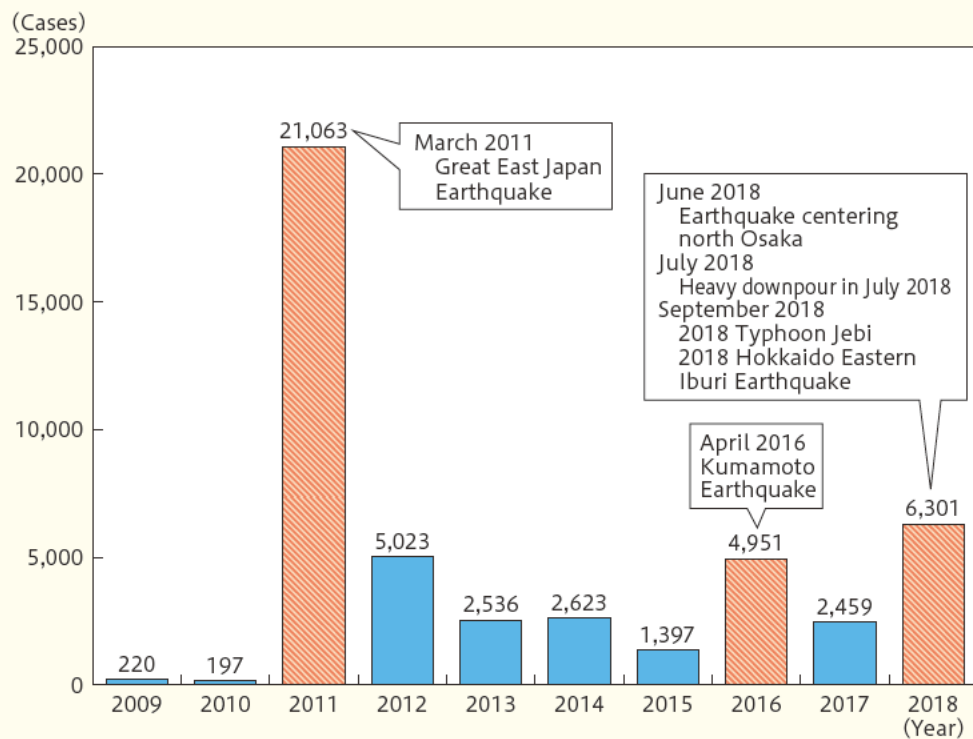


- (Notes)
1. Consumer affairs consultation information registered with PIO-NET (as of March 31, 2019).
 2. The vertical axis means the number of consultations by product category. The product categories' widths in the horizontal axis means average payments made.
 3. Product categories are arranged in descending order of the number of consultations.
 4. Average payments made are calculated by the Consumer Affairs Agency, assuming that the payment is zero in cases with "No answer (No input)."
 5. "Transport & communications services" are divided into "Transport services" and "Communications services" in the figure.
 6. The breakdown of "Financial & insurance services" is "Financing", "Deposits & investment products, etc.", and "Insurance", and shows the number of these categories' proportions. It does not show the breakdown of average payments made. The average payments made in "Financial & insurance services" are ¥115,000 for "Financing", ¥3,919,000 for "Deposits & investment products, etc.", and ¥471,000 for "Insurance."

Part 2 Chapter 1 Section 4 Consumer issues which are now attracting attention

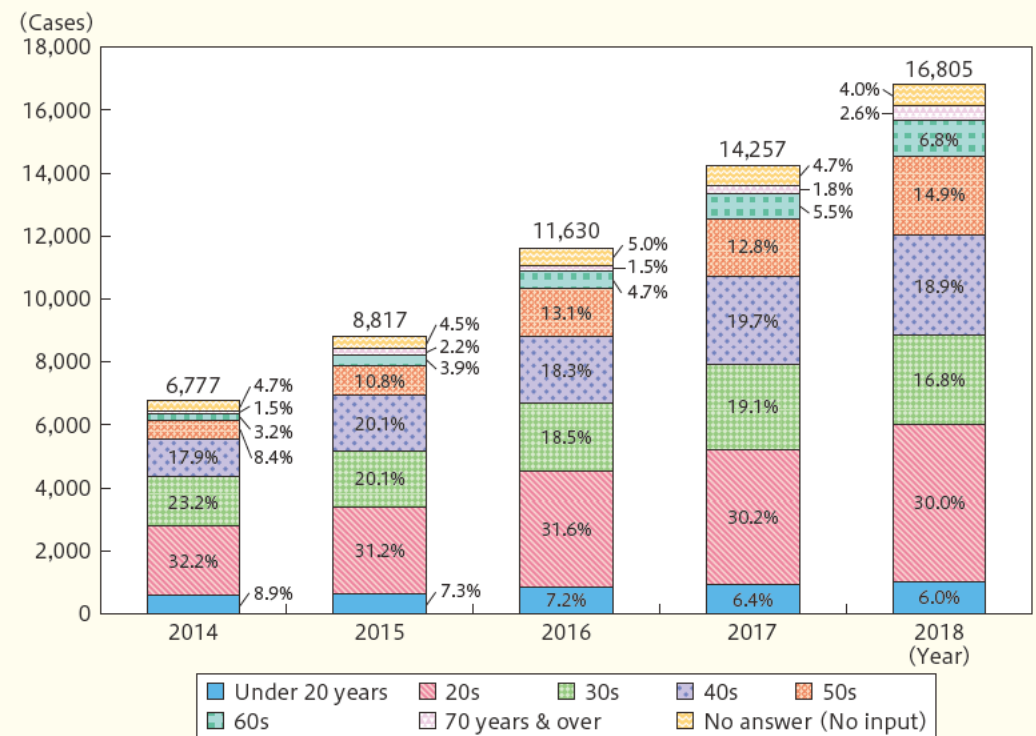
- Consultations related to natural disasters increased after they occurred, such as "I cannot accept expensive renovation fees for my partially destroyed house" and "I received a suspicious e-mail that asks for donations."
- Consultations related to social media increased in all age groups.

[Figure 5] Consumer affairs consultations on natural disasters



(Note) Consumer affairs consultation information registered with PIO-NET (as of March 31, 2019).

[Figure 6] Consumer affairs consultations that have some connection to social media and the percentage by age

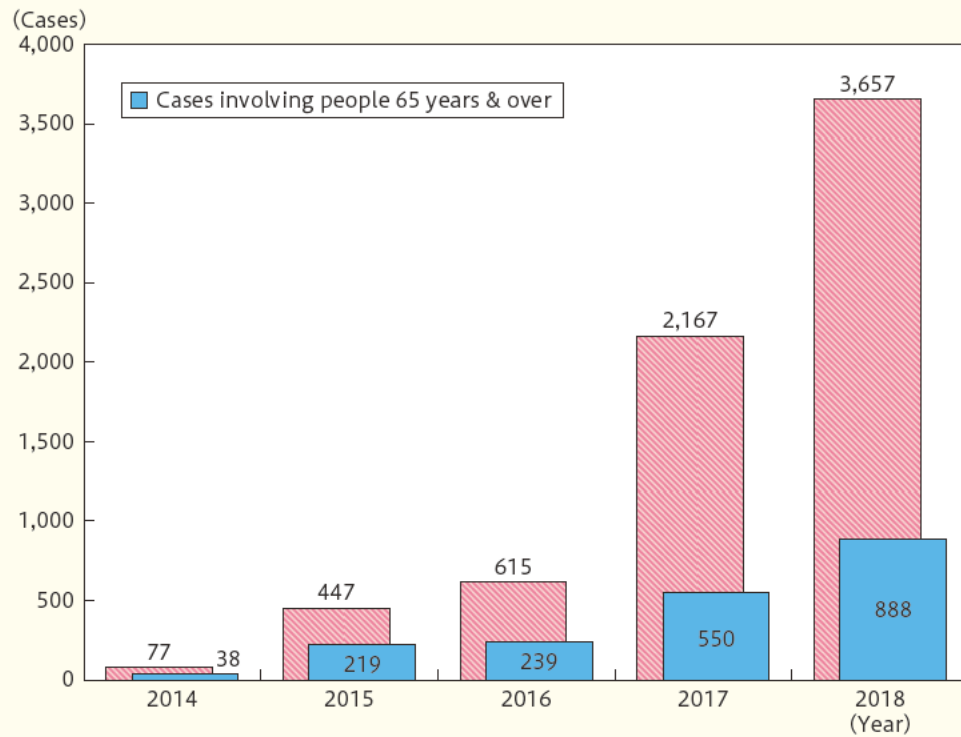


(Note) Consumer affairs consultation information registered with PIO-NET (as of March 31, 2019).

Part 2 Chapter 1 Section 4 Consumer issues which are now attracting attention

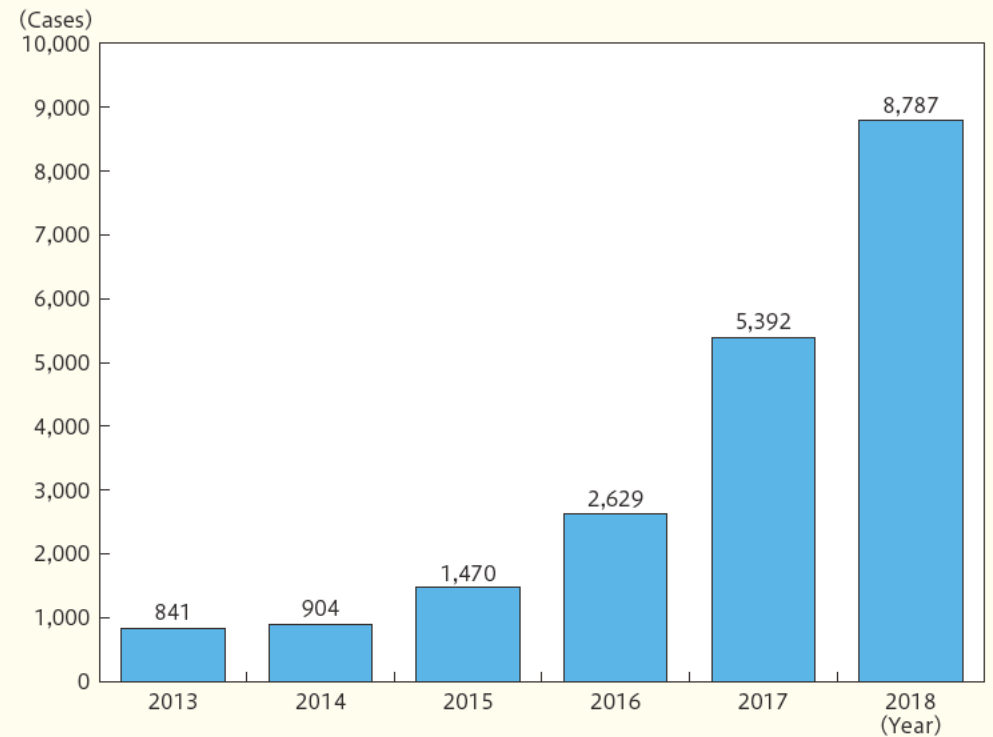
- The number of consultations on crypto-assets (virtual currency) in 2018 was 1.7 times higher than in 2017, which saw a sudden increase for consultations.
- The number of consultations on "information for sale" sold on the Internet as know-how on making money was approximately 9,000 cases in 2018, which is 10 times higher than 5 years ago.

[Figure 7] The number of consumer affairs consultations on "crypto-assets (virtual currency)"



(Note) Consumer affairs consultation information registered with PIO-NET (as of March 31, 2019).

[Figure 8] Consumer affairs consultations on "information for sale"



(Note) Consumer affairs consultation information registered with PIO-NET (as of March 31, 2019).

Part 2 Chapter 1 Section 5 Experience for consumer harm and problems and estimation of harm and problem value

- Consumer harm and problem value in 2018 was estimated to be about ¥6.1 trillion (payments made (including credit granted)).
- Both the average contract/purchase value and average payments made per consumer affairs consultation increased.

[Figure 9] Estimated results of consumer harm and problems value

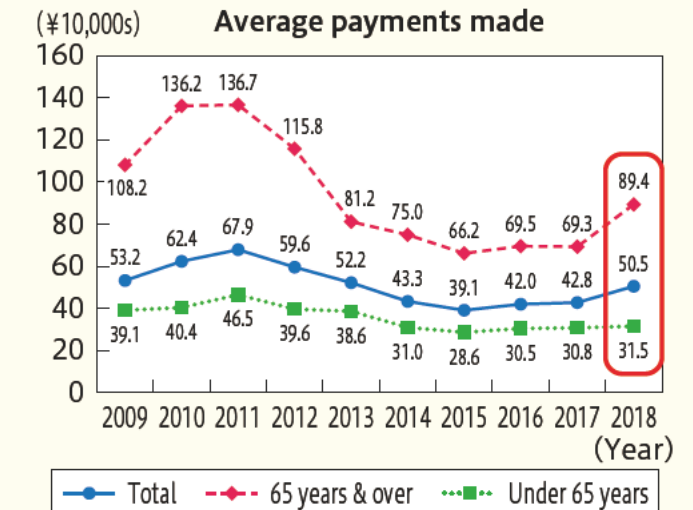
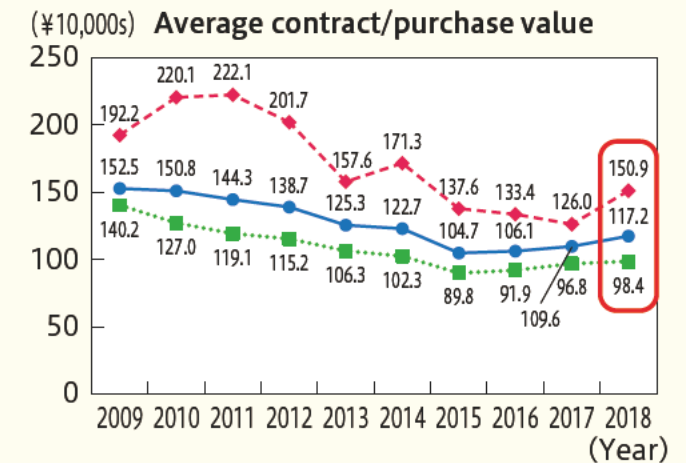
The estimation of consumer harm and problem value is the economic loss scale of harm and problems which are recognized by consumers as consumer harm and problems, shown as payments for products and services.

	2014	2015	2016	2017	2018
Contract/purchase value	About ¥7.8 trillion	About ¥7.4 trillion	About ¥5.9 trillion	About ¥6.4 trillion	About ¥7.2 trillion
Payments made (including credit granted) *	About ¥6.7 trillion	About ¥6.7 trillion	About ¥5.2 trillion	About ¥5.3 trillion	About ¥6.1 trillion
Payments made	About ¥5.5 trillion	About ¥6.0 trillion	About ¥4.7 trillion	About ¥5.0 trillion	About ¥6.0 trillion

* "Payments made (including credit granted)" are the sum of payments made and future payments with credit cards, etc.

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

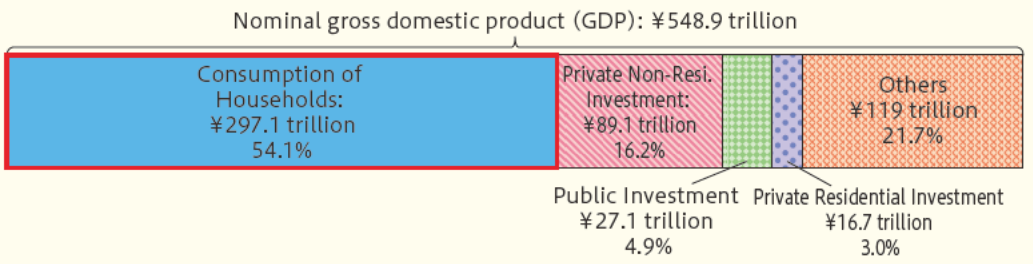
[Figure 10] Average contract/purchase value and average payments made



(Note) Consumer affairs consultation information registered with PIO-NET (as of March 31, 2019).

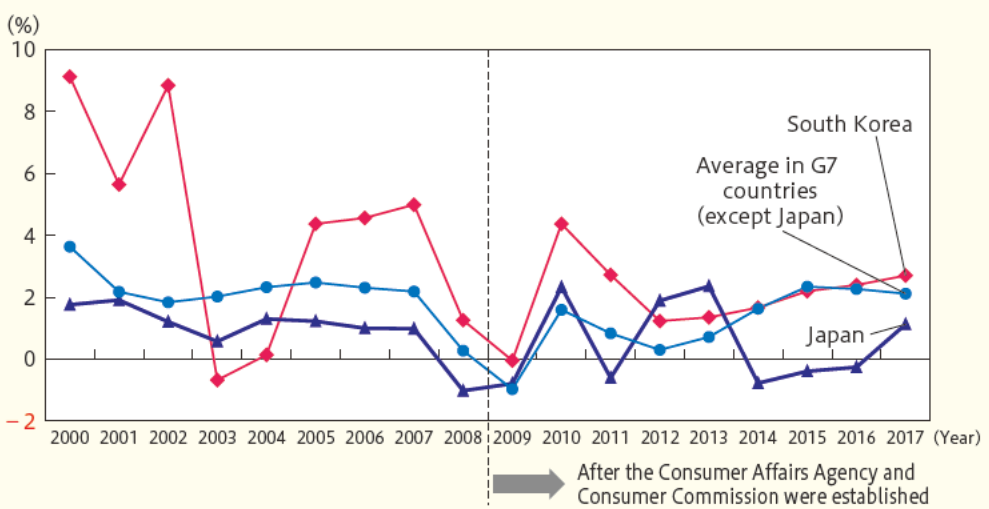
- Household consumption accounts for 50% in GDP, but consumption expenditure's growth remains low.
- In the household consumption's breakdown, payments for services are increasing, and communication expenses saw a significant increase in particular.

[Figure 11] Percentage of household consumption in nominal gross domestic product (GDP) (2018)



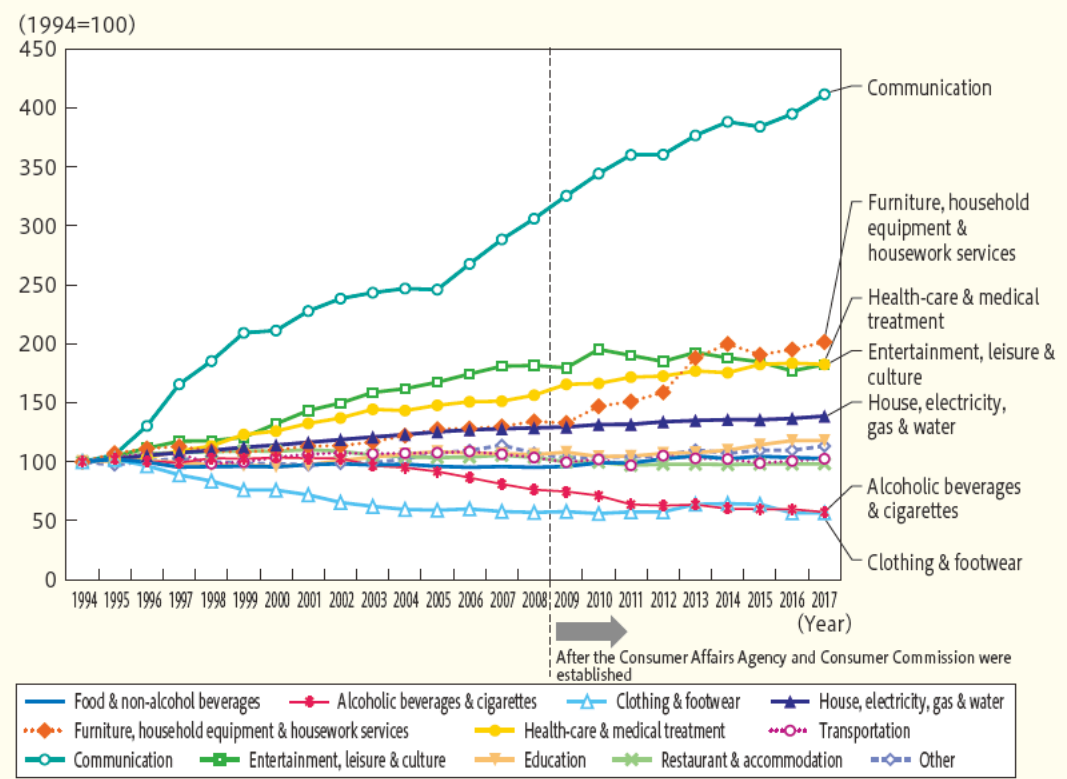
(Notes) 1. Based on the Cabinet Office, "National Accounts". 2nd preliminary estimates from Oct. to Dec. 2018 (released on March 8, 2019).
 2. "Others" is the Final Consumption Expenditure of Private Non-Profit Institutions Serving Households/ government consumption, change in private inventories, change in public inventories, and net export.
 3. Percentages may not add up to 100 because of rounding.

[Figure 12] Transition of household consumption growth in real gross domestic product (GDP) and comparison with other countries



(Notes) 1. Based on the OECD stat.
 2. Average in G7 countries (except Japan) is the simple average of growth rates in France, U.S., U.K., Germany, Italy, and Canada.

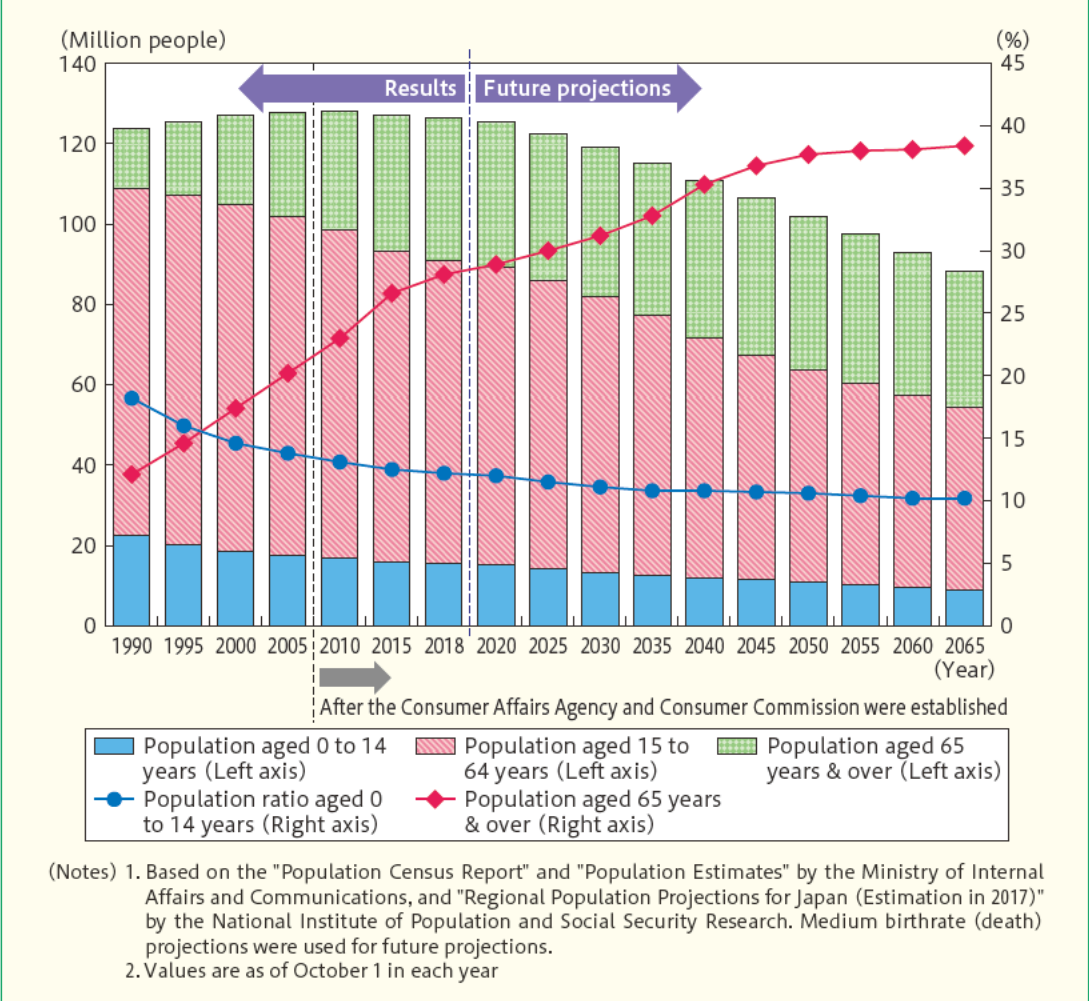
[Figure 13] Transition of household final consumption expenditure by target category compared to 1994



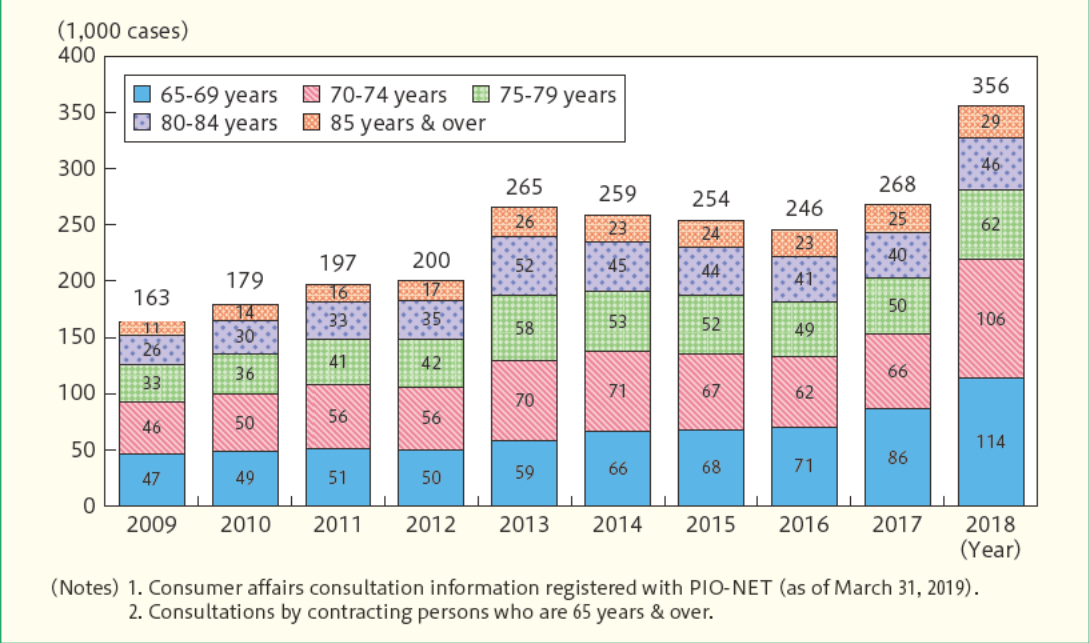
(Notes) 1. Based on the Cabinet Office, "National Accounts".
 2. Expenditures were indexed with each category's expenditure in 1994 as 100.

- Declining birthrate, aging population, and declining population will further progress and the number of people living in households will decrease.
- Consumer affairs consultations on elderly people increased. Consultations on "billing fraud" increased after 2017.

[Figure 14] Transition in population in Japan



[Figure 15] Consumer affairs consultations for elderly people



[Figure 16] Highest numbers of consultations on product/service types by elderly people

	2014	Cases	2016	Cases	2018	Cases
1	Goods in general	22,758	Goods in general	15,444	Goods in general	128,067
2	Adult websites	12,156	Digital content (general)	14,951	Digital content (general)	15,341
3	Fund-type investment products	10,017	Adult websites	11,662	Fiber-optic lines	9,667
4	Multi-purpose loan /consumer loan	6,210	Fiber-optic lines	9,158	Other digital content	6,783
5	Digital content (general)	6,203	Other digital content	6,214	Fund-type investment products	6,194

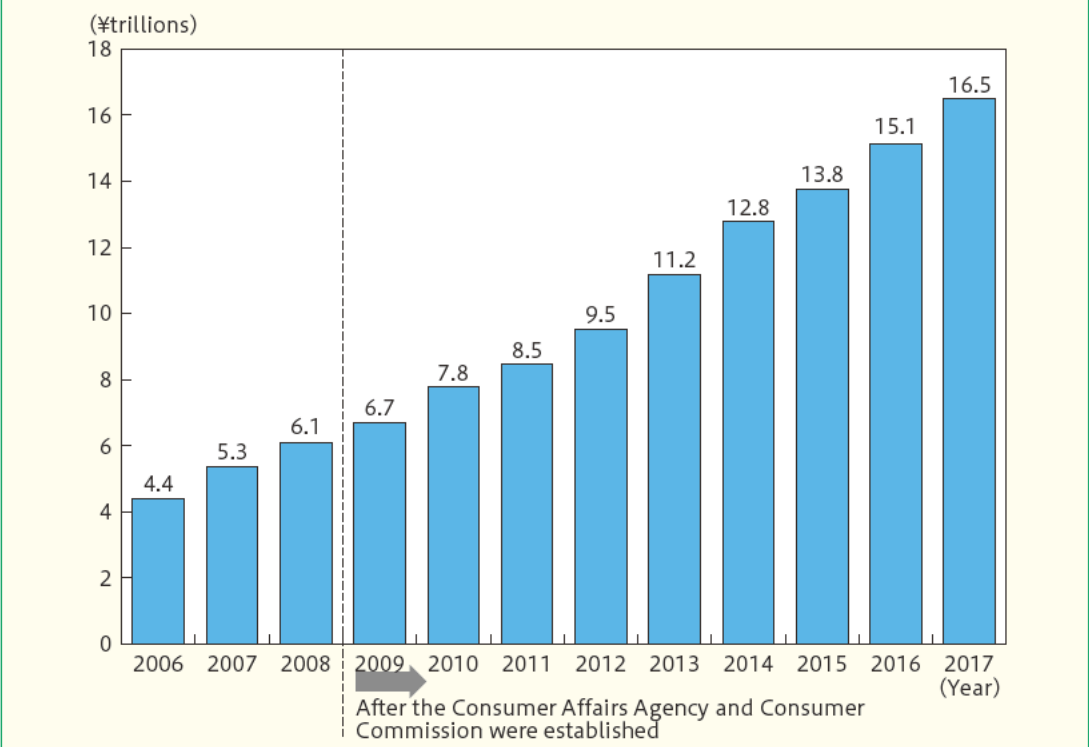
Yellow : Things related to the Internet Purple : Investment solicitation troubles Green : Things related to debt

(Notes) 1. Consumer affairs consultation information registered with PIO-NET (as of March 31, 2019).
2. Items are products keywords (sub-categories) used in PIO-NET.
3. Consultations by contracting persons who are 65 years & over.

Almost all consultations were on billing fraud.

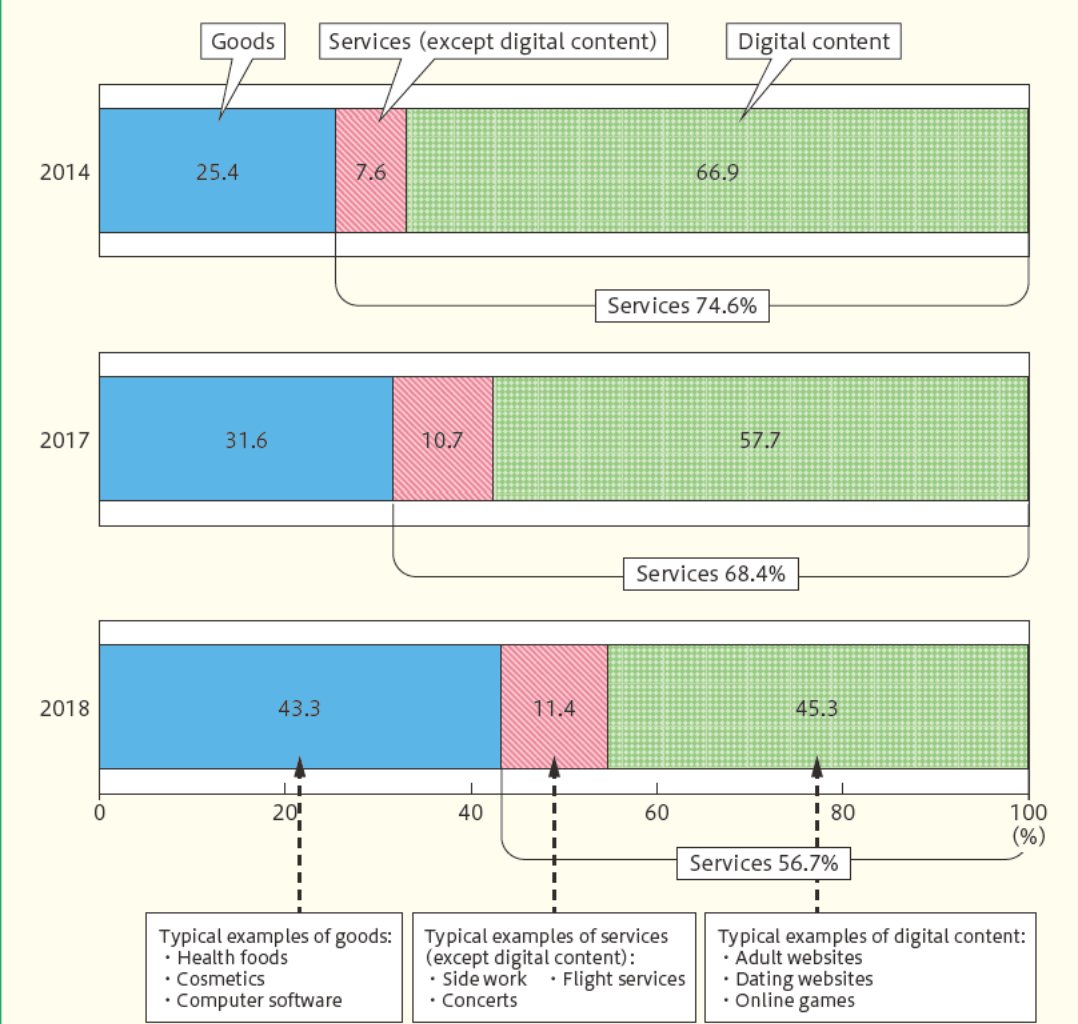
- The growth of the e-commerce market is based on widespread use of the internet in consumer transactions .
- The percentage of "Goods" has increased in consumer affairs consultations related to "online shopping."

[Figure 17] The e-commerce (B to C) market size in Japan



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

[Figure 18] Percentage of consumer affairs consultations on "online shopping" by product/service type

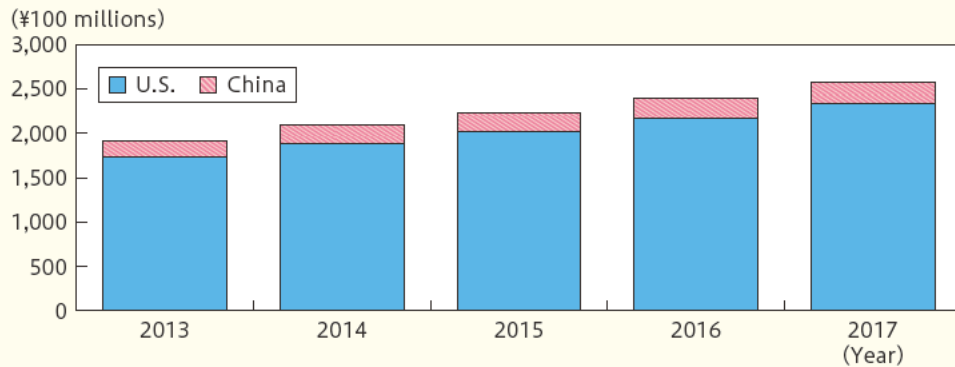


- Typical examples of goods:
 - Health foods
 - Cosmetics
 - Computer software
- Typical examples of services (except digital content):
 - Side work
 - Flight services
 - Concerts
- Typical examples of digital content:
 - Adult websites
 - Dating websites
 - Online games

(Notes) 1. Consumer affairs consultation information registered with PIO-NET (as of March 31, 2019).
 2. "Other consultations" is less than 0.05%, so it is not shown in the graph.
 3. Percentages may not add up to 100 because of rounding.

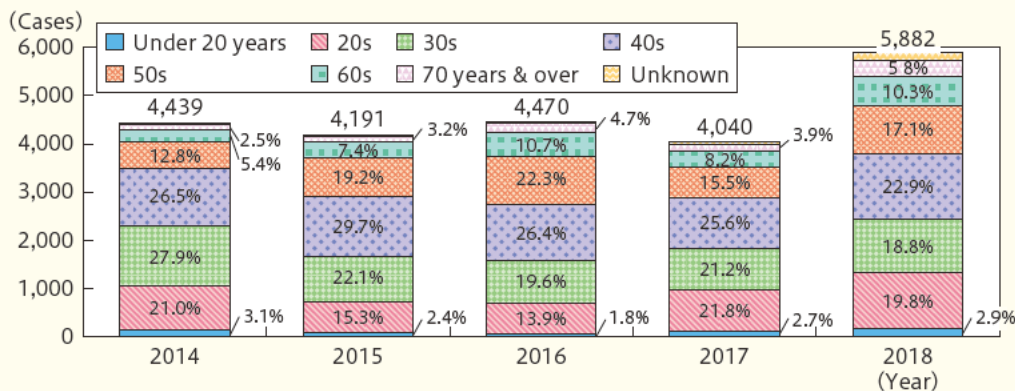
- The size of cross-border e-commerce expanded. As consumers became able to easily make transactions with businesses outside Japan, troubles related to them started to occur.
- As inbound travelers increased, their consumption also increased. The "Consumer Hotline for Tourists" was established in the National Consumer Affairs Center of Japan in 2018.

[Figure 19] Cross-border e-commerce in Japan



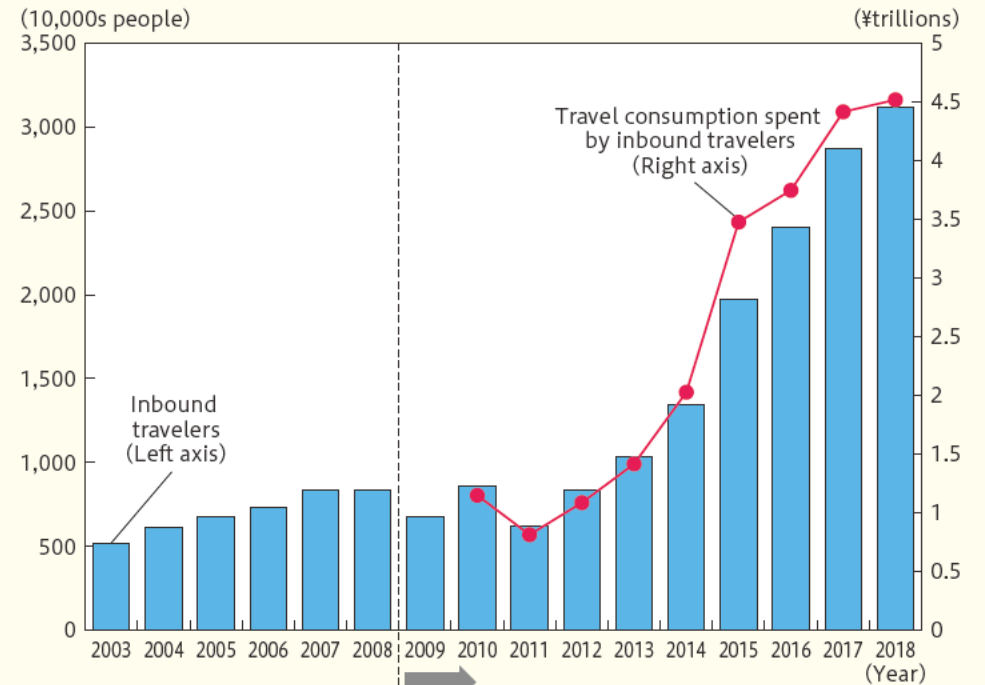
(Notes) 1. Based on the "Survey of Infrastructure Development Status for Data-driven Society in Japan (E-Commerce Market Survey)" by the Ministry of Economy, Trade and Industry.
 2. The total size of the cross-border B to C - EC (U.S./China) market with Japan

[Figure 20] The number of complaints filed with Cross-border Consumer center Japan (CCJ) and percentage by age group



(Notes) 1. Complaints filed with the CCJ from 2014 to 2018 (Searched on January 22, 2019).
 2. The CCJ was closed from April to May in 2015, so the filing period was 2 months shorter than other years.
 3. Percentages by age group may not add up to 100 because of rounding.

[Figure 21] The number of inbound travelers and the amount of travel consumption

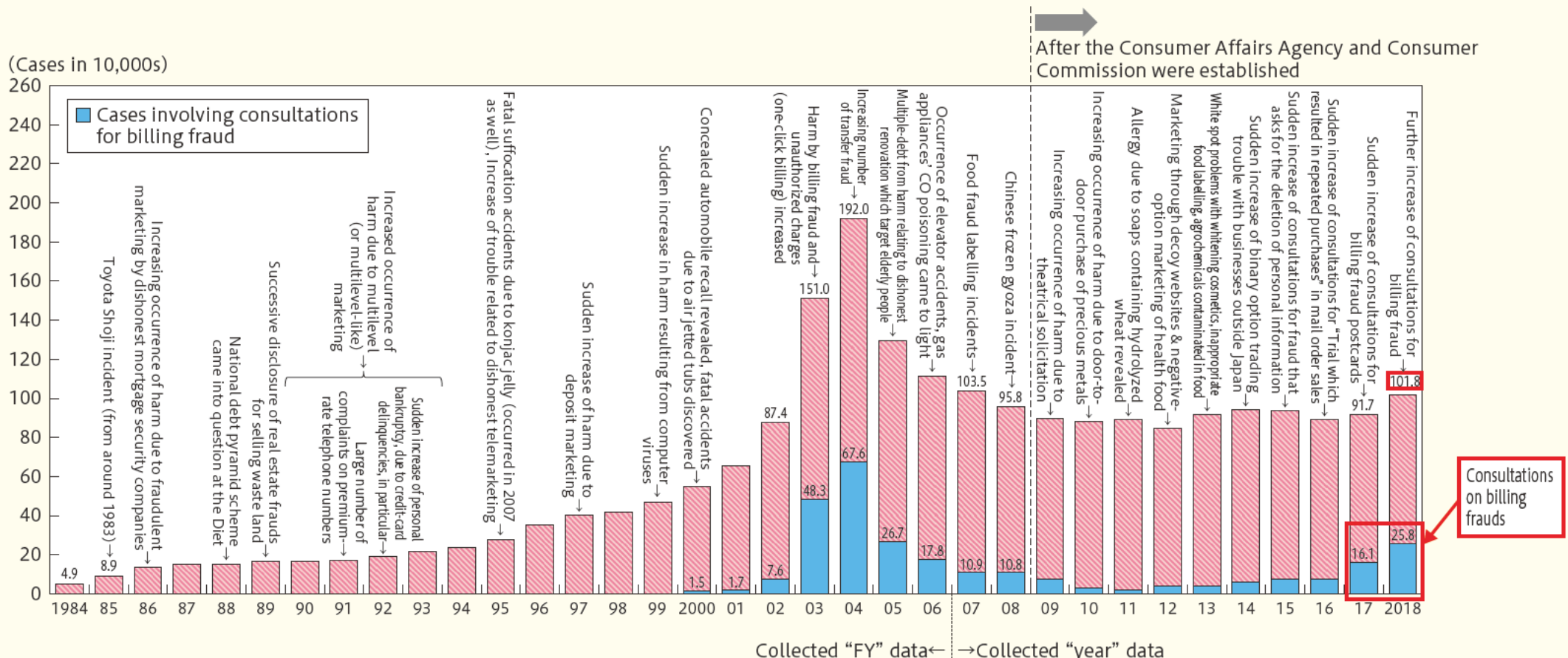


(Notes) 1. The number of inbound travelers was based on Visitor Arrivals (chronological table) by the Japan National Tourism Organization (JNTO). The value for 2018 is tentative. The values for other years are confirmed.
 2. Travel consumption spent by inbound travelers was based on the "Consumption Trend Survey for Foreigners Visiting Japan" by the Japan Tourism Agency. This does not include international passenger fares paid to Japanese flight companies and shipping companies. The values are estimates.

Part 1 Chapter 1 Section 3 Overview of consumer issues

- As social economic situations changed, consumer issues became diverse and complex. Fraudulent schemes' tactics became sophisticated.
- The number of consumer affairs consultations in 2018 was 1,018,000 cases. It was over 1 million cases for the first time in 11 years.
- Consultations on billing fraud in 2018 was 258,000 cases. It was about 1.6 times higher than 2017, which saw a sudden increase of the consultations.

Figure 22] Transition of the number of consumer affairs consultations and change of consumer issues.

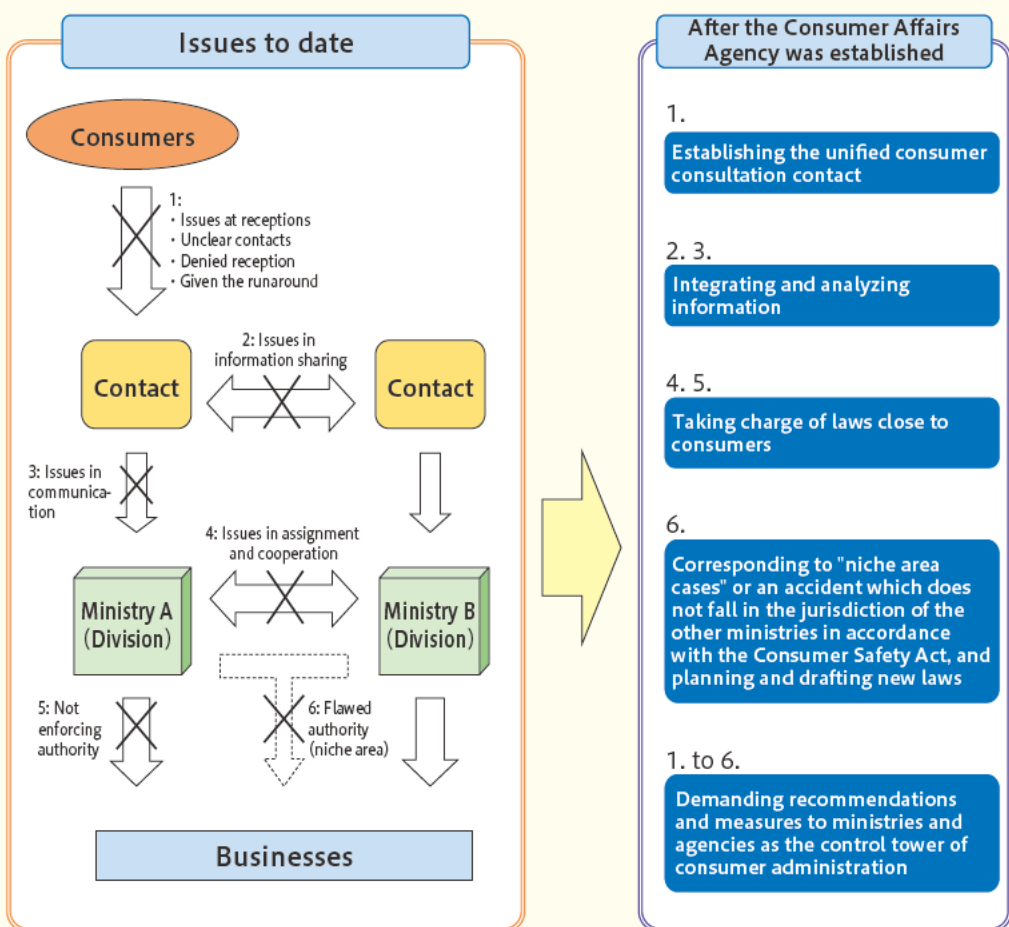


(Notes) • With regard to the number of consumer affairs consultations

1. Consumer affairs consultation information registered with PIO-NET (as of March 31, 2019).
 2. From FY1984 to FY2006, "FY" data was collected in accordance with the "2018 Consumer Life Annual Report" by the National Consumer Affairs Center of Japan. "Year" data was collected from 2007 to 2018.
 3. "Billing fraud" is related to charges for payments you don't know. Collected from FY2000.
 4. Collected the number of consultations handled by way of consumer affairs centers, etc. across Japan since 2007, excluding consultations made through consultation offices.
- Transition of consumer issues was made by the Consumer Affairs Agency. The graph shows representative consumer issues in each year.

- As consumer issues became more diversified and complex, there were issues across multiple ministries and agencies and "niche area cases" or accidents which do not fall in the jurisdiction of the other ministries, and it became difficult to deal with such situations.
- There was demand to establish a new organization which "leads the government with consumers as the leading actor", as the base for the government's paradigm transformation. On September 1, 2009, the Consumer Affairs Agency and Consumer Commission were established.

[Figure 23] Issues and actions in consumer administration before the Consumer Affairs Agency was established



(Source) Consumer Administration Promotion Council "Summary of the consumer administration promotion meeting - Transformation to an administration which has consumers/citizens' perspectives -" (June 2008)

[Figure 24] Six principles shown in the summary of the Consumer Administration Promotion Council

Six principles that new organizations must meet

- A new organization was established as one that "leads the government with consumers as the leading actor" which monitors policies in general from consumers' perspectives.
- The new enhancement of consumer administration provided safety and security to consumers and revitalized industry activities at the same time.
- The new organization should meet the six principles below.

① Useful and clear for customers

- Symbol of transformation on the perspective from the manufacturers' side to consumers/citizens' side
- Realizing strong authority and responsibility, unified contacts, and unified information collection/spreading

② Consumers can fully acknowledge the merits

- Taking charge of a wide variety of issues related to "transactions," "safety," and "labelling"
- The control tower for consumer administration with functions including unified contact, enforcement, and recommendation
- Taking charge of laws related to issues close to consumers and participating in other laws
- Establishing new laws for taking actions against "niche area cases" or an accident which does not fall in the jurisdiction of the other ministries and cross functional issues across multiple regulation systems.
- Considering legal measures for rescuing victims, including paternal rights actions and deprived illegal profits

③ Quick actions

- Quick actions for consultations and law enforcement
- Establishing an emergency countermeasure HQ and giving recommendations in case of an emergency

④ Securing specialization

- Securing wide "specialization" by using ministries and agencies and private specialists, as well as educating staff for "specialization."

⑤ Securing transparency

- Establishing an organization that acts like a council and reflecting consumer voices in administration in the new organization, ministries and agencies

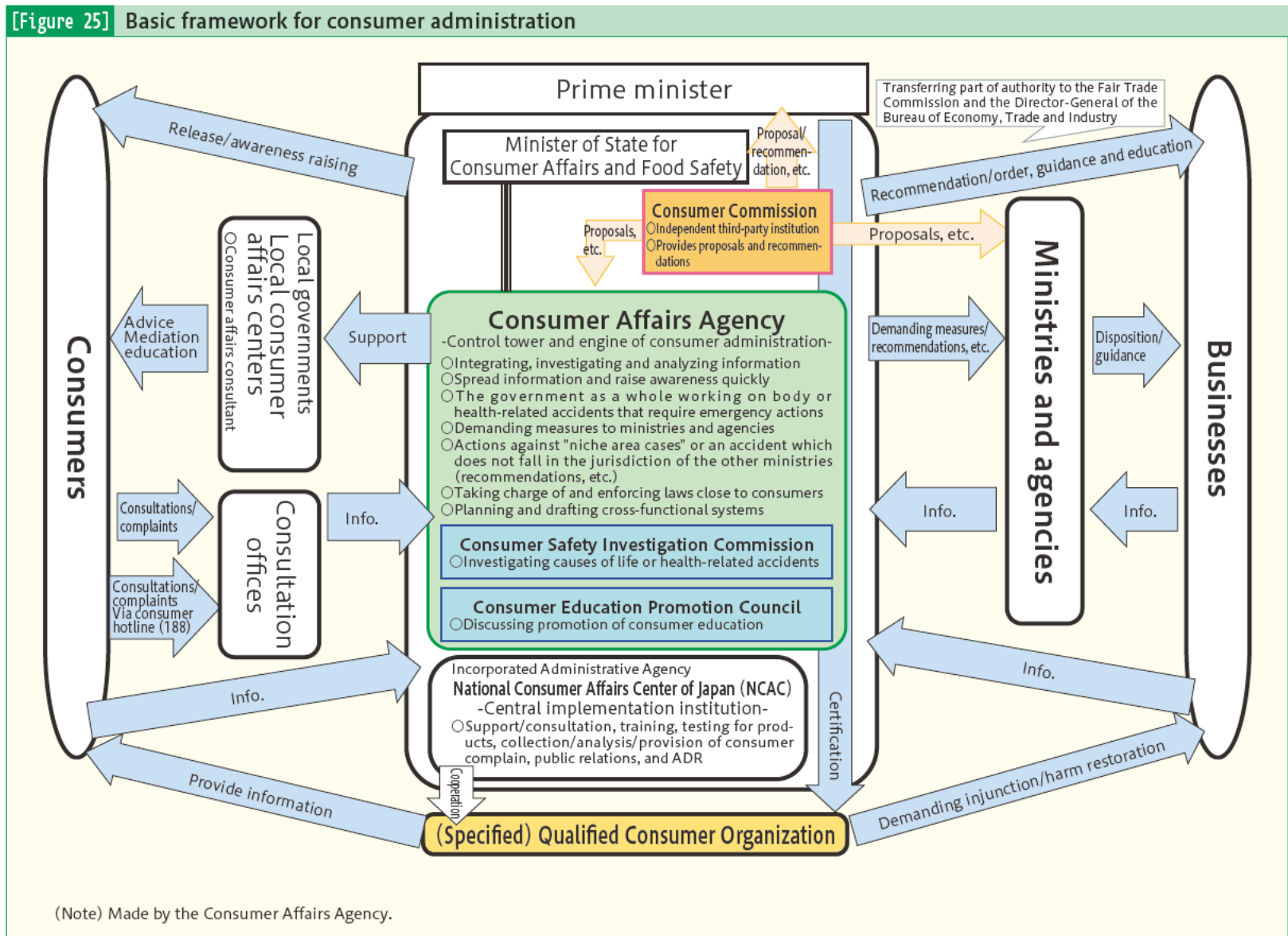
⑥ Securing efficiency

- Flexible and intelligent organization that exhibits strong leadership from consumers' perspectives
- Transferring authority to local governments and entrusting related institutions with office work
- Changing systems, capacities and budgets so that government organizations do not become enlarged

(Source) Consumer Administration Promotion Council "Summary of the consumer administration promotion meeting - Transformation to an administration which has consumers/citizens' perspectives -" (June 2008)

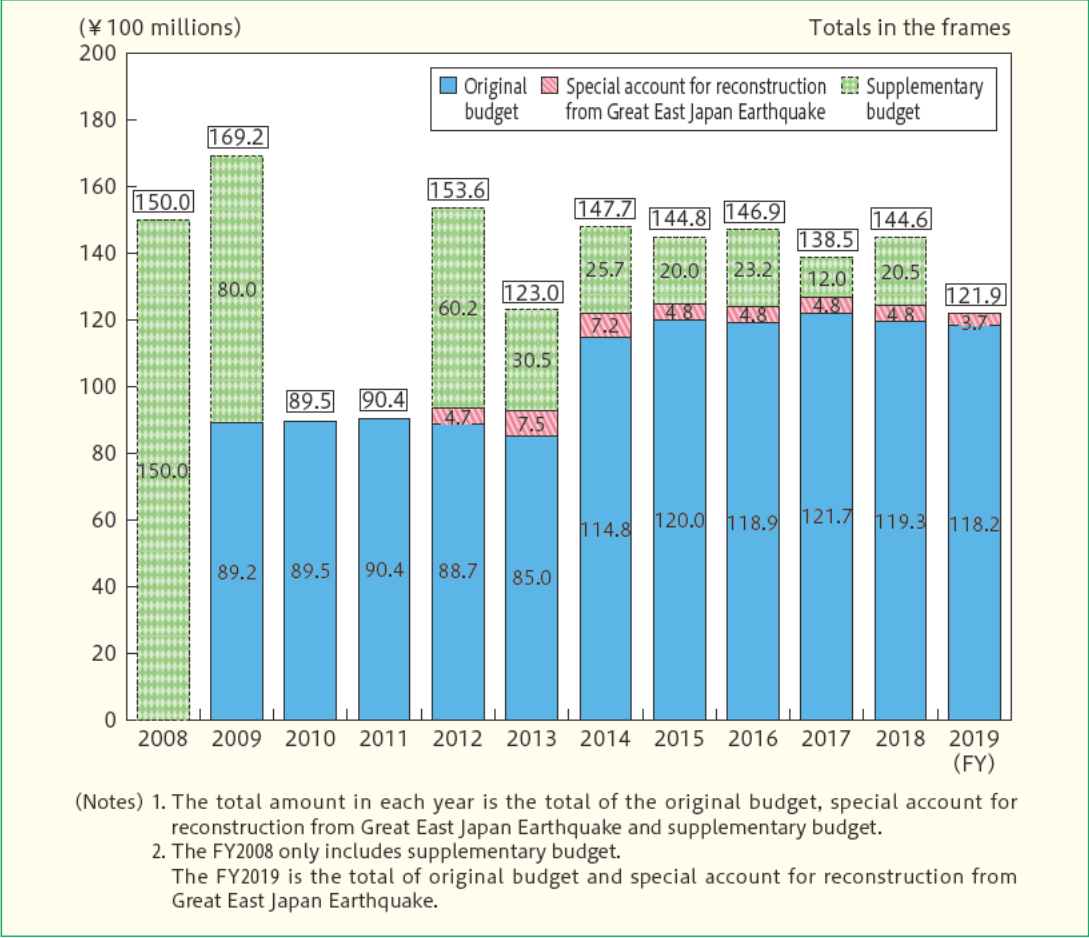
○ Since the Consumer Affairs Agency and Consumer Commission celebrate their 10th anniversary in September 2019, we review the activities during the past decade from the six perspectives below.

- (1) Unified consumer administration
- (2) Enhancing local consumer administration and establishing a consumer affairs consultation system
- (3) Unified promotion of consumer policies across ministries and agencies
- (4) Activities for realizing consumer citizenship
- (5) System for reflecting consumer opinions in consumer policies
- (6) Revitalizing industry activities as well as consumption activities

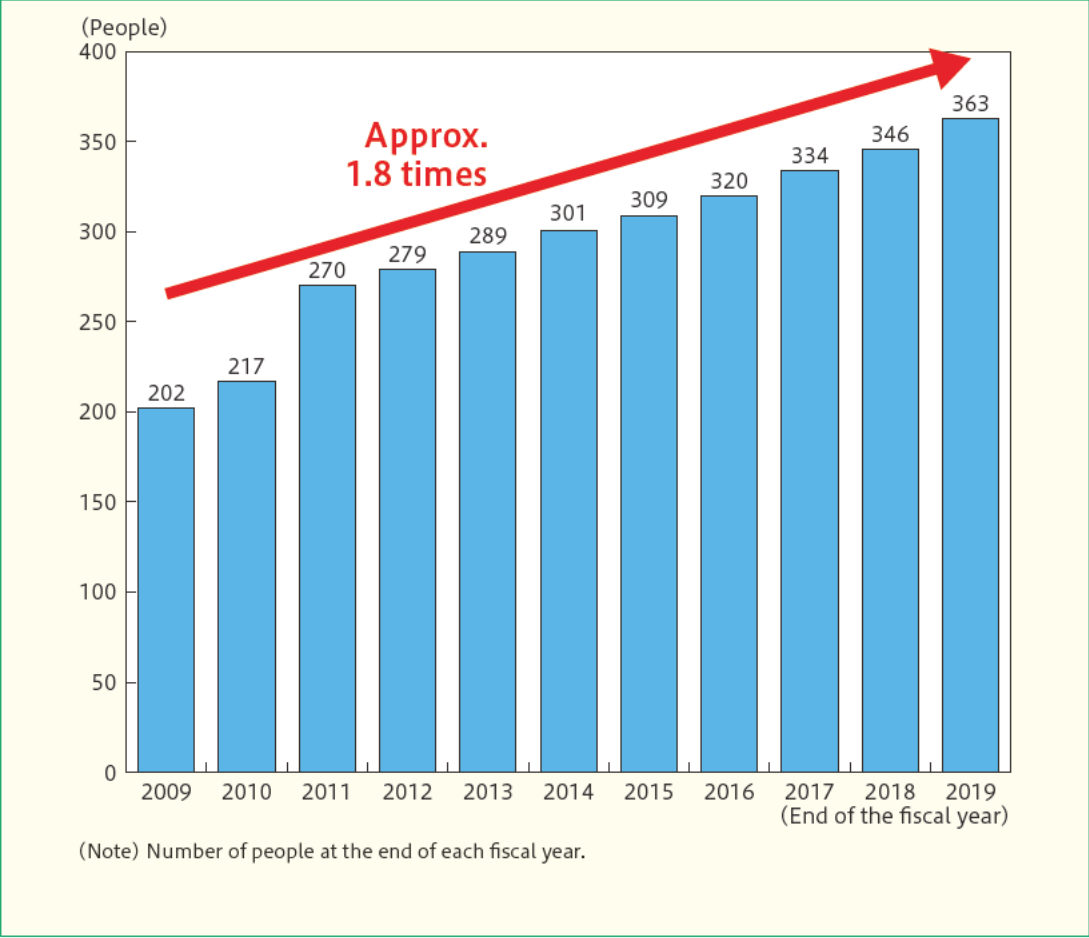


- Securing necessary budget for consumer administration's operation in severe financial situations.
- The number of regular staff members has become 1.8 times larger than it was in FY2009.

[Figure 26] Transition of the Consumer Affairs Agency's budget



[Figure 27] Transition of the number of regular staff members in the Consumer Affairs Agency



- The Consumer Affairs Agency takes charge of laws that handle issues close to consumers.
- It reviews laws based on social/economic situations and enforces laws in accordance with the laws it takes charge of.

[Figure 28] Establishment and revision of major laws after the Consumer Affairs Agency was established

Consumer Safety Act

- Revised in 2012:
 - ① Establishing the Consumer Safety Investigation Commission
 - ② Introduction of administrative measures against "niche area cases" or an accident which does not fall in the jurisdiction of the other ministries, which are related to consumers' financial accidents
- Revised in 2014:
 - ① Establishing "Watch-over Network"
 - ② Legally prescribe consumer affairs consultants and qualification examinations

Act against Unjustifiable Premiums and Misleading Representations

- Revised in June 2014:
 - ① Establishing compliance systems regarding labelling
 - ② Enhancing monitoring/guidance systems
- Revised in November 2014: Introducing surcharge systems

Food Labelling Act

- Established in 2013
[Purpose] Unifying systems related to food labelling
- Revised in 2018: Making it obligatory for food-related businesses that recall food to submit the report on the start and situation of the recall.

Act on Promotion of Consumer Education

- *Legislation introduced by Diet members
- Established in 2012
[Purpose] Comprehensive/unified promotion of consumer education

Act on Special Measures Concerning Civil Court Proceedings for the Collective Redress for Property Damage Incurred by Consumers

- Established in 2013
[Purpose] Introducing civil court proceedings for property damage recovery by Specified Qualified Consumer Organizations

Act on Consumer Policies

- Revised in 2012 *Legislation introduced by Diet members: It became obligatory to submit the implementation status report of consumer administration by the government to the Diet.

Act on Specified Commercial Transactions

- Revised in 2012: Adding door-to-door purchase as types of transactions subject
- Revised in 2016: Enhancing measures against dishonest businesses (New establishment of order for prohibition of business against corporate executives who have been given business suspension orders)

Consumer Contract Act

- Revised in 2016: Adding the following provisions, etc.
 - ① rescinding excessive contracts
 - ② nullifying clauses that prohibit consumers from cancelling regardless of the reason
- Revised in 2017: Extending the valid period for the certification of qualified consumer organizations
- Revised in 2018: Adding the following provisions, etc.
 - ① rescinding contracts concluded by acts of invoking fear
 - ② nullifying clauses that cancel the contract if consumers use the guardianship system

Act on National Consumer Affairs Center of Japan

- Revised in 2017: Adding security provision work for provisional seizure order as National Consumer Affairs Center of Japan's work

Act on Promotion of Food Loss and Waste Reduction *Legislation introduced by Diet members

- Established in 2019
[Purpose] Comprehensive promotion of food loss and waste reduction

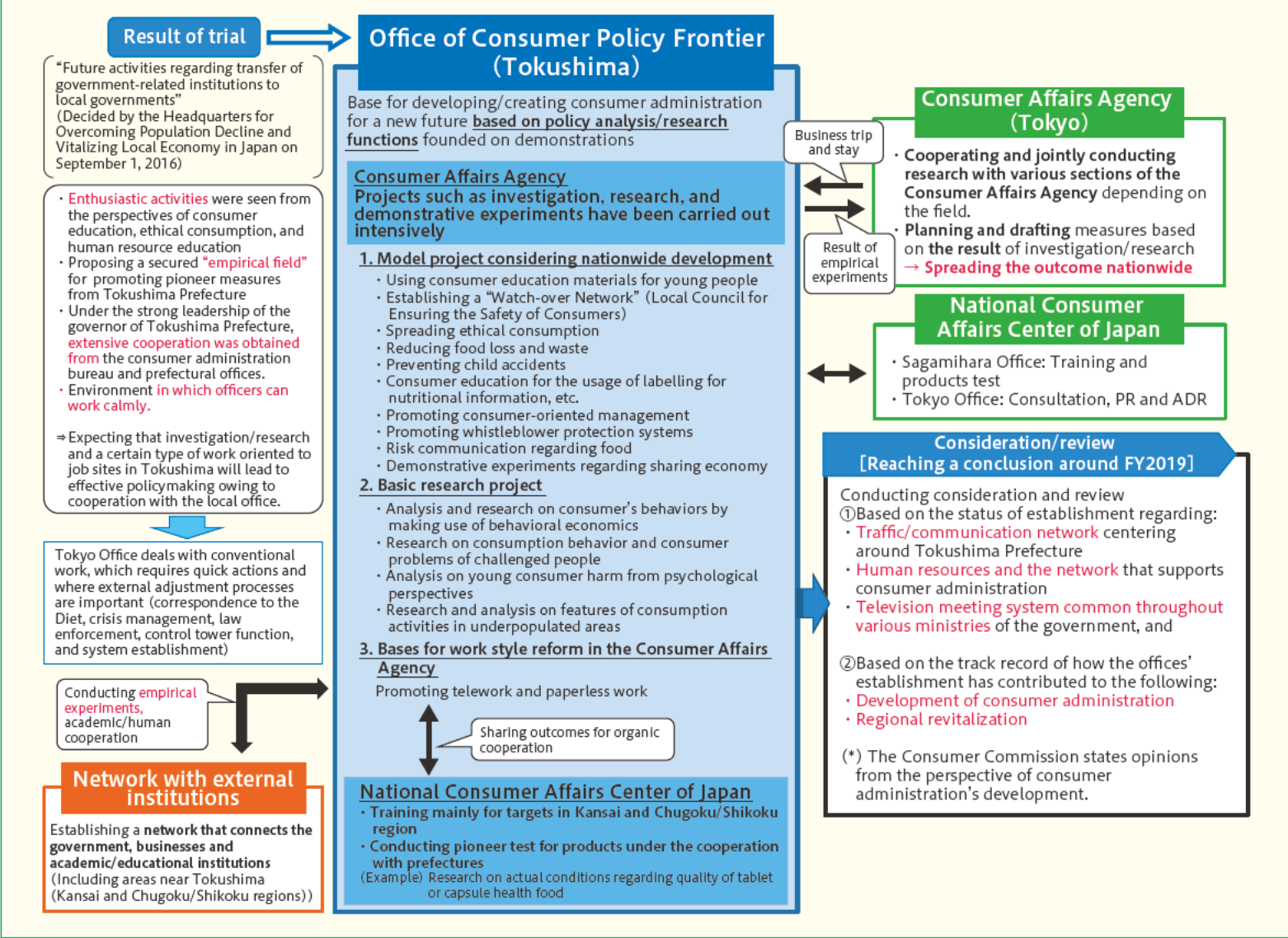
[Figure 29] Enforcement status of major laws

(As of the end of March 2019)

Law name	Enforced mainly by	Measure detail	FY2018	Total from FY2009 to FY2018
Act on specified Commercial Transactions	Consumer Affairs Agency	Business suspension order	8	103
		Instruction	11	89
		Order for prohibition of business	15	15
Act on specified Commercial Transactions	Bureau of Economy, Trade and Industry	Business suspension order	5	87
		Instruction	8	70
		Order for prohibition of business	11	11
Act against Unjustifiable Premiums and Misleading Representations		Order for action	46	302
		Payment order for surcharge	20	40
Consumer Safety Act	(Life or health-related accidents)	Awareness raising	1	3
		Awareness raising	12	71
	(Property-related cases)	Recommendation	0	2

- In July 2017, "the Office of Consumer Policy Frontier" was established in Tokushima Prefecture as a base for developing/creating consumer administration based on policy analysis/research functions founded on demonstrations.
- The specific features of the office will be under consideration and review around FY2019.

[Figure 30] Functions and overview of the Office of Consumer Policy Frontier



Conversation with the Prime Minister, Minister of State for Consumer Affairs and Food Safety and the Office of Consumer Policy Frontier's staff (September 2018)

- Strongly promoting the enhancement of local consumer administration, the front line of consumer administration.
- About ¥60 billion has been granted in total as grants to promote and strengthen local consumer administration.

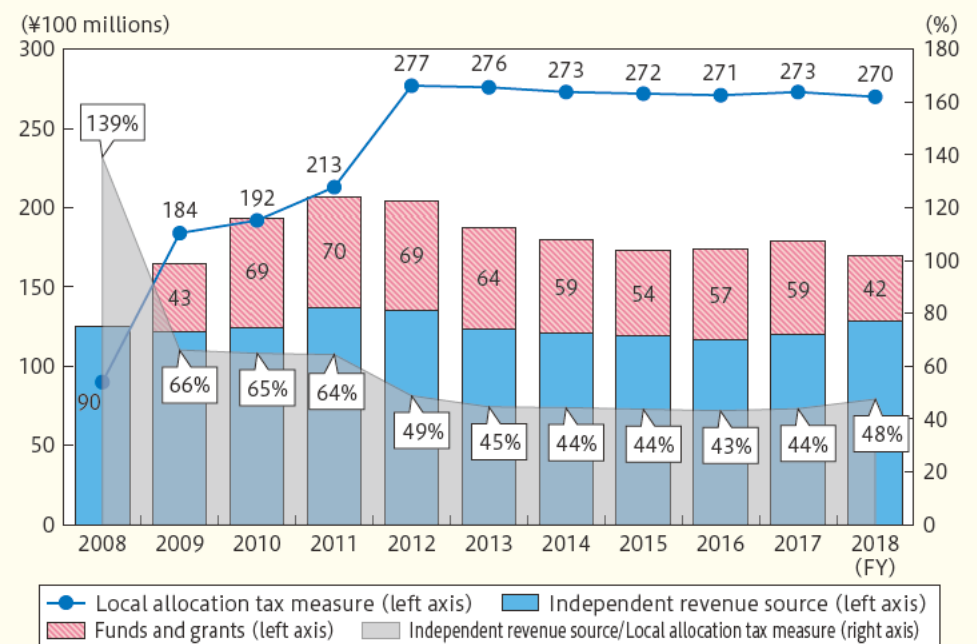


Minister of State for Consumer Affairs and Food Safety visiting Nagano Prefecture [Caravan for enhancing and strengthening local consumer administration] (February 2019)

[Figure 31] Progress status of "campaign for strengthening local consumer administration"

<p>Policy goal 1 Eliminate areas where consultation systems do not exist</p> <p>1-1 Make all municipalities have consultation offices in place</p>	<p>[April 1, 2013 → April 1, 2018]</p> <p><Local governments without consultation offices></p> <p>95 municipalities → 0 municipalities</p> <p>Achieved 0 areas in FY2015 where consultation systems do not exist.</p>
<p>Policy goal 2 Improve consultation system quality</p> <p>2-1 Promote establishment of local consumer affairs centers</p> <ul style="list-style-type: none"> All municipalities with a population of 50,000 or more 50% or more municipalities with a population of less than 50,000 <p>[Consumer affairs consultant]</p> <p>2-2 Assign consultants in 50% or more municipalities within the jurisdiction</p> <p>2-3 Increase the rate of qualified staff to 75% or more</p> <p>2-4 Increase the training participation rate to 100% (every fiscal year)</p>	<p>[April 1, 2013 → April 1, 2018]</p> <p><Prefectures that achieved the goal></p> <ul style="list-style-type: none"> 19 prefectures → 35 prefectures 9 prefectures → 21 prefectures 36 prefectures → 43 prefectures 21 prefectures → 26 prefectures 4 prefectures → 11 prefectures
<p>Policy goal 3 Eliminate areas where Qualified Consumer Organizations do not exist</p> <p>3-1 Promote the establishment of Qualified Consumer Organizations in the 3 areas (Tohoku, Hokuriku and Shikoku) where Qualified Consumer Organizations do not exist</p>	<p>[April 1, 2013 → End of April 2019]</p> <p><Number of Qualified Consumer Organizations></p> <p>11 organizations → 19 organizations (Established in all areas)</p>
<p>Policy goal 4 Promote consumer education</p> <p>4-1 Formulate consumer education promotion plans</p> <p>Establishment of regional councils for promoting consumer education (All prefectures / government ordinance cities)</p>	<p>[End of March 2014 → End of March 2019]</p> <p><Formulation of promotion plans></p> <ul style="list-style-type: none"> 9 prefectures and 1 government-ordinance-designated city → 47 prefectures and 18 government-ordinance-designated cities <p><Establishment of regional councils></p> <ul style="list-style-type: none"> 14 prefectures and 2 government-ordinance-designated cities → 47 prefectures and 19 government-ordinance-designated cities
<p>Policy goal 5 Establish "Watch-over Network"</p> <p>5-1 Establish Local Councils for Ensuring the Safety of Consumers (All municipalities with a population of 50,000 or more)</p> <p>The councils are being established from April 2016 (revised Consumer Safety Act).</p>	<p>[As of January 2017 → End of March 2019]</p> <p><Local governments establishing the Network with a population of 50,000 or more></p> <p>21 municipalities → 98 municipalities (Established in all municipalities with a population of 50,000: 2 prefectures (Tokushima and Hyogo))</p>

[Figure 32] Transition of budgets in the local consumer administration



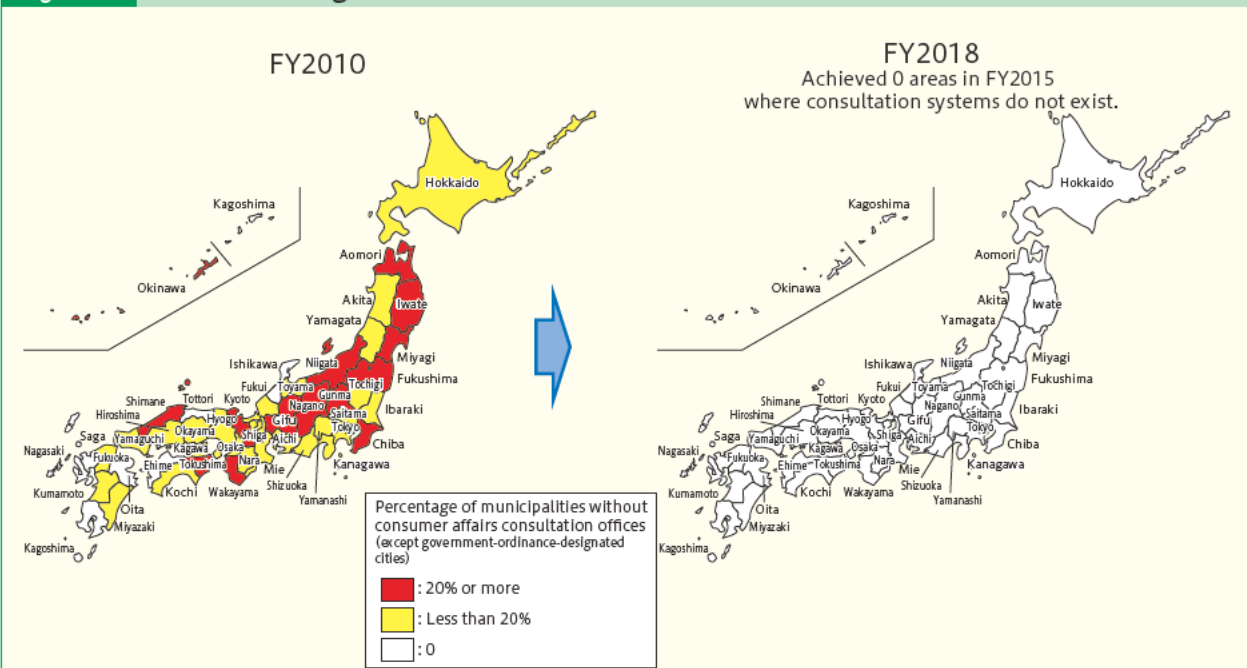
- (Notes)
1. Created by the Consumer Affairs Agency.
 2. "Independent revenue source" and "Funds and grants" come from consumer administration budgets for all local governments (in a broad sense), including all departments as well as the consumer administration division and the local consumer affairs centers. Final budgets are for FY2008 to FY2017, and the original budget is for FY2018.
 3. The local allocation tax measure is for consumer administration costs in ordinary allocation tax (unit cost) granted from the national government to local governments.

- Achieved 0 areas in FY2015 where consultation systems do not exist
- Started a consumer hotline from 2010, and the telephone number became 3 digits in 2015 (188 (I-ya-ya!)). The challenge is to increase public recognition.
- The hotline has been widely promoted and spread with the mascot "IYAYAN" from July 2018.



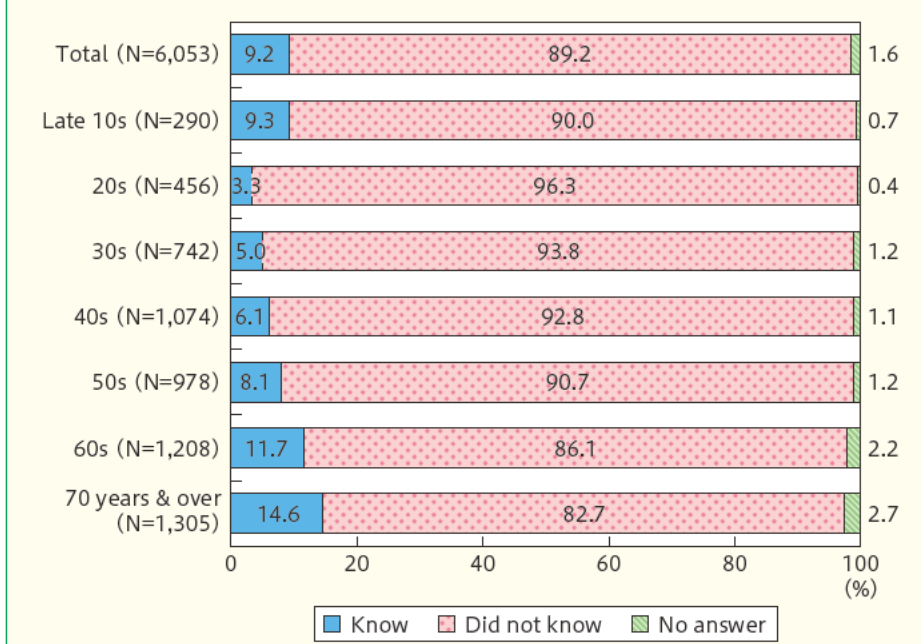
Consumer hotline 188
Mascot "IYAYAN"

[Figure 33] Status of local governments without consumer affairs consultation offices



(Notes) 1. Based on the "Survey on Current Local Consumer Administration" by the Consumer Affairs Agency
2. Consumer affairs consultation offices include local consumer affairs centers.

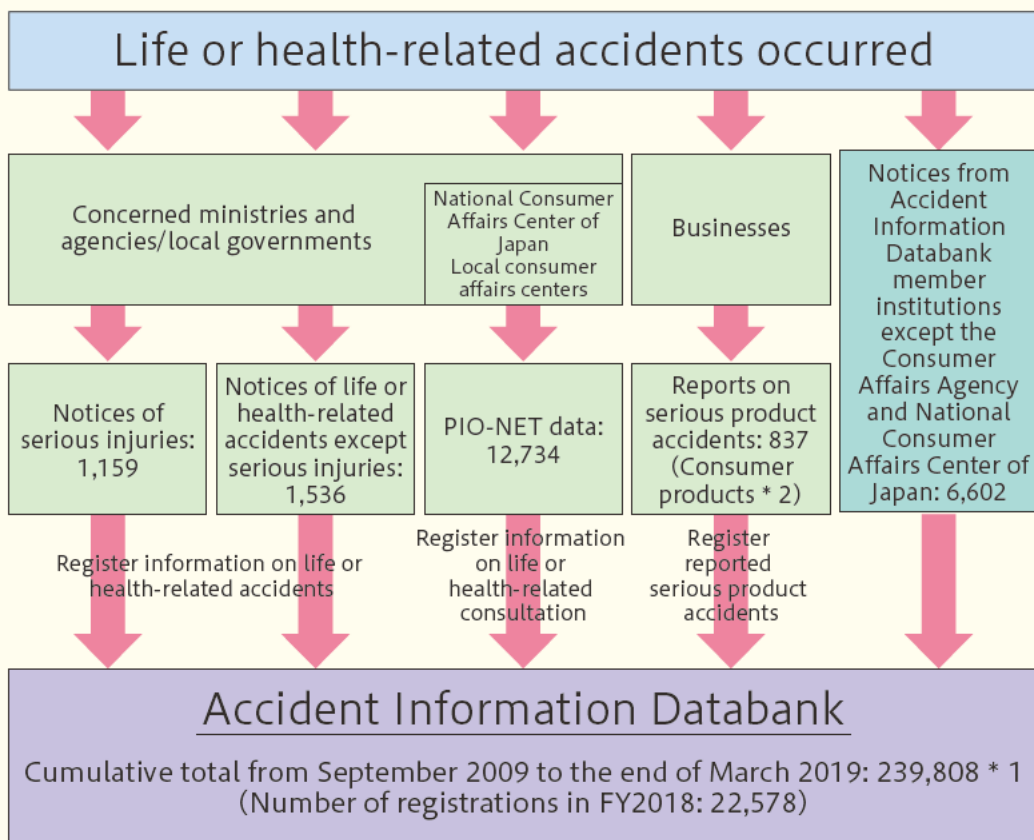
[Figure 34] Public recognition of consumer hotline 188 (by age group)



(Notes) 1. Based on the "Basic Survey on Consumer Life" by the Consumer Affairs Agency (FY2018).
2. Answer to the question about the number (188); "Did you know the consumer hotline 188 (I-ya-ya!)"
3. Percentages may not add up to 100 because of rounding.

○ Establish systems for consolidating and analyzing information on consumer accidents and using them for spreading information and enforcing laws.

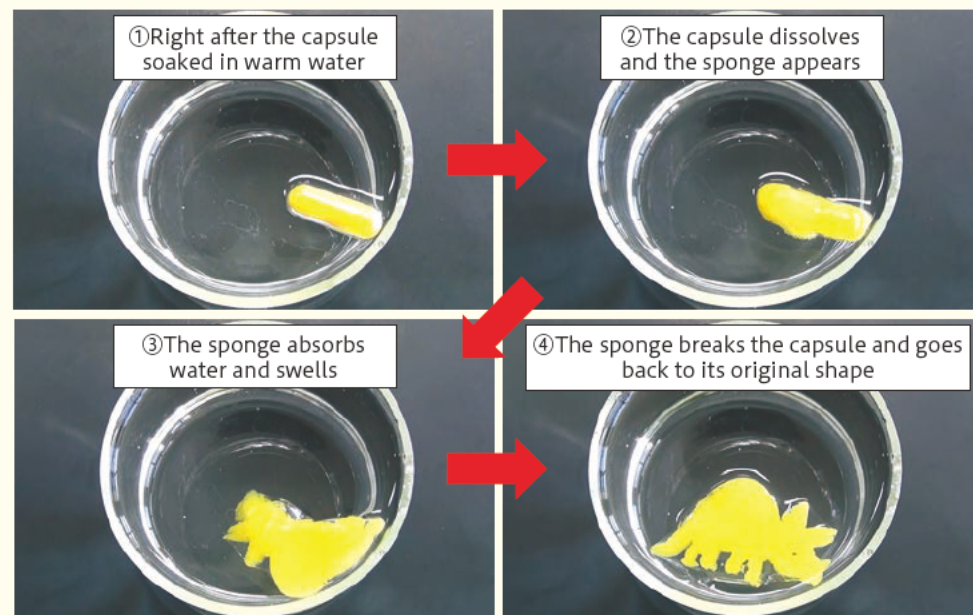
[Figure 35] Gathering information on life or health-related accidents



(Notes) *1 · Life or health-related accidents (including serious injuries) and serious product accidents mean the number of notified or reported cases in FY2018, and PIO-NET data means the number of consultations received in FY2018 and registered in PIO-NET by March 31, 2019. Multiple institutions may provide a notification on one case, and a registration in the Accident Information Databank takes a certain period of time, so the cumulative total and the number of registrations does not match the sum of each number.
 · In FY2018, the number of consultations except for consultations handled by way of the National Consumer Affairs Center of Japan was totaled by going back to PIO-NET data in FY2009. Therefore, the number of cumulative registrations was changed.
 · In addition, medical institution network's member institutions provide accident information to the Consumer Affairs Agency.
 · The number of accesses to the Accident Information Databank in FY2018 was 259,942.
 *2 Consumer products are mainly provided for general consumers' living, and each of them is subject to safety control by other laws and regulations (food, medical goods and automobiles).

[Figure 36] Example of awareness raising based on the provisions in the Consumer Safety Act (serious injuries related to life and health)

Consumer Affairs Agency: A sponge toy in a capsule entered in an infant's body! — Poor health continued for 4 months without knowing the cause. Later, the toy was removed under a general anesthetic (Released on February 15, 2019)



Provided by the National Consumer Affairs Center of Japan

The pictures show how a sponge came out from a capsule in water at 37°C

○ In 2012, the Consumer Safety Investigation Commission was established to analyze accident causes and state opinions to relevant ministries.
The commission has started investigating 16 cases and reported the final results on 14 cases.

[Figure 37] Flow of investigation into the causes of accidents by the Consumer Safety Investigation Commission



[Figure 38] List of cases investigated by the Consumer Safety Investigation Commission (as of the end of March 2019)

Case	
Case for which investigation is complete	Gas-fired water heater accident (Tokyo)
	Pool accident at a kindergarten (Kanagawa)
	Accidents in mechanical multi-storey car park
	Accidents involving household heat pump water heater
	Escalator accident (Tokyo)
	Skin disorders caused by hair dye products
	Children accidentally ingesting drugs
	Accidents while using a handle-type electric wheelchair
	Elevator accident (Tokyo)
	Injuries caused by broken wooden floor tiles in gymnasiums
	Airway obstruction accidents due to toys in infants
	Accidents related to household cogeneration systems
	Accidents caused by electric shutters during operation
	Fire accidents from household photovoltaic power generation systems
Accidents caused by walk-behind rotary snowblower	
Cases under investigation	Accidents on electric power-assisted bicycles with infants also riding on them

In principle, the commission follows up on the status of activities by the related ministries one year after the report is released.

- Summarizing the integrated governmental consumer policy as the Basic Plan for Consumers and strongly promoting it in accordance with the PDCA cycle.
- Cooperating with relevant government institutes and promoting the consumer policy as a team.

[Figure 39] Overview of the 3rd Basic Plan for Consumers (from FY2015 to FY2019)

Details of measures that should be conducted within 5 years

① Ensuring consumer safety	② Establishing trusted labelling and ensuring reliability	③ Ensuring that all transactions are fair	④ Forming a society where consumers can play the leading role in choice	⑤ Establishing frameworks for a consumer relief system and protecting their interests	⑥ Establishing national and local consumer administration systems
(1) Preventing accidents (2) Collecting information on accidents and preventing their occurrence and expansion (3) Investigating causes and preventing recurrence (4) Ensuring food safety	(1) Disseminating and strictly applying the Act against Unjustifiable Premiums and Misleading Representations (2) Disseminating and improving labelling based on goods and services (3) Providing appropriate information through food labelling and strictly applying relevant laws and regulations	(1) Strictly enforcing and reviewing cross-functional laws and regulations (2) Optimizing transactions depending on the goods and services (3) Optimizing transactions depending on the development of information communication technology (4) Preventing and controlling crimes (5) Optimizing rules and weighing	(1) Securing policy's transparency and reflecting consumer opinions (2) Promotion of consumer education (3) Supporting and promoting activities of consumer groups, business operators and trade associations. (4) Promoting fair and free competition and securing fair utility rates (5) Promoting environment-friendly consumption actions	(1) Providing relief for damage, processing complaints, and promoting dispute settlement (2) Measures against a developing advanced information and communication society (3) Measures against developing globalization	(1) Enhancing and strengthening national organization systems (2) Establishing systems in regions

Enforcing plans effectively

○ *Creating the process schedule*

- **Clarifying planned activities within 5 years**
- Adopting concrete indexes (KPI) for each measure in order to understand effects
- Ministries and agencies promote measures in the process schedule steadily and actively.

[Verifying, evaluating and monitoring implementation status]

- Summarize how the plan is implemented every year.
- The Consumer Commission and Consumer Policy Council verifies and evaluates the plan.



[Review]

- Revise the process schedule once a year
- Revise the plan if environments, issues, or measures to deal with change drastically

[Figure 40] Example of main activities conducted under cooperation with various ministries and agencies

○ *Activities on food safety*

Clear positioning as a government institute related to food safety (from 2012).

○ *Measures against multiple-debt problems*

"The Consultation Meeting in Relation to the Multiple-Debt Problem and Consumer Finance" has been held jointly with the Financial Services Agency once every half year (from 2012).

○ *Activities for preventing children accidents*

"Liaison Committee among Ministries and Agencies on Preventing Children Accidents" was established in 2016.

○ *Measures against problems on illegal distribution of waste food*

Summarized "Future measures against illegal distribution of waste food."

○ *Measures against consumer problems related to medical cosmetic treatment*

Some medical cosmetic treatment contracts were added to the Provision of Specified Continuous Services in 2017.

○ *Measures against crypto-asset (virtual currency) problems*

Raised awareness jointly with the Financial Services Agency and National Police Agency in 2017 and 2018.

○ *Measures against sublease problems*

Raised awareness jointly with the Ministry of Land, Infrastructure, Transport and Tourism and Financial Services Agency in 2018.

○ *Measures against gambling addiction*

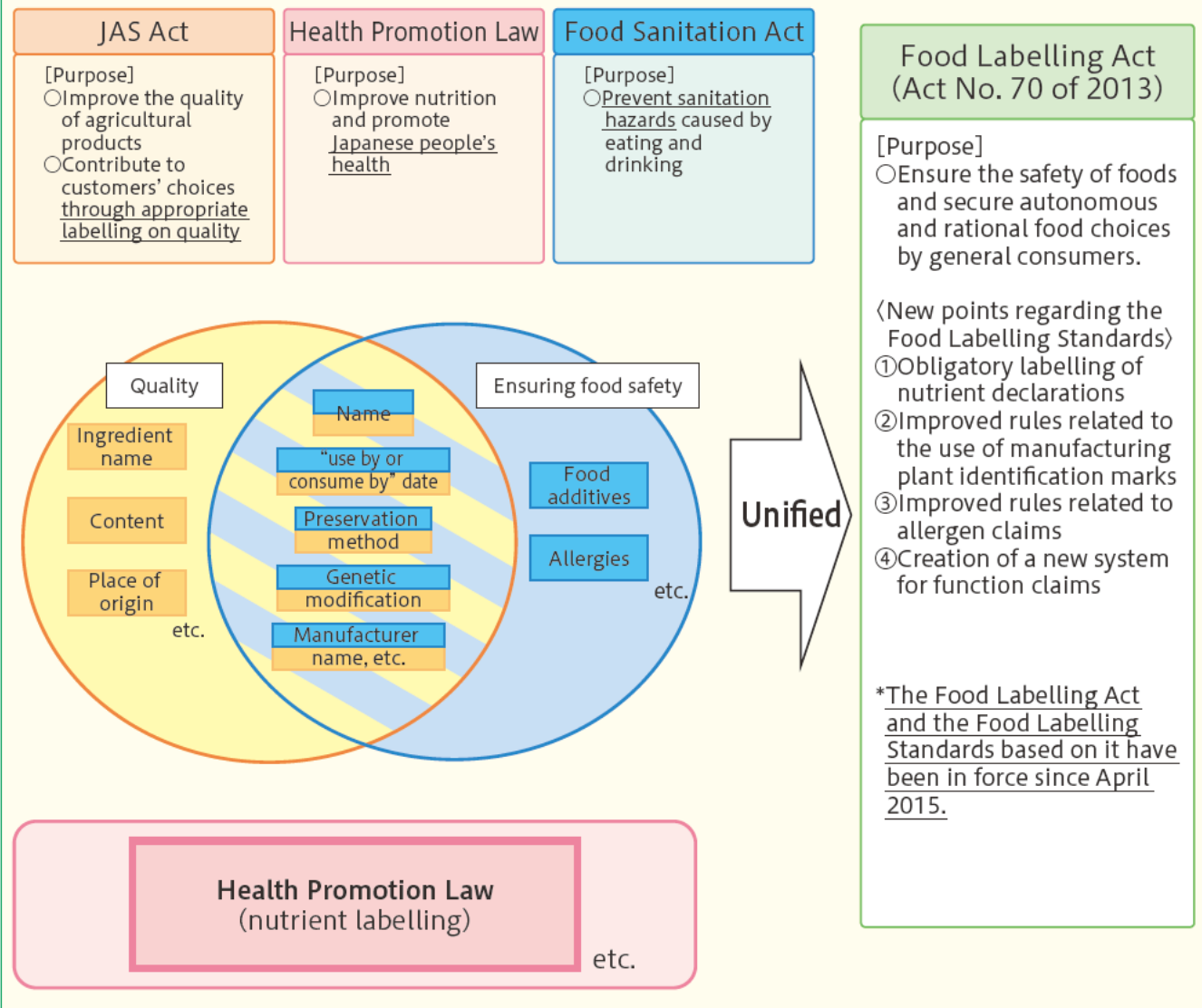
The Cabinet Office Minister of State for Consumer Affairs and Food Safety joined the HQ for the Promotion of measures against gambling addiction as the assistant manager of the HQ in 2018.

○ *Decision on packaged measures against billing fraud*

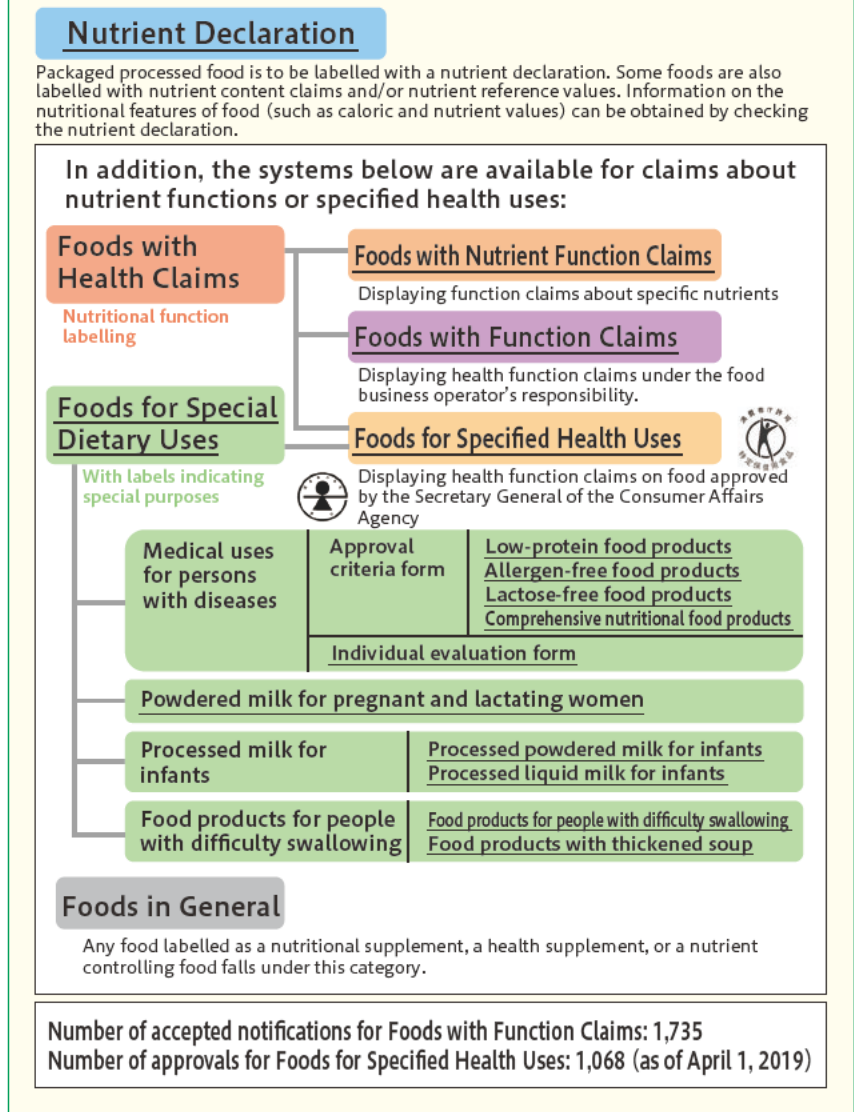
Summarized packaged measures against billing fraud jointly with National Police Agency, Financial services Agency, Ministry of Internal Affairs and Communications, Ministry of Justice, Ministry of Economy, Trade and Industry, Personal Information Protection Commission, and National Consumer Affairs Center of Japan in Consumer Policy Council (2018).

- The Food Labelling Act was established in 2013 to create a comprehensive and unified system on food labelling.
- Providing consumers with nutrient declarations to support them in making proper food choices.

[Figure 41] Unifying food labelling systems

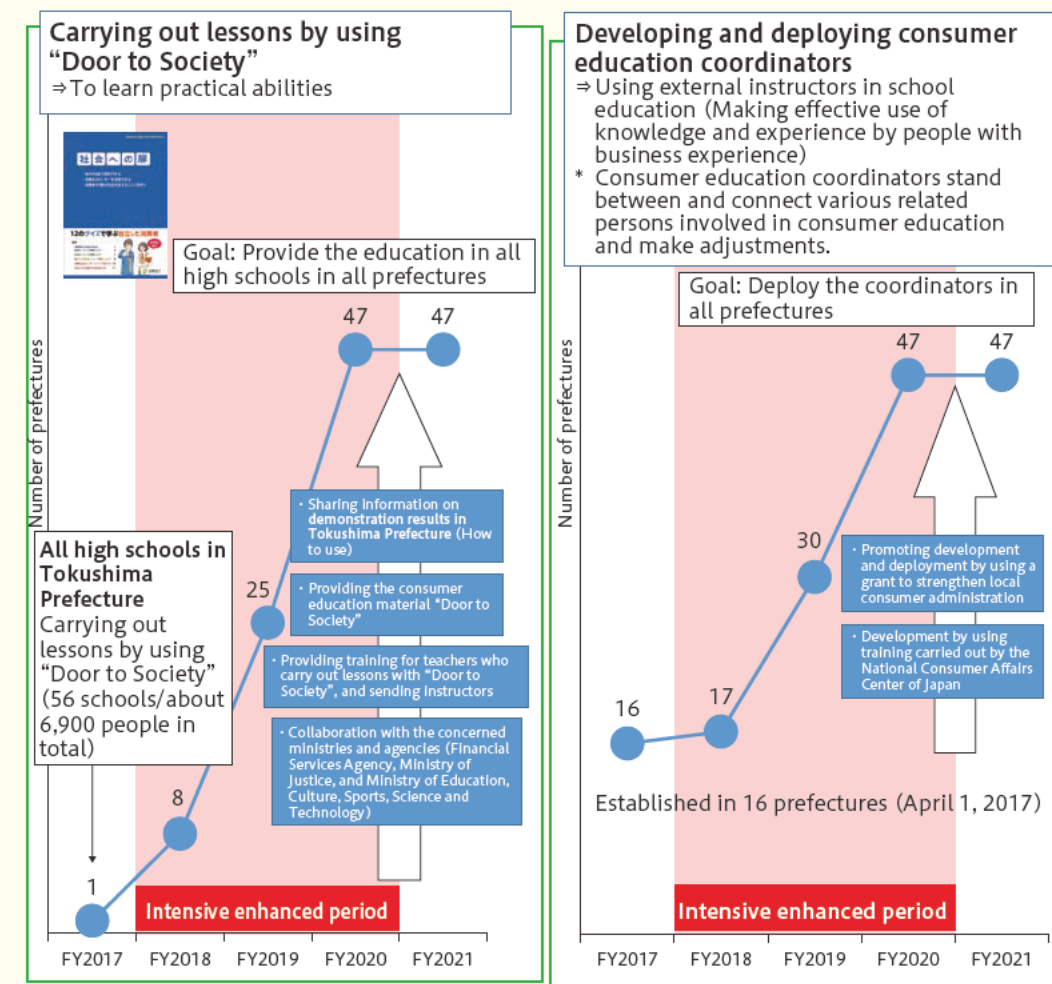


[Figure 42] Overview of food labelling systems on health and nutrition



- Promoting consumer education in order to support consumer's independence and develop consumers who actively participate in the development of a better society.
- Consumer education for young people is important, because the adult age will be younger from 2022.
- Consultations from young people are mainly about troubles related to "rented apartments" and the use of the Internet. For men in their 20s, consultations regarding "multi-purpose loans/consumer loans" are also high.

[Figure 43] Goals in "Action program of promotion of consumer education for young people"



[Figure 44] The number of most frequent consultations on products and services from young people (2018)

Men						
	15 to 19 years		20 to 24years		25 to 29years	
	Cases		Cases		Cases	
1	Adult websites	582	Rented apartments	1,131	Rented apartments	1,525
2	Digital content (general)	411	Multi-purpose loans/consumer loans	868	Multi-purpose loans/consumer loans	968
3	Online games	366	Digital content (general)	788	Goods in general	658
4	Other digital content	290	Goods in general	747	Digital content (general)	642
5	Goods in general	265	Other digital content	706	Other digital content	537

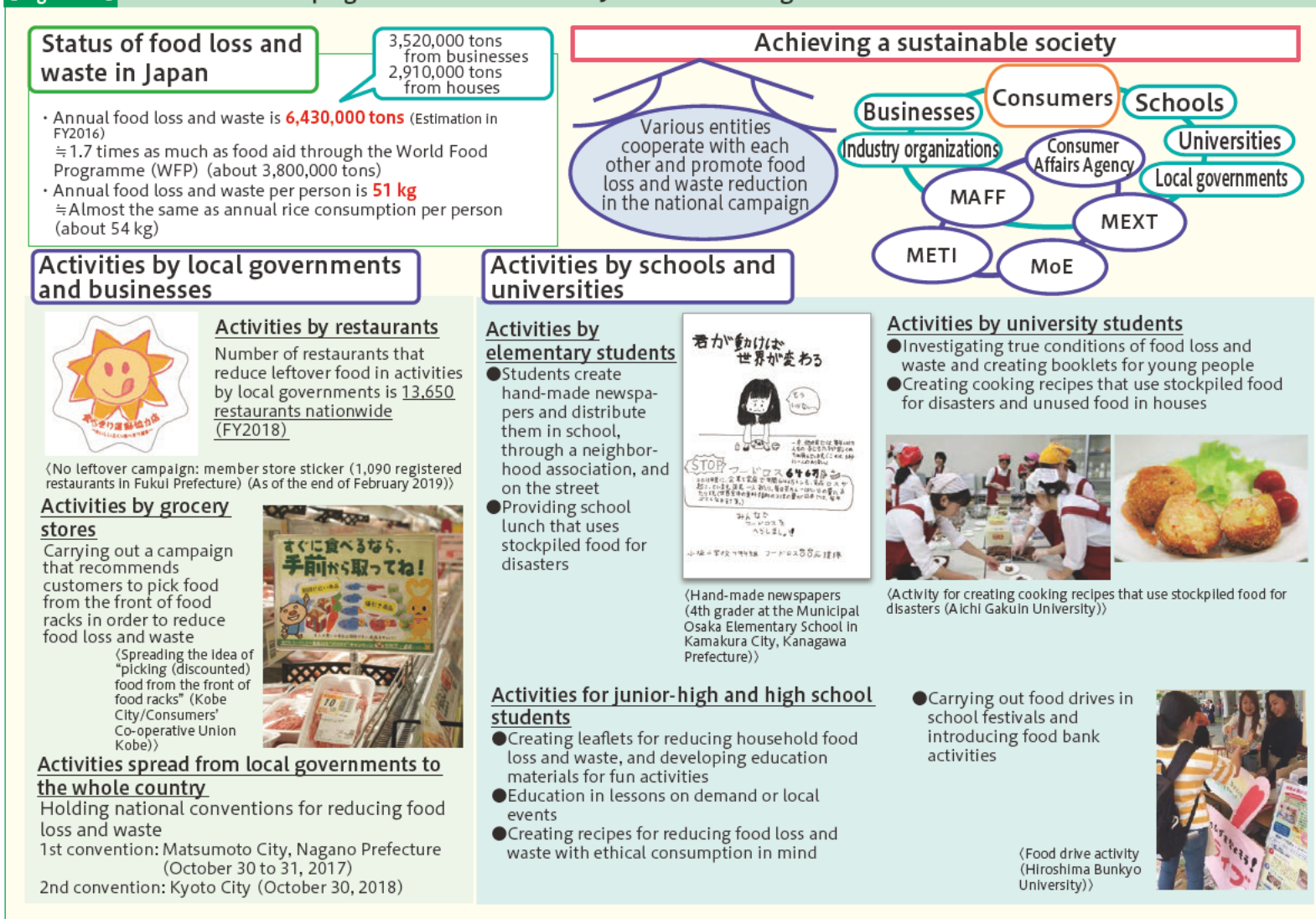
Women						
	15 to 19years		20 to 24years		25 to 29years	
	Cases		Cases		Cases	
1	Other health food	621	Rented apartments	1,245	Rented apartments	1,709
2	Digital content (general)	460	Hair removal esthetic service	1,174	Digital content (general)	885
3	Adult websites	373	Digital content (general)	1,161	Goods in general	818
4	Other digital content	312	Dating websites	998	Other digital content	678
5	Goods in general	299	Other digital content	932	Dating websites	537

Yellow : Digital content Yellow green : Things that may be prompted by living alone
 Green : Things related to debts Pink : Things related to beauty

(Notes) 1. Consumer affairs consultation information registered with PIO-NET (as of March 31, 2019).
 2. Items are products keywords (sub-categories) used in PIO-NET.

- From 2015, the "NO-FOODLOSS PROJECT" has been carried out as one of the "ethical consumption" actions and the national campaign for reducing food loss and waste.
- The Act on Promotion of Food Loss and Waste Reduction was established in May 2019.

[Figure 45] The national campaign "NO-FOODLOSS PROJECT" for reducing food loss and waste



- Using various communication tools to effectively provide information and education for consumers.
- Implementing risk communication for spreading appropriate knowledge on food safety.

[Figure 46] Tools for communication with consumers

1. Websites

- Consumer Affairs Agency's website (from 2009)**
 - Spreads measures on consumer administration and awareness-raising information on consumer issues.
- Consumer Education Portal (from 2009)**
 - Provides various information on consumer education. Users can search or register information on education materials, lectures and activities.
- Accidents Information Databank (from 2010)**
 - The Consumer Affairs Agency and National Consumer Affairs Center of Japan are jointly publishing about 230,000 cases of information on life or health-related accidents in consumer life, and users can search the accident information on the website.
- Consumer Affairs Agency's "Recall Information Site" (from 2012)**
 - Consolidates recall information released by relevant government institutes (including food recall information). Users can search the information on the website.
- Act on Specified Commercial Transactions Guide (from 2009 (taken over from METI))**
 - As an informative website for spreading and providing education on the Act on Specified Commercial Transactions, it spreads plain interpretations on the provisions of the Act and various information on administrative discipline statuses.
- Government Public Relations Online**
 - Providing awareness-raising information on the "Information Corner that Benefits People's Lives."
- Japanese Government Internet TV**
 - Introduces systems and provides awareness-raising information through videos.

2. Spreading information through social media

- Spreading information through Twitter (from 2011)**
 - Consumer Affairs Agency's Twitter account @caa_shohisha-cho Spreads press information and awareness-raising information through Twitter.
 - Consumer Affairs Agency's Twitter account @caa_kodomo Spreads information for preventing children accidents through Twitter.
- Spreading information through Facebook (from 2016)**
 - Consumer Affairs Agency's Facebook Spreads press information and awareness-raising information through Facebook.
- Spreading information through YouTube (from 2019)**
 - Consumer Affairs Agency's YouTube channel Posts videos on measures related to consumer administration and for raising awareness on consumer issues through YouTube.
- Spreading information through LINE**
 - Prime Minister's Office LINE Provides and posts awareness-raising information that should be known to citizens on the Prime Minister's Office LINE's timeline managed by the Cabinet Public Relations Office.

3. Mail magazine

- Children Safety Mail from Consumer Affairs Agency (from 2010)**
 - Distributes awareness-raising information and useful tips for preventing unexpected accidents of children between under 1 year old and before enrollment to elementary school.
- Recall Information Mail Service (from 2012)**
 - Consolidates recall information released by relevant government institutes (including food recall information), and distributes it to registered people.
- Prime Minister's Office Mail Magazine**
 - Posts information that should be known to citizens on the "News" column in Prime Minister's Office Mail Magazine (on demand and irregular basis).

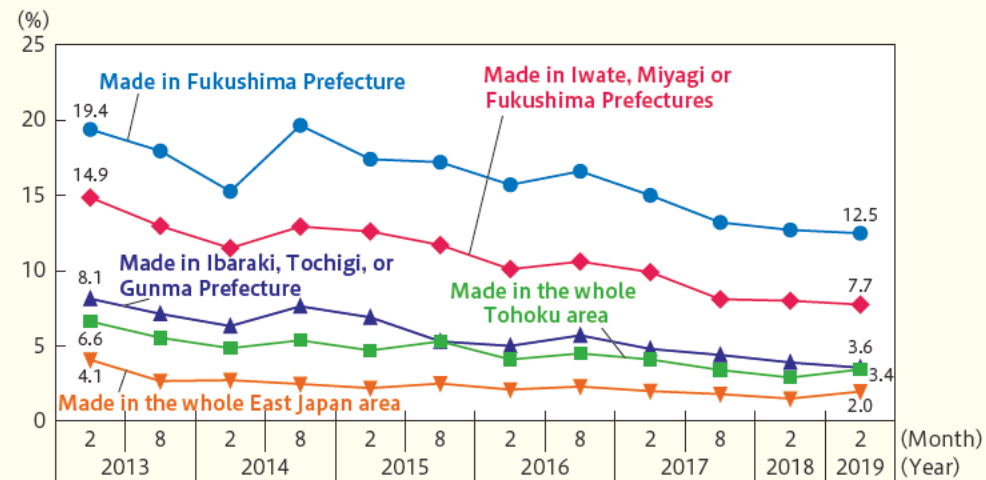
4. Collaboration with private companies

- Collaboration with the cooking recipe website Cookpad (from 2014)**
 - Consumer Affairs Agency's Kitchen Posts recipes that are useful for dealing with familiar issues such as food allergies and food loss and waste on the Cookpad website (Consumer Affairs Agency's Kitchen).
- Collaboration with YAHOO! JAPAN (from 2014)**
 - Provides the newest press release to news editors in YAHOO! JAPAN (on demand and irregular basis).
 - Provides information on a consumer hotline when people search words related to consumer problems.
- Collaboration with Yoshimoto Kogyo (2018)**
 - Created collaboration videos that conduct PR for the Consumer Affairs Agency (May 2018) and posted on the Consumer Affairs Agency's website, Twitter account and YouTube channel.

5. Other

- TV programs Information from Kasumigaseki**
 - Introduces information that should be known to citizens, such as consumer problems and children accident prevention (archives can be viewed on the website).
- Radio programs Sayaka Akimoto and JOY's Weekly Japan!!**
 - Introduces information necessary for daily life, such as measures for preventing children accidents (archives can be "heard" or "read" on the website).
- News & Life Information Portal NewsCare**
 - Provides information that must be known to citizens, such as measures for preventing children accidents specifically designed for feature phone. Posted PR advertisement by public agencies (on demand and irregular basis).

[Figure 47] Regions from which people sensitive to producing regions hesitate to buy food



(Notes) 1. Based on the "Consumer Awareness Survey on the Negative Impact of Unfounded Rumors." by the Consumer Affairs Agency
 2. Ratio of answers to "Regions from which you hesitate to buy food" by people who voted "I care" or "I rather care" about the origins of food and "I want to buy food which does not include radioactive materials" (multiple answers accepted).

[Figure 48] Records of risk communication carried out by the Consumer Affairs Agency

Major topic	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	Total by topic
Radioactive material in food	45	175	99	99	100	100	108	136	862
Bovine spongiform encephalopathy (BSE)	-	2	2	-	-	2	-	-	6
Health food	3	-	3	2	2	2	5	8	25
Imported food	-	3	-	-	-	1	-	-	4
Pesticide	-	-	-	1	2	-	-	-	3
Food poisoning	-	-	-	-	4	-	-	-	4
Food additives	-	-	-	-	-	1	1	1	3
General food safety	-	-	-	-	3	3	21	26	53
Total by fiscal year	48	180	104	102	111	109	135	171	960

Part 1 Chapter 2 Section 2 Consumer Affairs Agency's activities to date ⑤

- System for reflecting consumer opinions in consumer policies: Collaboration with and support for consumer groups -

- Holding "Local Consumer Forum" and "Information Exchange Meeting with Consumer Groups" on a periodic basis.
- Supporting activities by Qualified Consumer Organizations in accordance with the Consumer Organization Litigation System.

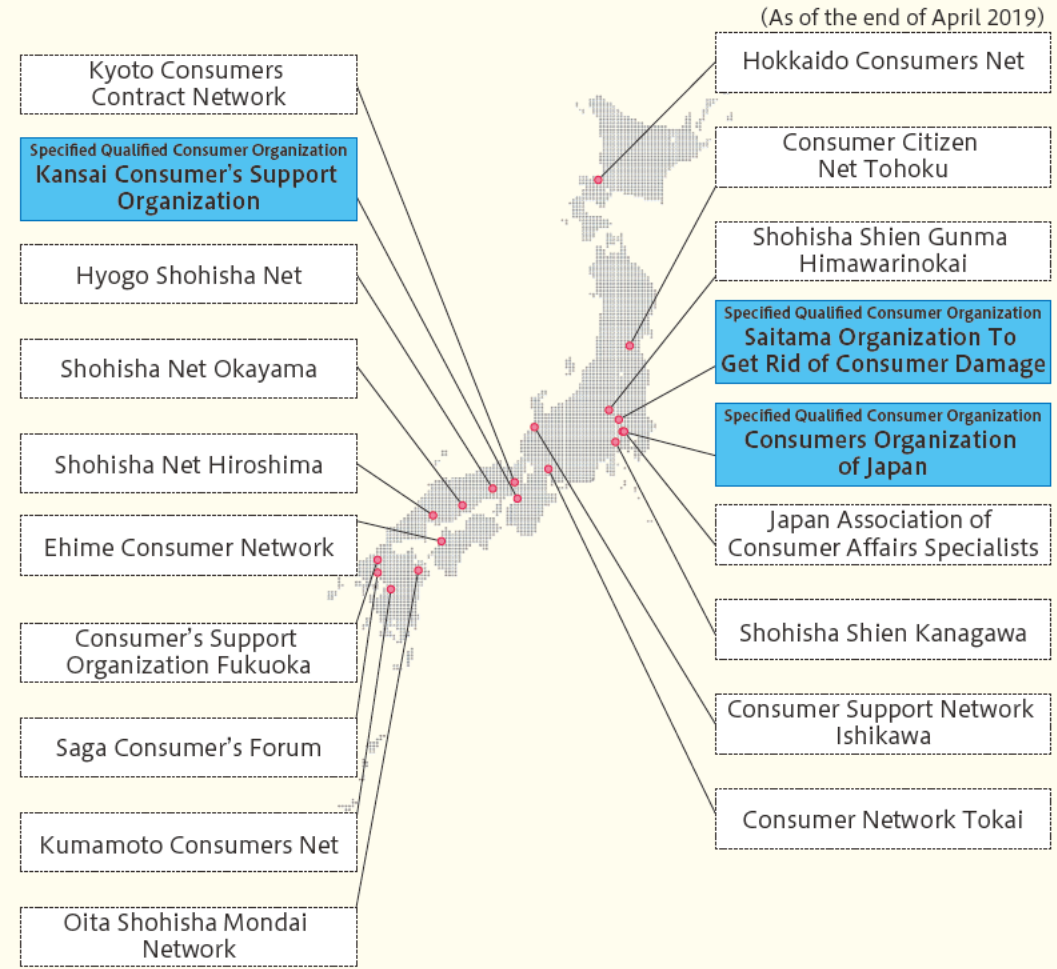
[Figure 49] Record on Local Consumer Forums (Places of the forums and number of participants)

Block	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018
Hokkaido	Sapporo City (86 people)	Sapporo City (100 people)	Sapporo City (78 people)	Sapporo City (144 people)	Sapporo City (65 people)	Sapporo City (117 people)	Sapporo City (114 people)	Sapporo City (155 people)	Yokohama City, Kanagawa Prefecture (230 people)
Tohoku	Sendai City, Miyagi Prefecture (125 people)	Fukushima City, Fukushima Prefecture (189 people)	Yamagata City, Yamagata Prefecture (223 people)	Aomori City, Aomori Prefecture (215 people)	Sendai City, Miyagi Prefecture (158 people)	Akita City, Akita Prefecture (170 people)	Morioka City, Iwate Prefecture (174 people)	Fukushima City, Fukushima Prefecture (169 people)	Kofu City, Yamanshi Prefecture (131 people)
Kanto	Tokyo Metropolis (141 people)	Saitama City, Saitama Prefecture (189 people)	Tsukuba City, Ibaraki Prefecture (195 people)	Chiba City, Chiba Prefecture (261 people)	Utsunomiya City, Tochigi Prefecture (307 people)	Niigata City, Niigata Prefecture (272 people)	Nagano City, Nagano Prefecture (253 people)	Maebashi City, Gunma Prefecture (264 people)	Otsu City, Shiga Prefecture (85 people)
Hokuriku	Kanazawa City, Ishikawa Prefecture (123 people)	Toyama City, Toyama Prefecture (152 people)	Fukui City, Fukui Prefecture (180 people)	Kanazawa City, Ishikawa Prefecture (192 people)	Toyama City, Toyama Prefecture (224 people)	Fukui City, Fukui Prefecture (170 people)	Kanazawa City, Ishikawa Prefecture (219 people)	Toyama City, Toyama Prefecture (163 people)	Yamaguchi City, Yamaguchi Prefecture (146 people)
Chubu	Nagoya City, Aichi Prefecture (120 people)	Nagoya City, Aichi Prefecture (104 people)	Nagoya City, Aichi Prefecture (142 people)	Nagoya City, Aichi Prefecture (192 people)	Shizuoka City, Shizuoka Prefecture (331 people)	Gifu City, Gifu Prefecture (245 people)	Tsu City, Mie Prefecture (116 people)	Nagoya City, Aichi Prefecture (122 people)	
Kinki	Osaka City, Osaka Prefecture (167 people)	Osaka City, Osaka Prefecture (150 people)	Kyoto City, Kyoto Prefecture (167 people)	Nara City, Nara Prefecture (174 people)	Otsu City, Shiga Prefecture (193 people)	Wakayama City, Wakayama Prefecture (197 people)	Kobe City, Hyogo Prefecture (244 people)	Osaka City, Osaka Prefecture (253 people)	
Chugoku/Shikoku	Okayama City, Okayama Prefecture (100 people)	Hiroshima City, Hiroshima Prefecture (83 people)	Matsuyama City, Ehime Prefecture (102 people)	Yamaguchi City, Yamaguchi Prefecture (121 people)	Tokushima City, Tokushima Prefecture (189 people)	Yonago City, Tottori Prefecture (99 people)	Takamatsu City, Kagawa Prefecture (118 people)	Kochi City, Kochi Prefecture (122 people)	
Kyushu/Okinawa	Fukuoka City, Fukuoka Prefecture (127 people)	Oita City, Oita Prefecture (282 people)	Saga City, Saga Prefecture (218 people)	Urasoe City, Okinawa Prefecture (157 people)	Kumamoto City, Kumamoto Prefecture (167 people)	Kagoshima City, Kagoshima Prefecture (266 people)	Nagasaki City, Nagasaki Prefecture (217 people)	Miyazaki City, Miyazaki Prefecture (156 people)	
Total	989people	1,249people	1,305people	1,456people	1,634people	1,536people	1,455people	1,404people	592people

The forums were held in 8 blocks by the executive committees, but from FY2018, the forums are held in 4 places jointly by prefectures.

(Note) Upper and middle rows show places of the forums, and bottom rows show number of participants in parentheses.

[Figure 50] Qualified Consumer Organizations and Specified Qualified Consumer Organizations in Japan

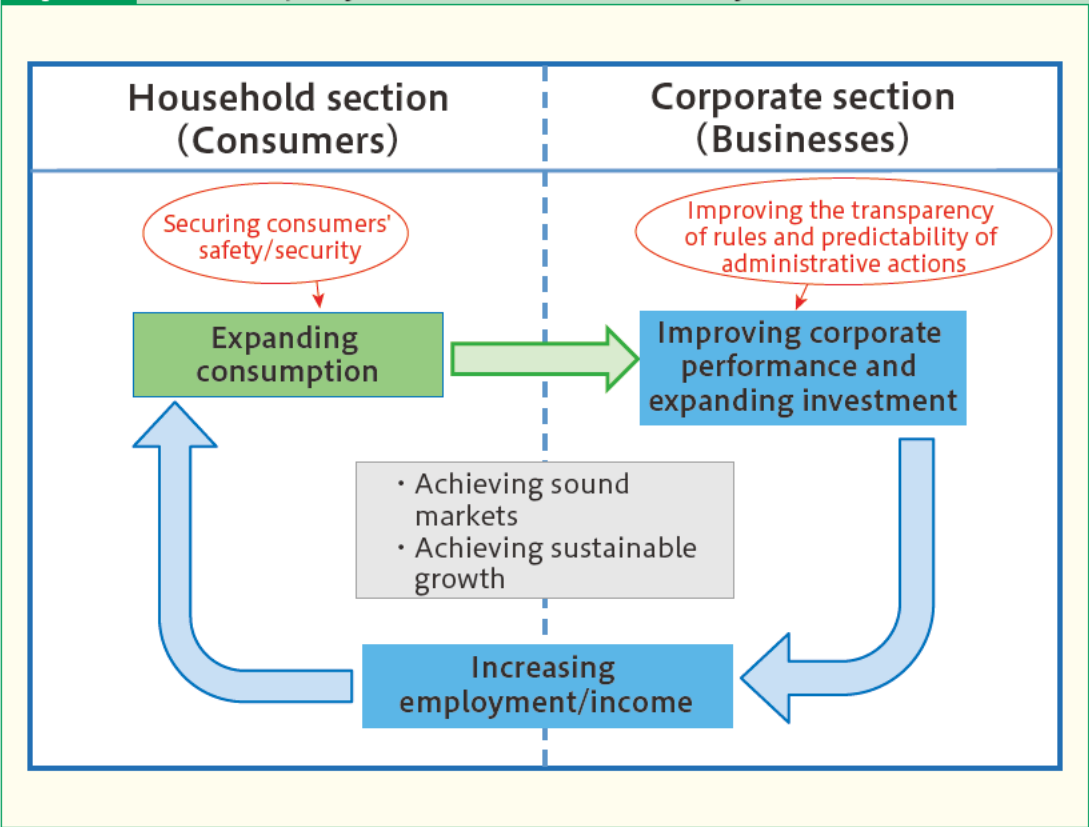


* There are 19 Qualified Consumer Organizations in Japan. Achieved policy goal 3 of the campaign for strengthening local consumer administration (Eliminated areas (Tohoku, Hokuriku and Shikoku) in June 2018 that were lacking Qualified Consumer Organizations)

* There are 3 Specified Qualified Consumer Organizations (blue) in Japan: Consumers Organization of Japan, Kansai Consumer's Support Organization, Saitama Organization To Get Rid of Consumer Damage).

- Consumer policy revitalizes industrial activities by ensuring consumer safety and peace of mind and improving transparency of rules and predictability of administrative actions. This contributes to a sound market and virtuous circle of economy.
- In October 2016, trade associations, consumer groups and government institutes formed the Consumer-oriented Management Promotion Organization in order to promote consumer-oriented management (sustainable management) by actively promoting "Voluntary Declaration of Consumer Orientation / follow-up activities" and "Award for good practices of consumer-oriented management."

[Figure 51] Consumer policy and virtuous circle of economy



[Figure 52] Consumer-oriented management (sustainable management)



消費者
志向経営

What is consumer-oriented management

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

General consumers' viewpoints	Consider ensuring consumers' rights and increasing their benefits to be the essential part of business, from the viewpoint of consumers as a whole
Providers of sound markets	Gain consumers' trust as providers of sound markets by ensuring consumers' safety and fairness of trade, and providing necessary information to consumers
Awareness of social responsibility	Conduct business activities acknowledging social responsibilities while working toward the development of a sustainable and desirable society.

* Not necessarily limited to business operators dealing directly with consumers. → Engage in a deeper level of communication with consumers


[Figure 53] Award for good practices of consumer-oriented management

Award for good practices (from FY2018)

In order to promote consumer-oriented management, a nomination committee was held by experts in the field. The targets for nomination were businesses who published the Voluntary Declaration of Consumer Orientation, along with follow-up results. Businesses among these which performed outstanding activities were selected.

Award in FY2018 (1st)

November 26, 2018
 Carrying out an award-giving ceremony in the Consumer-Oriented Management Promotion Symposium.



Part 1 Chapter 2 Section 3 Consumer Commission's activities to date - Investigation, discussion and proposal by the Consumer Commission -

- The Consumer Commission actively carries out investigations and discussions as the third-party organization with monitoring functions for general consumer administration by governments. The Commission has carried out 20 proposals, 16 suggestions, 79 opinions, and 6 reports (*).
- The Commission functions as a system for reflecting the opinions of consumers in consumer policy.

* Report based on Item 2, Paragraph 2, Article 6 of the Act Establishing the Consumer Affairs Agency and Consumer Commission

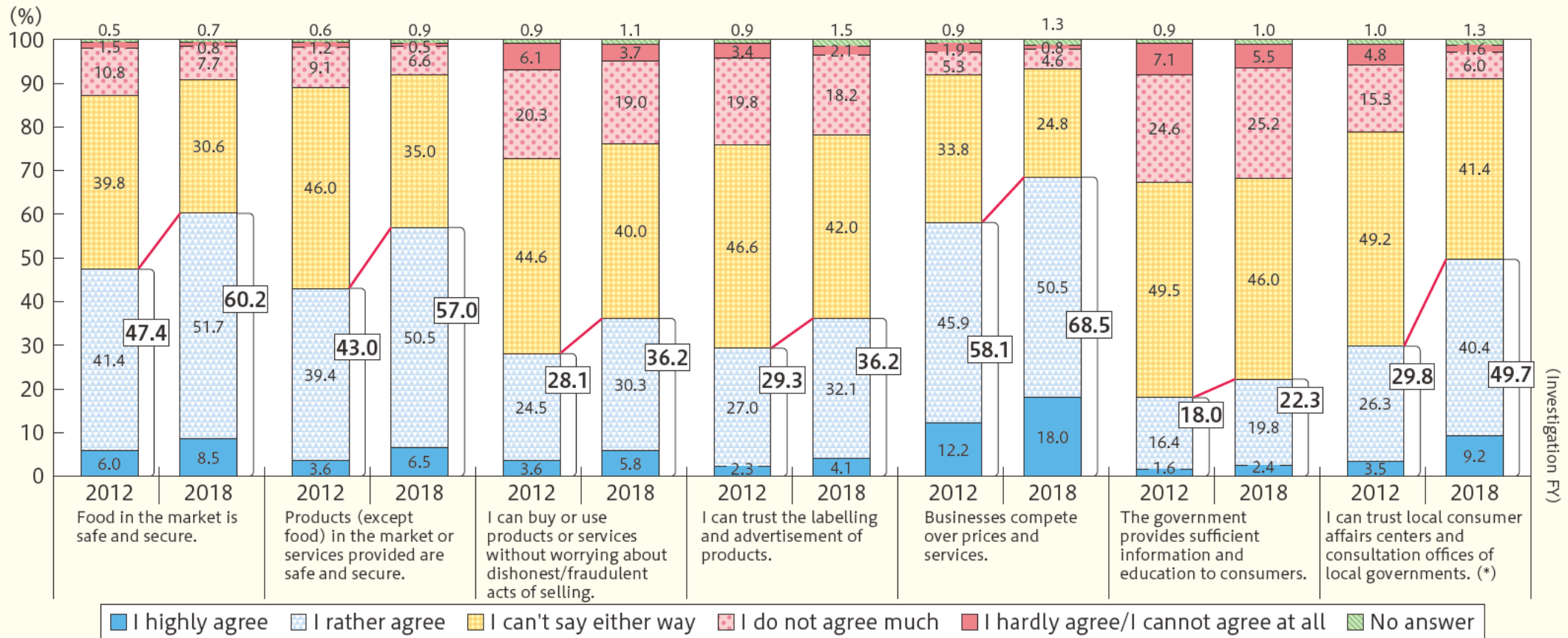
[Figure 54] Details of major proposals and opinions by the Consumer Commission (End of April 2019)

Classification by field	Category	No.	Primary details
Consumer safety	Proposal	7	Automobile recall system, consumer safety administration, esthetic and medical cosmetic treatment service, thorough information spreading for preventing consumer accidents etc.
	Suggestion/opinion, etc.	9	Suffocation due to konjac jelly, use of accident information, the Food Sanitation Regulations etc.
Transaction/contract	Proposal	9	Advance payment for Fee-Based Homes for the Elderly, dishonest solicitation for apartments, house renovation, fraudulent investment solicitation, credit card transaction, electronic money etc.
	Suggestion/opinion, etc.	16	Investment fraud about unlisted shares, door-to-door purchase of precious metals, etc., sales solicitation methods by telecommunication carriers, unrequested solicitation in commodity derivatives transaction, smartphone games, transaction with platforms' intervention etc.
	Report	3	The optimal situation regarding discipline in relation to the Consumer Contract Act and Act on Specified Commercial Transactions etc.
Food labelling	Proposal	2	Ensuring the propriety of representation and advertisement regarding health food
	Suggestion/opinion, etc.	6	Labelling of the countries of origin of ingredients, and Foods for Specified Health Uses etc.
Representation (except food labelling)	Proposal	1	Websites for medical cosmetic treatments
	Report	1	Introduction of the surcharge system in the Act against Unjustifiable Premiums and Misleading Representations
Local consumer administration	Proposal	3	Revitalization and support for local consumer administration etc.
	Suggestion/opinion, etc.	2	Enhancement of the local consumer administration's power of enforcement etc.
Whistleblower protection system	Suggestion/opinion, etc.	2	Review of the whistleblower protection system etc.
	Report	1	The optimal situation regarding discipline in relation to the Whistleblower Protection Act
Personal information protection system	Suggestion/opinion, etc.	3	Personal information protection system, use of personal data, mailing list dealers
Consumer Special Measures Act	Suggestion/opinion, etc.	1	Creation of the Consumer Special Measures Act
Charges/Priores	Proposal	1	Public utilities rates
	Suggestion/opinion, etc.	28	Application for approval of increasing household electricity rates, follow-up for application, revision of public utility charges after consumption tax hike, liberalization of retailing of electricity and gas etc.
	Report	1	Methods for assessing the electricity wheeling rates
Consumer education	Suggestion/opinion, etc.	4	Basic policy on the promotion of consumer education, consumer education for young people etc.
The best form for consumer administration	Suggestion/opinion, etc.	3	The optimal situation regarding National Consumer Affairs Center of Japan etc.
The Basic Plan for Consumer Policy	Suggestion/opinion, etc.	19	Formulation of the Basic Plan for Consumer policy, verification, evaluation, revision of the process sheets etc.
Other	Suggestion/opinion, etc.	2	White Paper on Consumer Affairs, various trials in the Consumer Affairs Agency (related to the Office of Consumer Policy Frontier)

(Notes) 1. "Reports" are based on Item 2, Paragraph 2, Article 6 of the Act Establishing the Consumer Affairs Agency and Consumer Commission.
2. Items on multiple fields are posted multiple times and are not the total of proposals, opinions, etc.

○ Positive evaluation on many categories, including "Trust on consultation offices", with regard to the environment that surrounds consumers (consumer policy's subject). However, problems still exist in "Information spreading and education."

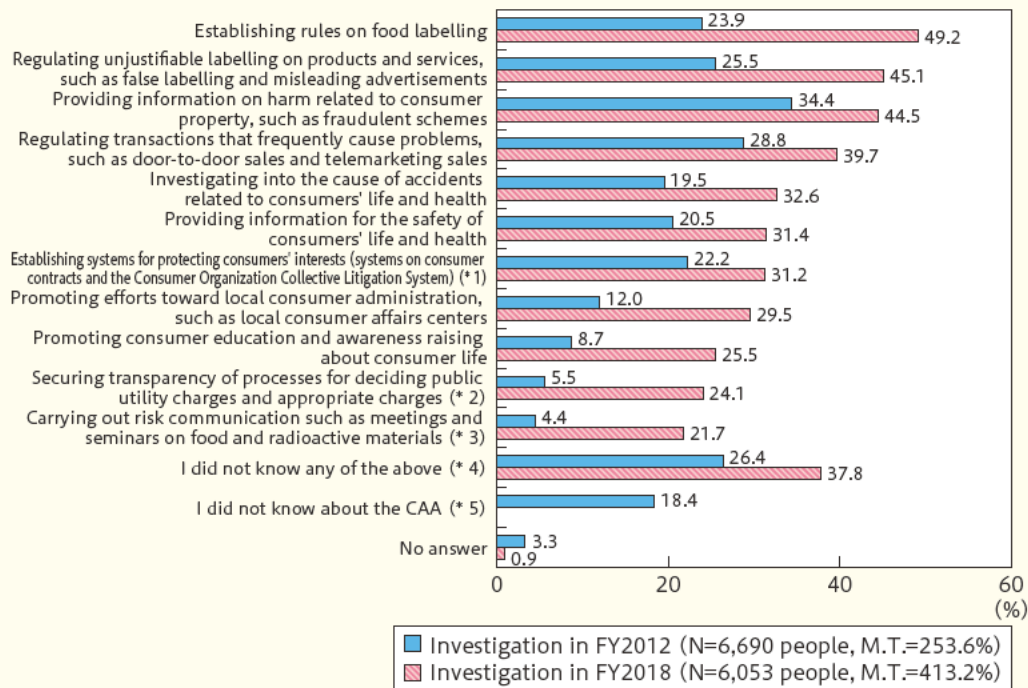
[Figure 55] Environment that surrounds consumers



(Notes) 1. Based on "Basic Survey on Consumer Life" by the Consumer Affairs Agency.
 2. Answer to the question: "How much do you agree with the following statements about the environment that surrounds consumers?"
 3. In the investigation in FY2012, the statement with the (*) mark was "I can trust local consumer affairs centers or consultation offices established in local governments which I can consult in case of problems"
 4. The number of respondents was 6,690 in FY2012 and 6,053 in FY2018.
 5. Percentages may not add up to 100 because of rounding.

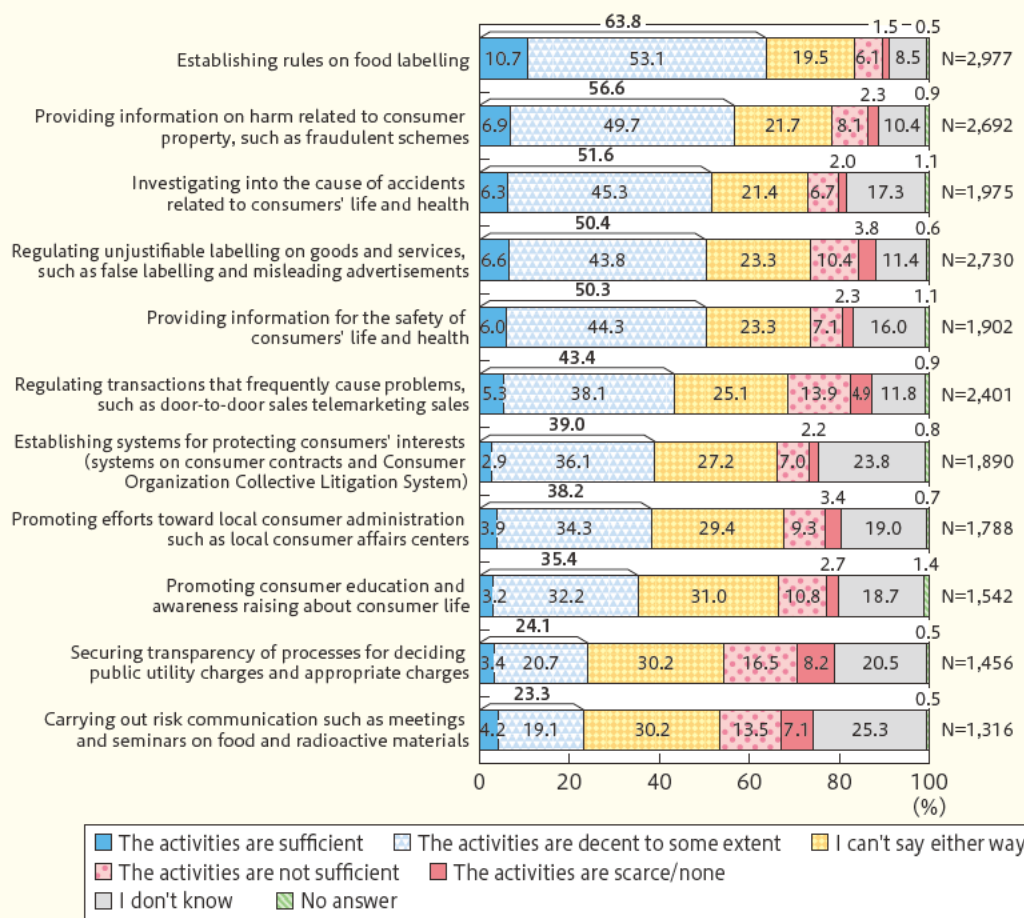
- Awareness on all major activities by the Consumer Affairs Agency increased.
- Some activities have high awareness and evaluation, but some remain at a low standard. We must make activities by the Consumer Affairs Agency known to more consumers through effective information spreading and PR.

[Figure 56] Activities by the Consumer Affairs Agency known to consumers



- (Notes) 1. Based on the "Basic Survey on Consumer Life" by the Consumer Affairs Agency.
 2. Question in each year (multiple answers accepted in both years):
 Investigation in FY2012: "Do you know about the following activities conducted by the Consumer Affairs Agency?"
 Investigation in FY2018: "Did you know that the Consumer Affairs Agency has conducted the following activities since its foundation in 2009?"
 3. Options in the investigation in FY2012:
 (* 1) Establishing systems for protecting consumers' interests (collective litigation systems on consumer contracts and recovery from harm)
 (* 2) Regulating public utility charges
 (* 4) I know about the CAA but do not know about the activities above.
 4. (* 3) In this context, risk communication means the fact that consumers obtain information and knowledge on risks from specialists, and ask questions or state opinions on such information to share their acknowledgements about the risks.
 5. (* 5) Only present in FY2012.
 6. "Others (0.2%)" in the investigation in FY2012 was excluded.

[Figure 57] Evaluation on activities by the Consumer Affairs Agency



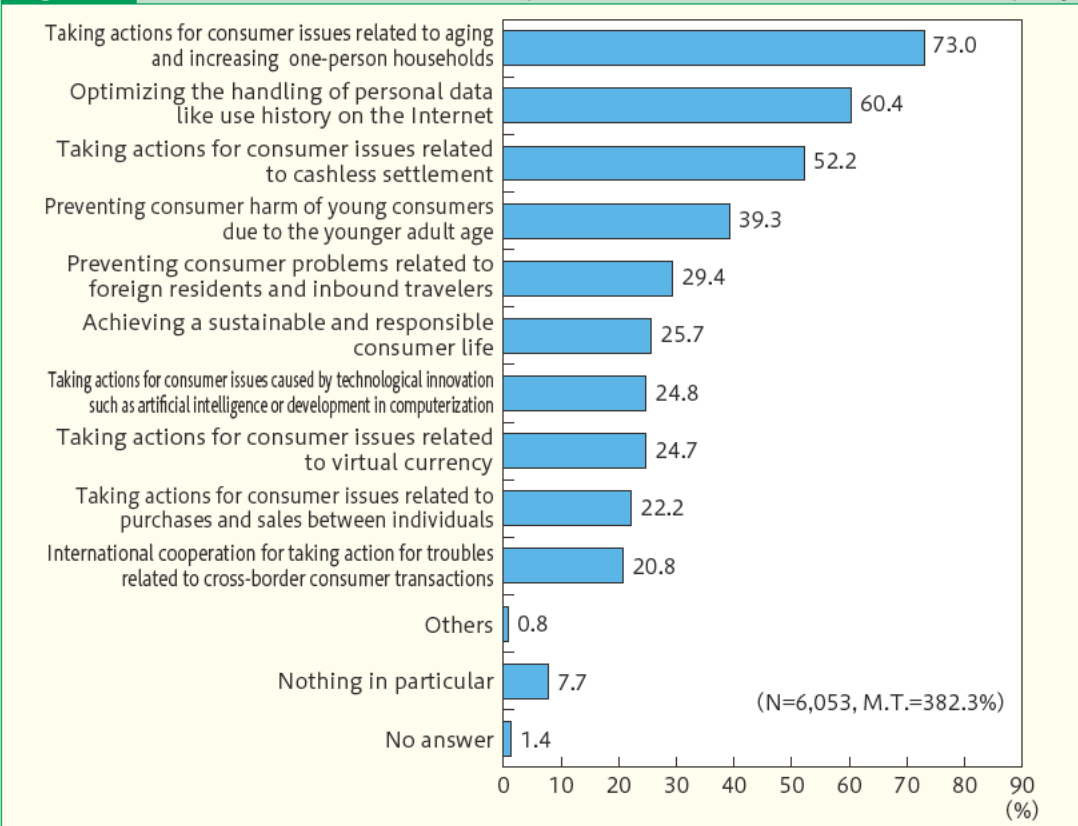
- (Notes) 1. Based on the "Basic Survey on Consumer Life" by the Consumer Affairs Agency (FY2018).
 2. Answers to the question: "How do you evaluate the activities by the Consumer Affairs Agency to which you answered 'I know about them?'"
 3. Percentages may not add up to 100 because of rounding.

Part 1 Chapter 3 Prospects on optimal consumer policy in the future

Section 1 New issues on consumer policy ①

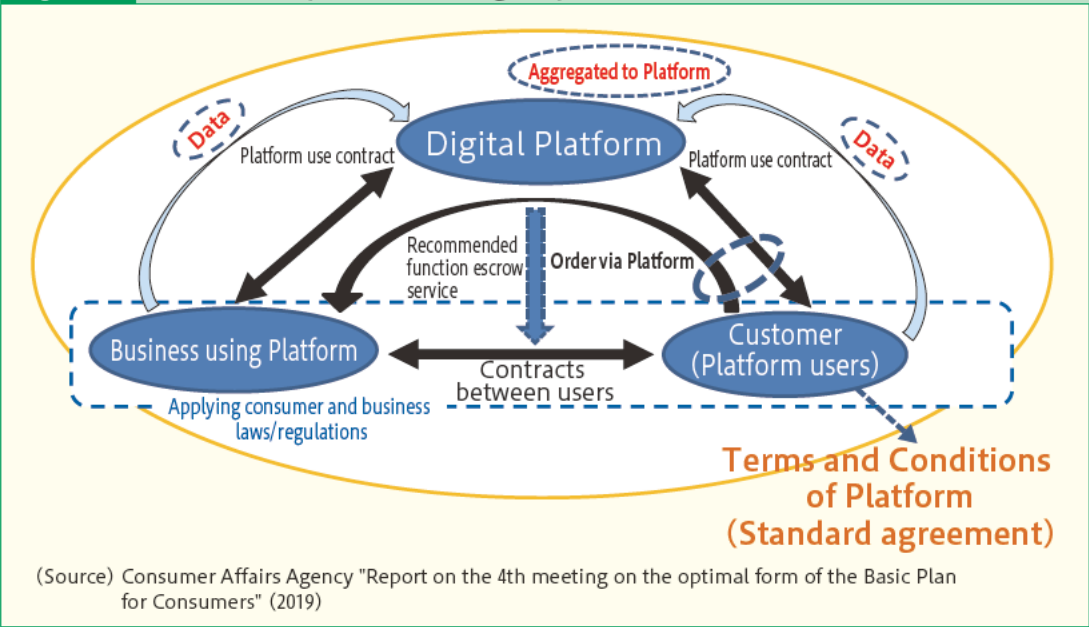
- New issues on future consumer policy include:
 - ① Corresponding to new business models that use new technology, ② Global consumer issues, and
 - ③ Changed population/family composition and increasing consumers who are frequently involved in problems
- Consumers also know that the importance of consumer issues related to aging, computerization, and globalization will grow.
- Digital platform businesses that have been widespread have increased the convenience for consumers, but have also created new problems such as more advanced and complex consumer issues.

[Figure 58] Issues which consumers think are important to take actions on for future consumer policy



(Notes) 1. Based on the "Basic Survey on Consumer Life" by the Consumer Affairs Agency (FY2018).
 2. Answer to the question: "Which issue is the most important to take actions for, amid drastic changes of the environment that surrounds consumers?" (multiple answers accepted)

[Figure 59] General composition of a digital platform business



(Source) Consumer Affairs Agency "Report on the 4th meeting on the optimal form of the Basic Plan for Consumers" (2019)

Items related to consumer protection in "what consumers expect in using online shopping"

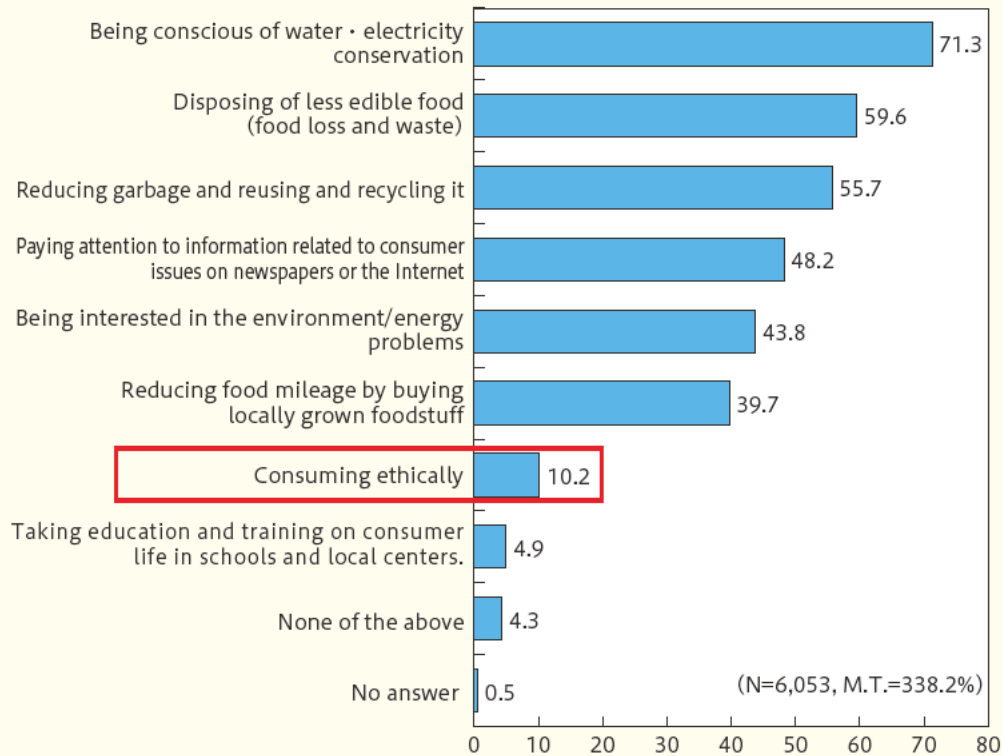
- From popular choices (multiple answers accepted)
- Strengthening control on dishonest tenants (54.7%)
 - Strict control of personal information including payment information (49.3%)
 - Improved settlement/compensation after troubles (40.7%)
 - Improved reliability of labelling and explanations (39.3%)

(Source) Consumer Affairs Agency "Commodity Price Monitor Survey" (March 2019, definite report value)

- Consumer policy will need to contribute to the realization of a sustainable society that "leaves no one", which the sustainable development goals (SDGs) seek to achieve.
- It is important to promote "ethical consumption" and "consumer-oriented management", etc. in a unified manner in order to achieve SDGs.
- Neither has enough public recognition and interest from consumers, so spreading more information and providing further education are important.



[Figure 60] What consumers do in their daily consumer life

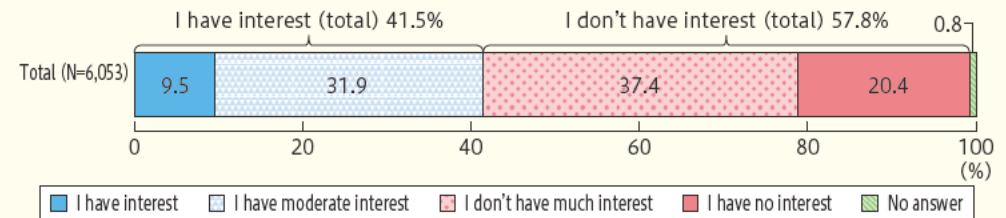


(Notes) 1. Based on the "Basic Survey on Consumer Life" by the Consumer Affairs Agency (FY2018).
 2. Answer to the question: "Do you do the activities below in your daily consumer life?" (multiple answer accepted)

"Ethical consumption"

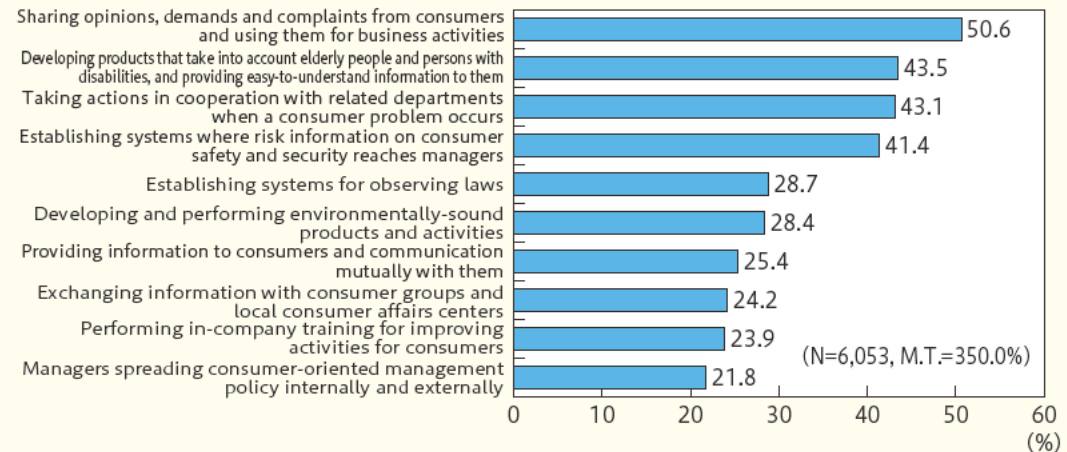
Consumer activities that take into account people, society and the environment, including regional revitalization and employment (Extracted from the Basic Plan for Consumers)

[Figure 61] Interest in consumer-oriented management



(Notes) 1. Based on the "Basic Survey on Consumer Life" by the Consumer Affairs Agency (FY2018).
 2. Answer to the question: "Do you have interest in business activities that put importance on consumers (consumer-oriented management)?"
 3. Percentages may not add up to 100 because of rounding.

[Figure 62] Activities that you think are important in consumer-oriented management



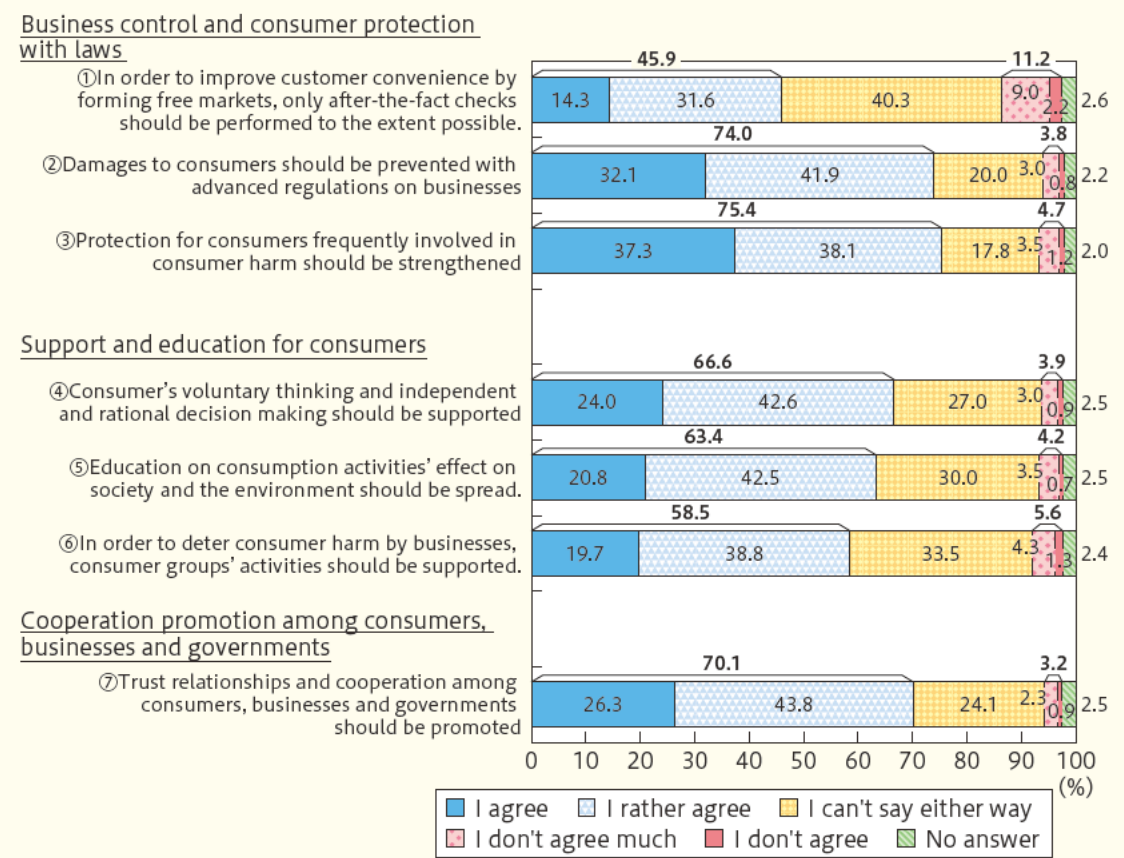
(Notes) 1. Based on the "Basic Survey on Consumer Life" by the Consumer Affairs Agency (FY2018).
 2. Answer to the question: "Which activities are important for businesses to promote consumer-oriented management?" (multiple answer accepted)
 3. "Nothing in particular" (17.3%), "Others" (0.9%), and "No answer" (1.0%) are not included.

Part 1 Chapter 3 Prospects on optimal consumer policy in the future

Section 3 Further evolution of consumer policy

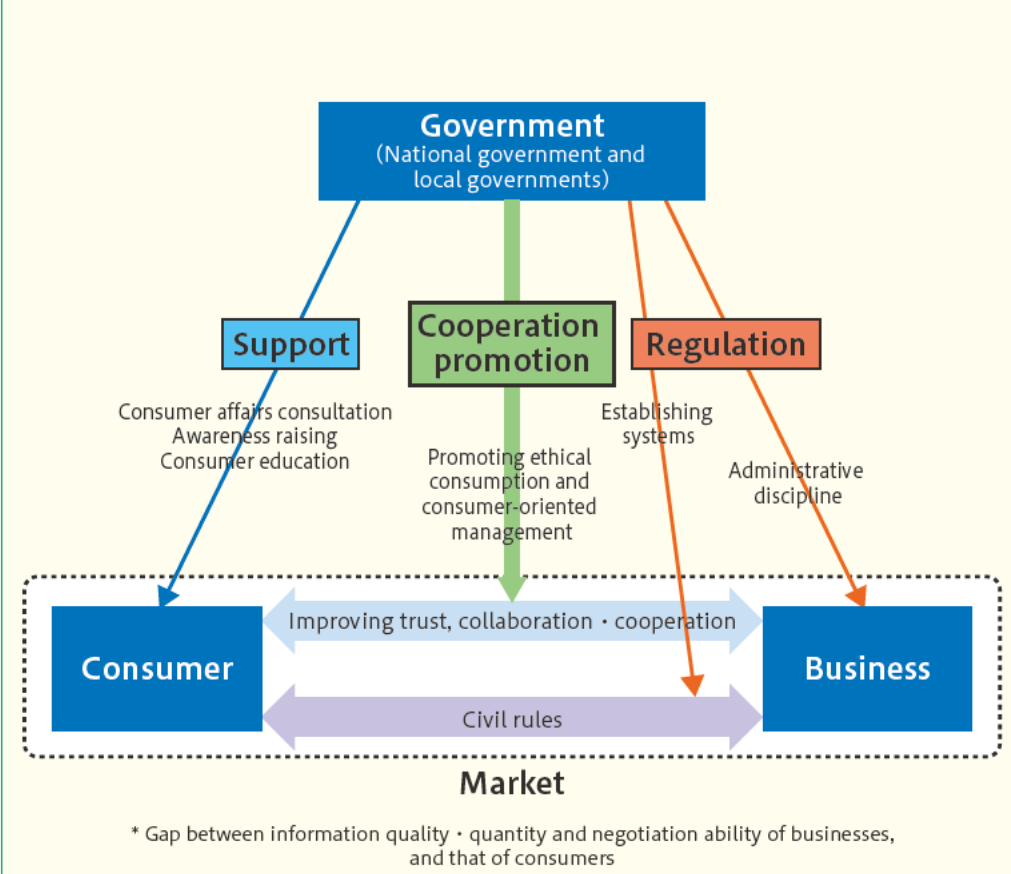
- Consumers want future consumer policy to: ① Secure an appropriate balance between improved consumer convenience and consumer protection; ② Perform active actions as well as after-the-fact checks especially for consumers who are frequently involved in consumer harm; ③ Strengthen self-reliance support and education for consumers; and ④ Promote cooperation among consumers, businesses and governments.
- It is necessary to improve the effect of future consumer policy by combining: ① The regulation method (governmental regulation, and establishing various rules, etc.); ② Support method (consumer affairs consultation, awareness raising, consumer education, providing information, supporting consumer group activities, etc.); and ③ Cooperation promotion method (ethical consumption, promoting consumer-oriented management, etc.).

[Figure 63] Opinions on optimal consumer policy



(Notes) 1. Based on the "Basic Survey on Consumer Life" by the Consumer Affairs Agency (FY2018).
 2. Answer to the question: "What do you think about each of the opinions below on optimal consumer administration?"

[Figure 64] Categories of governmental methods in consumer policy



[Report to the Diet based on the Basic Act on Consumer Policies]

Part 2 Chapter 2 Implementation of consumer policy

○ "Part2 Chapter 2" describes results of policies implemented by related ministries in FY2018.

Section 1 Ensuring consumer safety

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

Section 2 Establishing trusted labelling and ensuring reliability

1. Spreading, developing the awareness of, and strictly managing the Act against Unjustifiable Premiums and Misleading Representations, which generally control and prohibit unjustifiable labelling
2. Spreading and improving labelling depending on the products and services
3. Providing appropriate information on food labelling and managing related laws strictly

Section 3 Ensuring that all transactions are fair

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

Section 4 Forming a society where consumers can play the leading role in making choices and taking actions

1. Securing consumer policy's transparency and reflecting consumer opinions
2. Promotion of consumer education
3. Supporting and promoting voluntary activities of consumer groups, businesses operators and trade associations
4. Promoting fair and free competition and securing appropriate public utility charges
5. Promoting environmentally-sound consumption activities and business activities

Section 5 Establishing frameworks for relieving consumer harm and protecting consumer profit

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

Section 6 Establishing national and local consumer administration systems

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