

Fostering independent consumers and realizing a consumer civil society

Promotion of consumer education

The intention behind consumer education is to lead consumers to be able to live a safe and affluent life on their own by acquiring knowledge and skills associated with their consumption activities and link them to appropriate behavior. Another role of consumer education is to foster people so as to make them capable of spontaneously joining in the formation of a consumer civil society and contributing to its growth.

In December 2012, the Act on Promotion of Consumer Education came into effect for the purpose of promoting consumer education in a comprehensive and integrated fashion.

In accordance with this Act, the "Basic Policy on the Promotion of Consumer Education" was decided by the Cabinet in June 2013. It states that the national government and local governments should provide opportunities so that anyone, regardless of where he/she lives, can access consumer education in various settings, including school, home, community, and workplace, throughout a lifetime from young age to elderly. The basic policy was revised in March 2018 and March 2023 based on the implementation status of measures for promoting consumer education and in response to changes in the environment surrounding consumers.

Under the Consumer Education Promotion Act, the Consumer Education Promotion Council (7th term: from October 2025) discusses issues arising from changes in social and economic conditions. To support those engaged in consumer education, we disseminate information through the Consumer Education Portal Site, including teaching materials that can be used in consumer education and information on organizations that offer outreach lectures.

[Consumer Education] Consumer Education Portal Site

▶ <https://www.kportal.caa.go.jp/>

Promotion and awareness-raising of ethical consumption

The Consumer Affairs Agency strives to spread and create awareness of ethical consumption among consumers as part of its initiative to create a consumer civil society. Ethical consumption refers to consumer activities friendly to people, society, and the environment, including regional revitalization and employment. This all comes down to each person engaging in consumer activities come up with a solution to social challenges or support business operators addressing such challenges. Moreover, ethical consumption also serves as a specific model case of consumer behavior in the sense that consumers contribute to the creation of sustainable society as specified in Goal 12 of SDGs: "Responsible consumption and production."

As part of our efforts to promote and raise awareness of ethical consumption, including the advancement of sustainable fashion, the Consumer Affairs Agency supports initiatives by local governments and other organizations by collecting and showcasing leading practices, preparing awareness-raising pamphlets, enhancing our dedicated special website, disseminating information through social media, and fostering momentum through collaboration with diverse stakeholders.

[Ethical Consumption] Ethical Consumption Special Website

▶ <https://www.ethical.caa.go.jp/>

Promotion of green-oriented consumer behavior

To further deepen our efforts to promote and raise awareness of ethical consumption, the Consumer Affairs Agency is advancing initiatives that encourage green-oriented consumer behavior, in which consumers understand and consciously choose products and services that are environmentally friendly. Focusing on the field of global environmental issues, we are working to support consumers in making environmentally conscious choices.

In FY 2024, we convened the Working Team on Green-Oriented Consumer Behavior, composed of experts, to analyze key issues and discuss and organize future directions for related initiatives. Building on this work, during Consumer Month in May 2025, we adopted green-oriented consumption as the unified theme and held a symposium on related topics. We also developed and published (1) awareness-raising materials designed to convey the urgency of environmental issues and (2) a behavioral checklist for green-oriented consumption. Through these efforts, we aim to provide information that helps consumers view environmental issues as personally relevant and encourages them to take action in their daily lives.

Working Team on Green-Oriented Consumer Behavior

▶ https://www.caa.go.jp/policies/policy/consumer_education/meeting_materials/review_meeting_009/

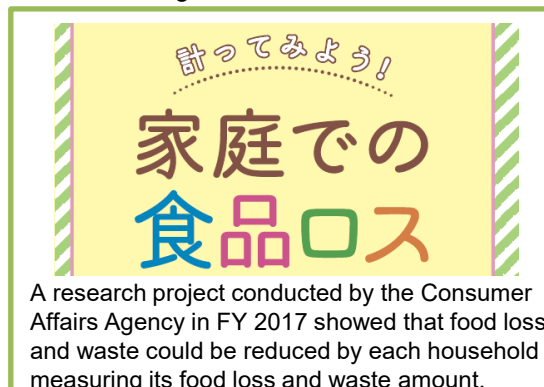
Efforts to reduce food loss and waste

As part of our efforts to promote ethical consumption, we are also working to reduce food loss and waste. Food loss and waste refers to the food that is good to eat but discarded. The amount of annual food loss and waste in Japan is 4.64 million tons (FY 2023 estimates), about half of which arises from general households.

The estimated amount of food loss and waste per capita in Japan reaches approx. 37 kg per year, meaning that food equivalent to one rice ball (approx. 102 g) is wasted every day.

The main causes for food loss and waste generated from households are as follows:

1. Leftover food
2. Food that spoiled
3. Food past its best-before or use-by date



As part of the promotional activities for food loss and waste reduction aiming to eliminate any food going to be discarded, the Consumer Affairs Agency conducts education campaigns for consumers to help them understand the importance of buying and cooking as much food as is needed for the meals of the day, adding a twist to the daily menu such as leftover recipes, and eating up all served at restaurants while introducing various cases of the initiatives for food loss and waste reduction led by local authorities, private businesses, and students.

To promote food loss and waste reduction tailored to regional characteristics, such as local lifestyles, customs, and industries, the Consumer Affairs Agency is promoting the Food Loss and Waste Reduction Promotion Supporter program, which trains individuals who can play an active role in their communities. To further promote this program, the Agency has prepared the Guidebook for Reduction of Food Loss and Waste, a comprehensive resource covering topics such as the food loss problem, tips for reducing food loss and waste, and examples of effective initiatives,

so that supporters can share a common understanding and have clear guidance for their activities.

In addition, to promote taking home leftover food when dining out and to enhance the reliability of food donations, we have established and published separate guidelines for each area. Furthermore, with the aim of expanding food donations, we are examining the introduction of a food bank certification system, scheduled to begin in FY 2026.

We also revised the Basic Policy on Promotion of Food Loss and Waste Reduction, formulated under the Act on Promotion of Food Loss and Waste Reduction, by adding concrete measures to further advance reduction efforts, with Cabinet approval granted in March 2025. These measures include setting targets to reduce food loss and waste from business by 60 percent and to halve food loss and waste from households as early as possible by FY 2030, compared to FY 2000 levels. In addition, from the perspective of contributing internationally to food loss and waste reduction, the revised policy includes efforts to promote international deployment by sharing pioneering initiatives through collaboration with international organizations, enabling Japan to play a leading role in the global community.

Based on this Basic Policy, the Consumer Affairs Agency is implementing food loss and waste reduction initiatives in cooperation with relevant ministries and agencies, local governments, and related organizations.

[Food loss and waste reduction] National Campaign "NO-FOODLOSS PROJECT"

▶ https://www.caa.go.jp/policies/policy/consumer_policy/information/food_loss/

Guidebook for Reduction of Food Loss and Waste

▶ https://www.caa.go.jp/policies/policy/consumer_policy/information/food_loss/pamphlet#guidebook

Act on Promotion of Food Loss and Waste Reduction, etc.

(Basic Policy on Promotion of Food Loss and Waste Reduction; Guidelines)

▶ https://www.caa.go.jp/policies/policy/consumer_policy/information/food_loss/promote