

lunch seminar

Research Institute
at Maison franco-japonaise
UMIFRE 19 CNRS-MAEE

Thu. May 26th, 2011

12:30 - 14:00 | room 601 | in English (no translation)



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Ethical Consumption in Japan: A New Consumer Trend?

Speaker Florian KOHLBACHER (DIJ Tokyo, Japan)

Discussant Marc HUMBERT (UMIFRE 19, MFJ)

Social and ecological responsibility is of increasing importance for the economy and society on a global scale. Japan seems to have woken up to this challenge only recently, with a number of notable trends and initiatives. This presentation focuses on ethical consumer behavior (i.e., taking into account environmental and social responsibility of products and their production during consumers' decision-making processes), which has become known in Japan as *sōsharu shōhi* or more recently *echikaru shōhi*. The presentation gives an overview of ethical consumption in Japan and analyzes various influencing factors determining ethical consumer behavior, as well as the specific cultural, social and economic background. Based on both primary and secondary data and examples, the presentation discusses the implications of this consumer trend for the Japanese economy, business practice and public policy.



Dr. Florian KOHLBACHER is a Senior Research Fellow and currently Deputy Director at the German Institute for Japanese Studies (DIJ) Tokyo. He is a Fellow of the World Demographic & Ageing Forum as well as an Advisor to the International Mature Marketing Network (IMMN). Florian is the author of *International Marketing in*

the Network Economy: A Knowledge-Based Approach, Palgrave, 2007, and co-editor of *The Silver Market Phenomenon: Marketing and Innovation in the Aging Society*, 2nd edition, Springer, 2011.



Marc HUMBERT got a French University Professor status in 1981. He has published intensively about industry and technology dynamics of firms and nations and their interactions, with application to Japanese, Latin-American, European, Breton... economies. He is currently on leave from University of Rennes (France), and is head of the

French Research Institute on Contemporary Japan (UMIFRE 19 CNRS-MAEE, MFJ) where, along with other duties, he is carrying on his theoretical research and is able to closely watch the Japanese economy and society.

What is the Lunch Seminar at MFJ?

This typical event has been organized at the Maison franco-japonaise (Nichi-Futsu Kaikan) since 2004. It offers a presentation followed by a discussion dedicated to a specific issue of the time and it aims at bringing a better understanding of Japanese economy and society.

This is a brown bag lunch seminar (please bring your bento or sandwiches). Coffee available.

How to attend the Lunch Seminar?

The participation to the Lunch Seminar is free but registration is strictly required.

Please apply by e-mail to mikasa@mfj.gr.jp or by fax (03-5421-7652) specifying your: name, company or institution, position, address, phone and e-mail.

For more information, see: http://www.mfj.gr.jp/web/lunch_seminar/lunch_seminar.html.

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Information

from Monday to Friday from 9:30 to 18:00
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