



March 5, 2018  
AEON Environmental Foundation

## **To make a park loved by people into a scenic spot for cherry blossom site** **Second Cherry Tree Planting Held in Hanoi Vietnam**



**Certified Commemoration Project for**  
**45 Years of Diplomatic Relations between Vietnam and Japan**

The AEON Environmental Foundation (Chairman Takuya Okuda, Honorary Chairman and Advisor of Aeon Co., Ltd.) will hold “The Second Cherry Tree Planting Held in Hanoi Vietnam” event in Hanoi’s Hoa Binh Park (Peace Park), Socialist Republic of Vietnam (hereinafter, “Vietnam”) on Saturday, March 10.

In 2016, the Hanoi People’s Committee announced that it would promote “Hanoi One-million Tree Planting Project” which involves planting trees along city streets and parks in the city as a part of environmental conservation activities. The Foundation supports this project and will hold the second cherry tree planting event in the hopes of making Hoa Binh Peace Park a scenic spot for cherry blossoms. The saplings are grown from seeds using a variety of cherry tree from Fukuoka, which has a similar climate to Hanoi, in order to ensure that they adapt to the local environment. 200 volunteers will plant 500 saplings.

This year is the 45<sup>th</sup> anniversary of diplomatic relations between Vietnam and Japan, and this program has been designated a certified commemoration project by the Japanese Embassy in Vietnam.

The Foundation has carried out tree planting projects in several countries, mainly in Asia. In Vietnam, 75,000 trees were planted at Lang Co Beach in Huế Province over the course of three years starting in 2010, and over three years from 2014, 15,000 trees have been planted in Ba Vi National Park near Hanoi. Last year, the first cherry blossom tree planting activity was held, where 200 trees were planted in Hoa Binh Peace Park. A total of 3,200 volunteers from both Japan and Vietnam have participated in these tree planting activities, and the trees are becoming a symbol of friendship between the two countries.

The Foundation will continue to actively pursue environmental preservation activities such as tree planting in order to carry over a world filled with life and nature to the children of the future.

Date and Time: March 10 (Sat), 2018, 9:00-10:30  
Place: Hoa Binh Peace Park, Hanoi, Vietnam  
Participants: 200 people  
Number of Trees: 500  
Species: Cherry blossom (Edo Higanzakura)  
Hosts: Hanoi People’s Committee, AEON Environmental Foundation  
Support: Embassy of Japan in Vietnam  
Prospective Attendees:  
Nguyễn Đức Chung, Chairman of Hanoi People’s Committee  
Kunio Umeda, Japanese Ambassador Extraordinary and Plenipotentiary to  
Vietnam  
Takuya Okuda, Chairman of the AEON Environmental Foundation  
(Honorary Chairman and Advisor of Aeon Co., Ltd.)  
Akio Yoshida, President and CEO of Aeon Mall Co., Ltd.  
Yasuo Nishitohge, General Director of Aeon Vietnam, Aeon Co., Ltd.

## Reference

### About the AEON Environmental Foundation

The Foundation was established in 1990 based on Aeon's Basic Principles of "Pursuing peace, respecting humanity, and contributing to local communities." Since then, it has continued to conduct a variety of environmental and social conservation activities, including supporting and funding groups undertaking environmental activities, tree planting in Japan and overseas, recognizing the groups, organizations, and individuals that contribute to the conservation of biodiversity and environmental education for development of human resources on environmental issues.

AEON Environmental Foundation Website: <http://www.aeon.info/ef/>

### ■ Tree Planting Activities

#### Tree Planting in Hué, Vietnam

Huế Province is located in central Vietnam. It is the location of the ancient capital of the Nguyen Dynasty and of Vietnam's first registered world heritage site. Resorts are being developed in the Lang Co area of Huế, during monsoon season, and it was common for local rivers to overflow and flood houses in the city. In order to restore the beautiful waterfront here, the foundation implemented a five-year plan to plant and nurture trees. Over three years from 2010 to 2012, 1,400 volunteers from Japan and Vietnam together planted a total of 75,000 trees.



Huế Tree Planting, 2010

#### Tree Planting in Hanoi, Vietnam

On the outskirts of Hanoi is the Ba Vi National Park, which was damaged due to the bombing during the Vietnam War, and was logged in order to build houses and furniture, and to support the livelihoods of local citizens during the postwar recovery. This resulted in a damaged and neglected forest. The foundation together with the cooperation of Vietnam National University Hanoi, worked to regenerate the forest through tree planting, and to support the environmental education of local residents



Hanoi Tree Planting, 2015

and restore the rich nature of the park. Tree planting was held over a three-year period from 2014 to 2016. Together, 1,700 volunteers from Japan and Vietnam planted a total of 15,000 trees.

#### Cherry Tree Planting, Hanoi Vietnam

The first cherry tree planting event was held in 2017, with 120 volunteers planting 200 cherry trees. On that day, a total of 65 people from the Teenage Ambassador (high school student exchange) Program organized by the Aeon 1% Club including 32 students in addition to their host families.



Hanoi Cherry Tree Planting, 2017

### ■ Biodiversity Awards

In 2010, the Tenth Meeting of the Conference of the Parties to the Convention on Biological Diversity (COP 10) was held in Nagoya, Aichi Prefecture, Japan. Before this, in 2009, the Biodiversity Japan Award was established together with the Minister of the Environment. In 2010, to commemorate the 20<sup>th</sup> anniversary of the founding of the Foundation, the MIDORI Prize for Biodiversity was established. Since then, domestic and international awards have been presented on alternating years. The goal is to raise people's awareness in biodiversity by recognizing groups and organizations that actively conduct activities on biodiversity in Japan, and individuals who make outstanding contributions to the conservation and sustainable use of biodiversity at global, regional levels.

One recipient of the second MIDORI Prize for Biodiversity, held in 2012, was Vo Quy of Vietnam, Honorary President of the Center for Natural Resources Management and Environmental Studies (CRES), Vietnam National University, Hanoi, for being a leading example to other developing nations by restoring the natural environment that was damaged in the war, and preserving and restoring the natural environment. The award led Vietnam National University, Hanoi, to participate in the Asian Students Environmental Platform (ASEP) hosted by the Foundation from 2013, as well as the Vietnam Hanoi Tree Planting which was held from 2014 to 2016.

### ■Environmental Education (Asian Students Environmental Platform (ASEP))

This program began in 2012 as a ten-year plan to develop human resources that are active with a global perspective in environmental fields. University students from various Asian countries get together and exchange opinions of biodiversity while learning about the natural environment, history, culture, and values of each country. The fourth program held in Vietnam in 2015 had 72 students from six countries: Cambodia, China, Japan, Korea, Malaysia, and Vietnam. The students held discussions on coexistence with nature with the theme, “Biodiversity and Humans.” The program was supervised by Vietnam National University Hanoi with the cooperation of Waseda University and included fieldwork in World Heritage Site Ha Long Bay, lectures by experts, and interviews with local people, which all helped to deepen students’ understanding of the environment.



Fourth ASEP, 2015

### ■About the Aeon 1% Club

The Aeon 1% Club Foundation (hereinafter “Aeon 1% Club”) was founded in 1989. Aeon Group companies contribute 1% of their pre-tax profits, which are used by the Aeon 1% Club to hold projects for the “sound development of the next generation,” “promotion of friendship with foreign countries,” and “sustainable development of regional communities.” The foundation conducts various activities mainly in Asian countries.

### ■Teenage Ambassador Program (Japan & Vietnam)

Since 1990, the Teenage Ambassador Program has been held in which high school students from Japan and other countries in Asia visit each other’s countries and interact with one-another. They become little ambassadors for their countries, making courtesy calls to the governments and embassies of both countries, and deepening international understanding and friendship through school experiences and homestay programs. Teenage Ambassador programs have been held between Japan and Vietnam three times: in 2007, 2013, and 2017.



Classroom experience in Japan, 2017

### ■School Building Support Programs

Starting in 2000, donations from customers and employees matched with funds from the Aeon 1% Club have been used to support the building of schools, as well as provision of educational materials and training programs for teachers. In Vietnam, with the cooperation of the Huế Province People’s Committee, the program supported the building of 30 elementary schools from 2010 to 2013.

### ■Aeon Scholarship Program

The Aeon Scholarship Program began in 2011, and since then 746 students from universities in Vietnam including the University of Social Sciences and Humanities Hanoi, Hanoi Foreign Trade University, University of Social Sciences and Humanities Ho Chi Minh City, and Ho Chi Minh City Pedagogical University have been provided with

scholarships. In the same year, Aeon began a partnership with the University of Social Sciences and Humanities in Ho Chi Minh City which includes “hiring human resources,” “collaborating on research in the development of retail,” and “accepting interns.”



Aeon Scholarship Award Ceremony, 2016

### ■Asia Youth Leaders Program

The Asia Youth Leaders Program involves a gathering of student future leaders from Japan and other countries. They study social problems of the event location, hold discussions, and produce proposals to the local government in order to solve the problems. In 2010, 2011, and 2014, Asia Youth Leaders Program was held in Hanoi and Ho Chi Minh City. By holding multilateral discussions, the students nurture a global perspective and an understanding of different values.