



**To build a New Relationship between Water and Human  
as Part of the Environment Ministry's Water Project**

**AEON MALL Makuhari New City to Host "Water Day FESTIVAL"  
on Aug. 1 and 2**

Aeon will host the "Water Day FESTIVAL" at Aeon Mall Makuhari New City on August 1 (Water Day) and 2 to support the Ministry of Environment (MOE) "Water Project."

The "Water Project" is an initiative based on the ministry's Basic Act on Water Cycle Policy (effective July 2014) whereby both the public and private sectors have teamed up to promote measures to maintain and restore our healthy water cycle. Aeon, which has planted more than 10,000 trees and engaged in various other environmental-friendly initiatives to cultivate safe water, supported the objective of the project in which it took part in from last June.

As part of the project, Aeon will host the "Water Day FESTIVAL" at Aeon Mall Makuhari New City to offer customers new ways of engaging with water, otherwise known as "Water Style" through a variety of stage events and activities in the Mall. For the stage events, Aeon will invite a high-profile model, therapist and athlete to discuss their own "Water Style." These stage events, based on the goal of our Water Style initiative, are designed to make people feel a closer connection to water and encourage them to actively incorporate it into their lives with the proper understanding in ways that will make them enjoy and cherish it more. In addition, Aeon will have approximately 30 corporations and organizations showcase their products and services as well as their unique exhibits and activities that customers can take part in, according to theme, namely child rearing, sports, and food and water. Furthermore, among other attractions in connection to the event, "Aeon Style," the Mall's anchor store, and beauty products specialty store "Glam Beautique" will roll out products promoting "Water Style."

As a retailer serving customers and in close contact with those living in the community, business partners and various stakeholders, Aeon will undertake initiatives to preserve water and nature at its stores and in the community.

## NOTE

1. Schedule: August 1 and 2, 2015
2. Venue: Grand Mall 1F Grand Square at AEON MALL Makuhari New City
3. Organized by: the Ministry of Environment.
4. Special Sponsor: AEON CO., LTD
5. Cooperation on the location: AEON MALL Co., Ltd.
6. Cooperation: Cabinet Office & Ministry of Land, Infrastructure, Transport and Tourism
7. Contents of Stage Programs (scheduled programs)

### -August 1 (Sat.)-

- 11:00 Explanation on events
- 12:00 “My Water Style” presented by Ms. Hikaru Takahashi, special supporter
- 13:00 Mamastadium x “Water Style” Project  
Talk Session entitled “Water Style to Be Passed on to Moms”  
by Ms. Eri Ebihara
- 14:00 Sporting Life x “Water Style” Project  
Presentation on “Water Style” from the perspective of a runner by  
Ms. Mari Tanigawa
- 15:00 Visitor participation in “Water Day” Projects  
Putting into practice “Water Day” activities on stage
- 16:00 End

### -August 2 (Sun.) -

- 11:00 Explanation on events
- 12:00 Televised event entitled “Let’s Find our Household’s Water-Style” on NHK program  
“Warachao!”
- 15:00 ENJOY SPORTS PROJECT x “Water Style” Project
- 16:00 End

## Reference

### 【About the “Water Project”】

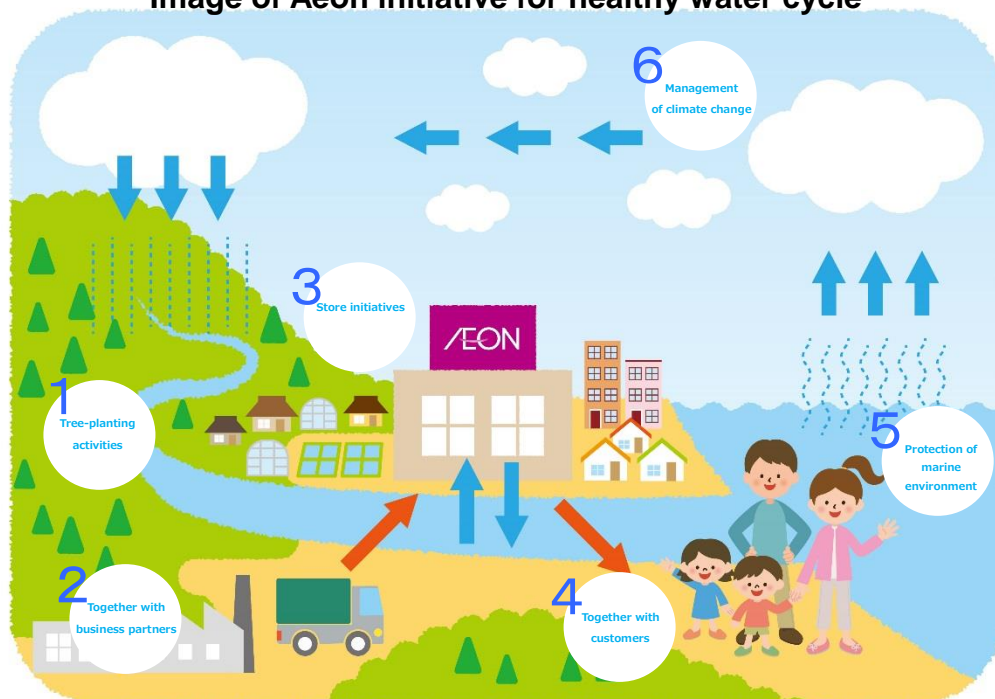
On August 8, 2014 (Water Day), the Ministry of Environment launched the public–private partnership “*Water Project*” in accordance with the Basic Act on Water Cycle Policy (effective July 2014). The project aims to promote such initiatives as the maintaining and restoration of our healthy water cycle. Under the program, the private sector will undertake voluntary, proactive measures to maintain the water cycle and protect the water environment as well as create opportunities for partnerships between the private and public sectors. As of July 17, 2015, a total of 103 private corporations, local governments and private entities have joined the project.

Details available at: <http://www.eeel.go.jp/water-project/>

### 【Aeon’s initiatives for protecting water cycle】

Water originates from forests, moistens rural areas and fills rivers. Water supports our lives and flows into the sea and finally returns to the forest in the form of rain. From the various stages in this water cycle, Aeon is fully aware of the vital role that water plays in our lives and believes that our mission is to preserve the blessings provided by this invaluable resource. Aeon will continue to undertake initiatives for the future through the preservation of clean water, which is the foundation of our lives, and further promote the maintenance of a sound water cycle in its business activities such as product development and store management.

### Image of Aeon initiative for healthy water cycle



1. Tree-planting activities (activities in the forest and satoyama (community-based forest))

Tree-planting activities, forest-linked projects, preservation of satoyama, agriculture experience

2. Together with business partners

Product development for reducing environmental loads, reduction of CO<sup>2</sup> emissions in transportation

3. Store initiatives

Water conservation, efficient use of resources, promotion of recognition of our activities, installation of biotope

4. Together with customers

The Aeon-Unicef Safe Water Campaign

Aeon Cheers Club, voluntary activities at local communities

5. Protection of marine environment

Promotion of Aeon's policy on sustainable procurement

\*<http://www.aeon.info/environment/procurement/general.html/>

Promotion of Marine Stewardship Council (MSC)-certified products and

Aquaculture Stewardship Council (ASC)-certified products, cleaning of seashores

6. Management of climate change

Promotion of "Aeon ECO Project" \*<http://www.aeon.info/environment/manifesto.html/>

Energy-conservation initiatives, installation of solar panels,

introduction of natural refrigerants