

Dec 17, 2014  
AEON CO., LTD.  
AEON Retail Co., Ltd.

## **The only retailer among the winners!** **Universal Design in AEON Group's Facilities Wins the IAUD Award**

Aeon Retail Co., Ltd. won the Joint Grand Award in the Category of Public Space in the IAUD Award 2014 held by the International Association for Universal Design (IAUD). The company's initiatives for universal design in its facilities over the years have been evaluated highly.

IAUD Award is an award honoring groups and individuals who have conducted or proposed particularly noteworthy activities in order to realize a universal design society, where "everyone lives in comfort." Among 44 entries, 17 were awarded, of which Aeon Retail Co., Ltd. was the only retailer.

Aeon Group, over the last 20 years, has been committed to develop facilities that are friendly to people including the elderly or disabled aiming to achieve "safe and secure" shopping environment. Based on the Building Access Law enforced in 1994 (current Barrier Free Law enforced in 2006), the Group created its own design criteria in developing facilities and apply them to new stores or existing stores for renovation. Jasco Minamikata Store was the first store certified to be compliant with the law. Then Aeon has also adopted universal design concept in its facilities as well as the functional or design aspects. As of the end of February 2014, more than 720 of its facilities are certified by New Accessibility Law.

Aiming for creating facilities friendly for everyone, Aeon strives to harmonize with local communities and enhance its services for customers, through expanding its initiatives in universal design both in hard and soft aspects.

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### **Universal Design in AEON Group's Facilities**

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#### **■ As a Community Hub**

Some of the Group's facilities provide the multifunctional childcare space where mothers can consult about their child rearing concerns and let their children play safely. There also is a "baby salon" for a family of three generations.



"Angel Heart," a baby salon for three generations

## ■ Health Promotion and Interaction with Local Residents

Aeon Mall Higashi Kurume in Higashi Kurume City, Tokyo, offers an one kilometer walking path in its premises for customers to enjoy light exercise such as walking in addition to shopping. For more balanced exercise, the Mall provides a square equipped with exercise machines for stretching and balancing.



Walking path



Square with exercise machines

## ■ Conducting Customer Survey

In the IAUD Award 2014, Aeon was highly evaluated for its pursuit of customer satisfaction through the Group's facilities as well as for its high level of feedback. Aeon conducts the customer survey to verify accessibility efforts, six months after the opening of a new store. In order to respond to the customers' opinions in both design and services gathered from the survey, hard aspects will be enhanced including upgrading equipped facilities. These efforts will also benefit the improvement in soft aspects through offering open space or holding events for local community. The followings are some comments from customers on the facilities:

- (1) Toilets are well distributed across the facilities and thus easy to get to.
- (2) Signs in the facilities such as ones for services and elevators are eye-catching and easy to recognize.
- (3) The parking spaces are designed with considerations for the physically disabled, including the extra space for wheelchair transporting cars, spacious parking lot, and parking spaces designated for the parking permit holders.
- (4) The rooftop area is equipped with a walking path and exercise machines for easy exercise.



Purpose-built toilets



Easily recognizable signs and colors