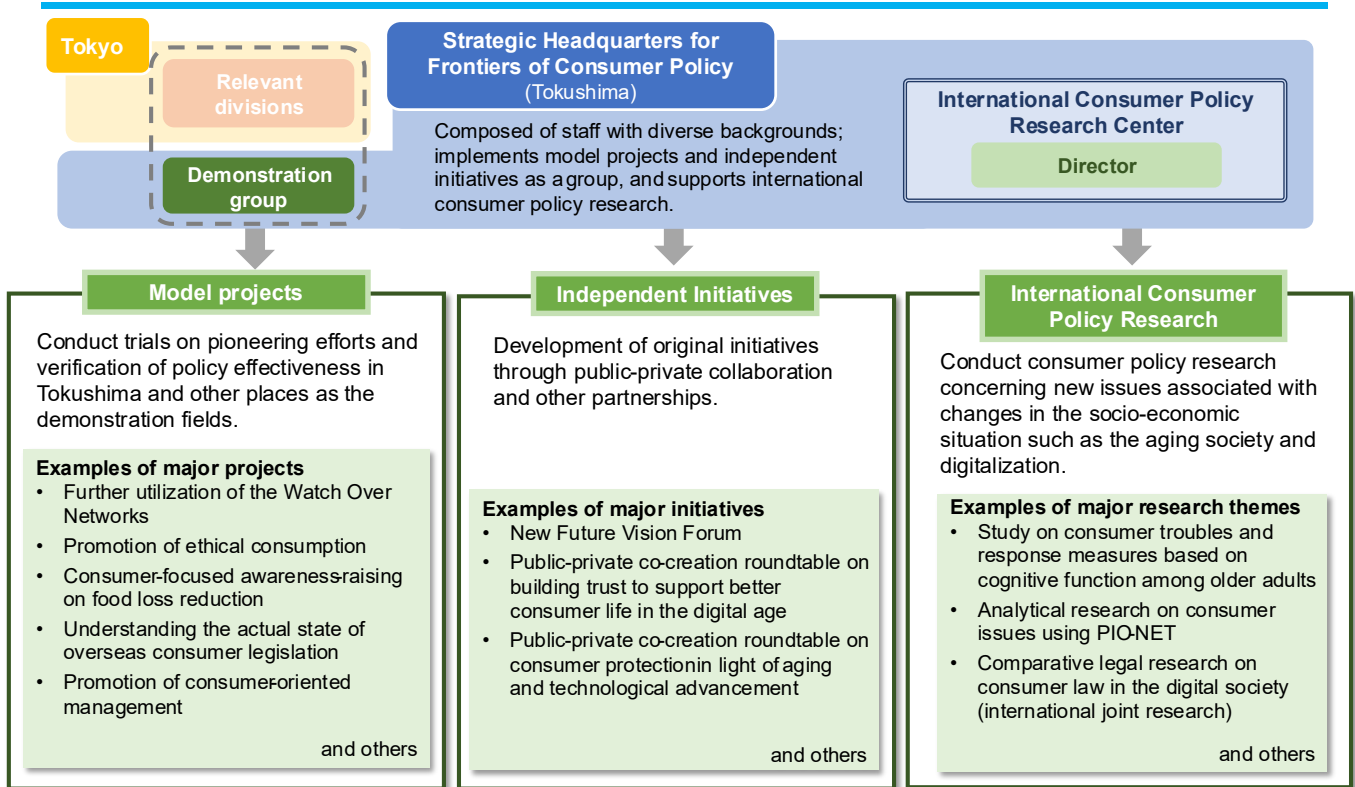


Organization and initiatives of the Strategic Headquarters for Frontiers of Consumer Policy

Initiatives of the Consumer Affairs Agency's Strategic Headquarters for Frontiers of Consumer Policy



Outcomes from projects and research are shared globally through international symposiums and related events.

About the Consumer Affairs Agency's Strategic Headquarters for Frontiers of Consumer Policy

In July 2017, as part of the government's regional relocation initiative aimed at regional revitalization, the Consumer Affairs Agency established the Consumer Policy Frontier Office (hereinafter referred to as "the Office") in Tokushima Prefecture as a base for the development and creation of consumer administration grounded in evidence-based analysis and research. Since then, the Office has carried out analysis and research projects using Tokushima Prefecture and other areas as demonstration fields.

On July 30, 2020, drawing on the achievements of approximately three years of initiatives carried out through the Office, the Consumer Affairs Agency established the Strategic Headquarters for Frontiers of Consumer Policy as a new permanent base equipped with the functions and scale appropriate for advancing and innovating consumer administration.

Building on the accomplishments of the Office, the Headquarters has strengthened its functions and now serves as a hub for model projects aimed at nationwide deployment.

- By utilizing demonstration fields, it conducts pilot initiatives and evaluates the effectiveness of policies, applying the results to the development of measures across the country.
- As a research center for consumer policy, the Headquarters also works to address emerging policy challenges arising from changes in the consumer environment, such as digitalization and population aging.
- Following the G20 International Conference on Consumer Policy held in Tokushima in September 2019, the Headquarters has additionally taken on the role of a new base for international activities, hosting international symposiums and facilitating global exchanges.
- Furthermore, it serves as a backup function for the Consumer Affairs Agency in the event of a large-scale disaster in the Tokyo metropolitan area, while continuing to function as a center for promoting work-style reform within the Agency.

Strategic Headquarters for Frontiers of Consumer Policy

▶ <https://www.caa.go.jp/en/policy/future/>