

October 20, 2017
AEON Environmental Foundation
AEON 1% Club Foundation

Providing Support for the “69th National Tree-Planting Festival: Fukushima 2018”

The AEON Environmental Foundation (Chairman: Takuya Okada, Honorary Chairman and Advisor of AEON Co., Ltd.) and the AEON 1% Club Foundation (Chairman: Hiroshi Yokoo, Chairman of the Board of AEON Co., Ltd.) will provide support for the “69th National Tree-Planting Festival: Fukushima 2018”, to be held in 2018.

Based on the fundamental principles of “pursuing a peaceful society with our customers as the starting point, respecting humanity, and contributing to local communities”, the AEON Group launched “Project AEON Joining Hands” aiming towards regeneration and new creation in the areas affected by the Great East Japan Earthquake, and furthermore carries out activities such as tree-planting, which we work on together with our customers, as well as volunteer activities.

On this occasion, the AEON Environmental Foundation and the AEON 1% Club Foundation will provide support to disaster-affected areas equivalent in total to 10 million yen, including the provision of saplings, etc., in response to the hosting of the “69th National Tree-Planting Festival: Fukushima 2018” in Minamisoma City, Fukushima Prefecture, on June 6, 2018 (Sunday).

The AEON Environmental Foundation will continue to proactively work on environmental conservation activities, including tree-planting, in order to preserve the rich natural environment and human livelihoods in future. In addition, the AEON 1% Club Foundation will continue to support the recovery and regeneration of areas affected by large-scale natural disasters.



Details of support for the “69th National Tree-Planting Festival: Fukushima 2018”

■AEON Environmental

Foundation

Support Fund & Goods 5 million yen

■AEON 1% Club Foundation

Support Fund

5 million yen



Outline of Support Fund Presentation Ceremony

Date & Time: October 13 (Wednesday), 15:00

Place: “Governor’s Office”, 2F, Fukushima Prefectural Government Office

Recipient: “69th National Tree-Planting Festival” Fukushima Prefecture Executive Committee

Main Attendees: Mr. Masao Uchibori, Governor of Fukushima Prefecture

Mr. Takuo Saito, Chairman of the Fukushima Prefecture Forest, Forestry and Afforestation Association

Mr. Naoki Hayashi, Executive Director of the AEON Environmental Foundation

Mr. Yousei Honda, Secretary General of the AEON 1% Club Foundation

Mr. Yuho Iesaka, Director of AEON Tohoku, AEON Co., Ltd.

Reference

About AEON’s Initiatives in the Tohoku Region

AEON Environmental Foundation:

■Tree-planting

• Shimohama Coast Tree-planting in Akita Prefecture (2005-2009)

Over a period of five years, the Foundation planted 42,250 trees together with 4,300 volunteers to

restore the pine forests along the Sea of Japan coast in Akita Prefecture, of which a large portion had withered due to acid rain and pine weevils. Ms. Wangari Maathai, Nobel Peace Prize Laureate and former Assistant Minister for the Environment of Kenya, who gave a guest lecture at the Foundation's 15th Anniversary Celebration, took part in the tree-planting in 2007.

- **Tree-planting in Nanyo City, Yamagata Prefecture (2010-2012)**

The project was implemented over three years from 2010 in order to revive a forest that had deteriorated due to pine weevil damage. Together with 1,000 volunteers, the Foundation planted 5,100 trees.

- **Tree-planting in Ishinomaki City, Miyagi Prefecture (2012)**

Tree-planting activities were carried out together with 1,600 volunteers in Kamikama Fureai Park, which had been damaged by the tsunami that occurred with the Great East Japan Earthquake. Fifteen thousand saplings of species native to the region were planted.

- **Tree-planting in Watari Town, Miyagi Prefecture (2016~2017)**

With the aim of restoring the protective coastal forests that were swept away by the tsunami that occurred with the Great East Japan Earthquake, the Foundation supported the “Minna no Morizukuri: Miyagi Coastal Forest Restoration Project” promoted by Miyagi Prefecture and implemented a three-year tree-planting plan. In 2016 and 2017, 2,200 volunteers planted 28,000 saplings of Konara oak and cherry trees which they had gathered seeds for and grown in the town after the disaster.



2016, Tree-planting in Watari Town,
Miyagi Prefecture

- **Tree-planting Iwaki City, Fukushima Prefecture (2017)**

Based on the “Afforestation Agreement”, which we entered into with Iwaki City, Fukushima Prefecture, this project was conducted with the purpose of restoring the protective coastal forests and coastal areas that were swept away after the Great East Japan Earthquake. On the day of the event, the Foundation planted 7,000 trees together with 700 volunteers.

■ Award-giving Activities

- **The Japan Award for Biodiversity**

The Japan Award for Biodiversity was established in 2009 with the purpose of promoting the protection and sustainable use of biodiversity. Outstanding initiatives within Japan are recognized by the award, which is held biennially.

Award-winning Organizations in Miyagi Prefecture

- Japanese Association for Wild Geese Protection (2011 Grand Prix)
- Kumagai Master Thatchers Co., Ltd. (2011 Merit Award)
- NPO Tambo (2013 Grand Prix)
- Nature Technology Research Consortium (Tohoku University) (2013 Merit Award)
- Kesenuma Municipal Oya Junior High School (2015 Merit Award)
- JF Miyagi Fishery Cooperative (2017 Merit Award)

■Environmental Activity Support Project

The Foundation provides financial support for organizations around the world that conduct activities for the protection and sustainable use of biodiversity.

Support for Organizations Active in the Tohoku Region (2011 onwards)

- Izunuma-Uchinuma Loach & Catfish Research Group • NPO Association of Shirakami Nature
- NPO Prefectural Association for the Conservation of Lake Inawashiro • Chinju no Mori no Project
- Great Forest Wall Using Debris Project • NPO Tombo Eco Office
- NPO Environmental Improvement Association • NPO Institute for Asian Black Bear Research and Preservation
- NPO Environmental Regeneration Organization • Flatohoku
- NPO Environment Ecology Economy E-TEC • Honshu Black Woodpecker Research Group
- Association for the Protection of Kusakidani • Association for the Protection of Mizuhara's Nature
- Group "Mori" Association • NPO Supporters of Riasu no Mori
- NPO Kokoro no Mori • NPO Watari Greenbelt Project
- NPO The Shirakami Mountains Preservation Society

■Environmental Education Project

- **Asian Students Environment Platform (ASEP)**

The Foundation tackles the nurturing of human talent who will be active on the global stage in environmental fields, and considers the Environmental Education Project to be one of our important activities. Launched in 2012, this forum is held each year with the annual addition of one new university from a new participant country. With Thailand's Chulalongkorn University welcomed as this year's new member, 64 students from eight universities from eight countries conducted fieldwork, chiefly in the disaster-affected areas in Tohoku, on the theme of "Biodiversity and Regeneration".



Taiko drumming experience in Watari Town, Miyagi Prefecture

AEON 1% Club Foundation

■ AEON 1% Club Foundation

In 1989, the year when JUSCO celebrated its 20th anniversary and the corporate group name was changed to the AEON Group, the private organization the AEON 1% Club Foundation was established with the strong desire to continuously utilize the profits we gain through the patronage of our regional customers for the purpose of social development, at the proposal of (then) Representative Director and Chairman Takuya Okada. Each of the major AEON Group companies donates 1% of their pre-tax profits to social contribution projects, and contributive activities are continuously implemented with the objective of "supporting the sound development of the next generation of children and young people via coordination with regional and international communities". In 2014, in which the Foundation reached its 25th year, a General Incorporated Foundation was established in order to sustain a more secure contribution to society, and to aim to serve as an organization that receives widespread trust. In the following year 2015, the Foundation transitioned to a Public Interest Incorporated Foundation, and has since carried out its activities with the three main themes of Sound Development of the Next Generation, Promotion of Friendship with Foreign Countries, and Sustainable Development of Regional Communities.

■ Presentation of Funds to Support Recovery after the Great East Japan Earthquake

The Foundation carried out fundraising activities in order to support recovery from the Great East Japan Earthquake. The donations received, amounting to 1,097,664,974 yen, were combined with AEON Co., Ltd. and the AEON 1% Club Foundation's contribution to produce a total presented fund of 3.6 billion yen.

■ Presentation of Funds to Support Manufacturing by Persons with Disabilities

This initiative was started in 2011 in order to support reconstruction and revitalization in the Tohoku region. Via the NPO Association for Aid and Relief Japan, donated funds are sent to Employment Support Offices for the Disabled in Iwate, Miyagi and Fukushima Prefectures, and are used to support people with disabilities in achieving improved independence and social participation.

■ Children's Dreams Support Program

The objective of this program is to support the realization of children's dreams, together with people who are active in the fields of sports, literature and music, in order to assist the healthy growth of children in areas affected by the Great East Japan Earthquake. In the sporting field, athletes who represented Japan at the 2012 London Olympics visited elementary schools in the region, and events were held such as "Dreams from Tohoku" and the "London Olympics Reporting Event" to convey the appeal of sports through live demonstrations and gymnastics instruction. In the field of literature, the Foundation hosts the "AEON Hometown Discovery" event, in which the actress Atsuko Asano, through a solo performance of a variety of roles, narrates folktales from various regions that we hope to pass onto the next generation, including material that has been circulated in Japan for centuries such as the *Kojiki* (Records of Ancient Matters) and *Nihon-shoki* (Chronicles of Japan), with the aim that the children of the next generation will gain a new appreciation of their hometowns. Furthermore, with the aim of conveying the delights of music and the importance of having a personal dream, the Foundation has hosted concerts and invited elementary and junior high school students to a musical instruction and performance by an orchestra that performs worldwide, particularly in the musical city of Vienna.



■ Forest Spirit Healing Project for Children in Fukushima

The Foundation invited children from Fukushima Prefecture, whose outdoor play was restricted due to the nuclear accident after the Great East Japan Earthquake, to a natural environment in Shinano Town, Nagano Prefecture, and provided opportunities for both physical and mental liberation.



■ Presentation of Support for the Restoration of a “Lifeline Bridge” in Iwaizumi Town, Iwate Prefecture

The Foundation presented 10 million yen to Iwaizumi Town, Iwate Prefecture, as funds for the restoration of a “lifeline bridge” that was damaged by Typhoon No.10 in 2016.

■ Afan Earthquake Restoration Project

In coordination with the C.W. Nicol Afan Woodland Trust, the Foundation supported the construction of a school in Higashi-Matsushima City that incorporates an environmental learning facility in the adjacent forest.

■ Support for the Restoration of “Chinju no Mori” (Sacred Groves) within Shrine Grounds and Shrine-owned Land

Until fiscal year 2015, the Foundation supported the restoration of “Chinju no Mori” (Sacred Groves) within shrine grounds and shrine-owned land, as disaster-preventative woodland that protects local residents from natural disaster. In the Tohoku region, 986 local residents have participated thus far in a total of nine regions to plant a cumulative total of 16,433 trees.



2013, Miyagi Prefecture

Tree-planting at Kesenuma Ikkejima Shrine

AEON Group Companies

■ Initiatives Towards New Creation in Tohoku

Since March 2012, one year after the disaster, with the motto of “Fulfilling the Desire for Recovery from 3.11”, the AEON Group has endeavored to continuously support the restoration and revitalization of the

Tohoku region's agricultural, fishing and livestock industries. With the cooperation of various producers in Tohoku, we have worked to expand the sales of Tohoku-made products, through initiatives such as new product development using Tohoku-produced ingredients, and hosting Tohoku Fairs at Group stores both within and outside Japan.



From 2016, five years after the disaster, we have aimed to transition from the stage of “supporting recovery” to “regional (hometown) creation”, based on the new resolution of “Nigiwai Tohoku: Join Hands and Foster the Power of Hometown”. Group companies are working to transform inherent regional strengths into a momentum of growth, with a shared desire to create a future for Tohoku that is “*Nigiwai*”: thriving and full of vitality.

■ “Project AEON Joining Hands”

“Project AEON Joining Hands”, which promotes recovery-supporting volunteer activities carried out jointly by AEON management and employees, was launched in March 2012. We are proceeding with the initiative with the target of dispatching 300,000 volunteers to the disaster-affected areas, and planting 300,000 trees in coastal regions of the affected areas, over the ten years until 2021.

The total number of trees planted in this project, through the “Aeon Tohoku Reconstruction Hometown Forests Program” and other initiatives, has reached 217,665 as of the end of August 2017.

Furthermore, in May 2016, more than five years after the disaster, as the restoration of sustainable local communities was considered to be one of the social issues faced in the disaster-affected regions, we launched the “AEON Future Co-creation Program”, which aims towards the regeneration of sustainable communities through support activities with regional participation.



2017 First Takata-Matsubara Tree-planting