

Working with consumers and businesses

Aiming to promote consumer-oriented management

To address social challenges and advance the realization of a sustainable society, it is essential not only to continue traditional approaches—such as regulating businesses and providing support to consumers—but also to encourage collaborative initiatives in which consumers and businesses work together toward shared goals.



The Consumer Affairs Agency promotes consumer-oriented management, a management approach that enhances social value through co-creation and collaboration with consumers. Specifically, together with business associations and consumer organizations, the Consumer Affairs Agency has formed a platform called the Consumer-Oriented Management Promotion Organization and carries out promotional activities such as "consumer-oriented management best practice awards" and the "voluntary declaration of consumer-orientation and follow-up activities".

Concept of Consumer-Oriented Management

This initiative is being advanced in line with the 5th Basic Consumer Plan (approved by the Cabinet in March 2025).

Goal Contributing to a sustainable society

Definition

Management that enhances social value in co-creation and collaboration with consumers

Consumer

Entities who currently use, may use in the future, or may otherwise be involved with the products or services provided by a business.
Examples of consumers reflecting today's diverse consumer landscape include: older adults, foreign nationals, persons with disabilities, local residents, end-users, employees, and others.

Co-creation and Collaboration

Through two-way communication with consumers, businesses share products, services, and experiences that excite and engage consumers, thereby building a win-win relationship between businesses and consumers.

Social Value

Social value refers to the value created when businesses, through their core operations, contribute to addressing challenges faced by local communities and society, with the aim of enhancing overall social sustainability.

Activities

- Listening to and incorporating the voices of all stakeholders

- Taking action for the future and the next generation

- Ensuring compliance with laws and regulations and strengthening corporate governance

Framework for the Voluntary Declaration of Consumer-Oriented Management and Follow-Up Activities

Business Operator

Declaration

- Voluntary declaration/announcement of initiatives by each business operator (philosophy, policy, specific achievements, plans)

Action

- Implementing such initiatives as declared or announced

Outcome

- Announcing the outcomes gained from and the details about the implemented initiatives (follow-up)

Promotional Organizations

Visualization

- Releasing the details about the announced initiatives to consumers and society (promotional organization's websites)
- Awareness-raising activities through symposiums and seminars
- Awarding prizes for excellent cases (consumer-oriented management best practice awards)

Food Sanitation Act

Whistleblower Protection System

In many cases, corporate misconduct that compromises consumer safety is brought to light through reports made by workers inside the organization. The whistleblower protection system is a means to protect whistleblowers so that they are not subjected to dismissal, demotion, or other disadvantageous treatment on the grounds that they reported the case as well as to ensure, by setting forth procedures such as what measures should be taken by business operators and administrative agencies in relation to whistleblowing, that laws and regulations associated with consumer safety and interests are adhered to.

The Consumer Affairs Agency publishes an Internal Whistleblowing System Introduction Support Kit, which includes videos for managers and employees as well as sample internal rules, to assist business operators in developing their internal systems, and conducts awareness-raising activities using these materials.

The Consumer Affairs Agency has also set up the Whistleblower Protection System Consultation Dial (centralized consultation service) as a point of contact for consultation about the system.

Information materials are available on the Whistleblower Protection System webpage.

In addition, the legal amendment enacted in 2025 (to be enforced on December 1, 2026) introduced further measures to strengthen the protection of whistleblowers and to ensure that business operators respond appropriately to whistleblowing. To support smooth implementation, the Consumer Affairs Agency is currently working to publicize the details of the amendment and revise the relevant guidelines.

- Introduction to the Whistleblower Protection Act (from the Consumer Affairs Agency website)



- Awareness-Raising Poster "Does your workplace have an internal reporting (whistleblowing) contact point?"



- Explanatory video for employees



- Explanatory video for managers/executives



- Explanatory video for freelancers



- Internal Reporting System Introduction Support Kit (For Business Operators)



Whistleblower Protection System Consultation Dial (centralized consultation service)

Phone: +81-3-3507-9262 (weekdays 9:30–12:30 and 13:30–17:30; closed on weekends, national holidays, and year-end/New Year holidays)

Whistleblower Protection System (click here for the latest information)

▶ https://www.caa.go.jp/en/policy/consumer_partnerships/

Public utility pricing policy

When public utility charges are newly set or revised, the Consumer Affairs Agency engages in discussions with the relevant ministries and agencies from the viewpoint of defending consumer benefits. In particular, when important public utility charges are newly set or revised, the Consumer Affairs Agency submits the matter to the relevant ministerial meeting on price issues.

Recent meetings of the Ministerial Council on Prices

Date	Cases
June 29, 2021	Specification of price caps of NTT East and West
October 7, 2022	Fare revision for taxis in the Tokyo Special Wards and Musashino–Mitaka area
May 16, 2023	Revision of regulated electricity rates for seven electric power companies*
May 21, 2024	Revision of postage rates for standard-size mail items weighing 25 grams or less
July 29, 2025	Change in the upper limit of passenger fares for JR East railway operations

* Hokkaido Electric Power, Tohoku Electric Power, TEPCO Energy Partner, Hokuriku Electric Power, Chugoku Electric Power, Shikoku Electric Power, Okinawa Electric Power

Measures for stabilizing prices of daily goods in emergency situations

The Consumer Affairs Agency determines the market climate of daily goods and commodity price movements in collaboration with the related ministries and agencies to curb price increases of daily goods and prevent buying up or holding up sales of daily goods in emergency situations such as disasters.

Fostering consumer understanding of the relationship between wage increases and price increases

To promote consumer understanding of price movements, it is important to build a shared societal awareness—including among consumers—that wage increases can, over time, lead to price increases, which in turn can support further wage increases. The Consumer Affairs Agency has created video content to help consumers better understand price formation and related economic mechanisms, and is working to disseminate this information widely.



The videos provide easy-to-understand explanations on questions such as:

- It is really bad for prices to go up?
- Is it true that wages rise along with inflation?



Video content is available here:

The videos are only 3 to 5 mins long!

Videos on the relationship between wage increases and price increases

▶ https://www.caa.go.jp/policies/policy/consumer_partnerships/price_measures/