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June 6, 2016
AEON Environmental Foundation

Reforestation in Cambodia's one of the largest wildlife reserves: a three-year plan

Second Tree Planting to be Held in Phnom Penh, Cambodia on Saturday, June 11

Planting a total of 7,000 trees together with 650 volunteers

Aeon Environmental Foundation (Takuya Okada, Chairman of the Foundation and Honorary Chairman and Advisor of Aeon Co., Ltd.; hereinafter, "The Foundation") will conduct the second Phnom Penh Tree Planting on Saturday, June 11 in the Kingdom of Cambodia (hereinafter, "Cambodia").

The Phnom Tamao Zoological Park and Wildlife Rescue Centre, where the tree planting will be conducted, is the one of the largest wildlife reserves in Cambodia located approximately 45 kilometers south of the capital city of Phnom Penh. In addition to protecting over 1,200 animals of 98 different species including endangered species, the Centre also serves as a relaxation space for the citizens. On the other hand, the woodland areas of the Centre shattered by civil war and logging remain, requiring immediate measures for regeneration.

In order to help regenerate these woodlands and preserve biodiversity in the Centre, the Foundation launched a three-year tree-planting project in 2015. In the first year of the project, the Foundation planted 7,000 native saplings together with 730 volunteers from both Cambodia and Japan. Now, in the second year, 650 volunteers will plant 7,000 saplings. The Foundation plans to plant a total of 21,000 trees over the three-year period.

Tree planting efforts in Cambodia by the Foundation began in 2002. The Foundation involved in planting trees along the road approaching the World Heritage Site of Angkor Wat (in 2002, 2004 and 2005) as well as around the ancient ruins of Chau Srei Vibol (in 2010 and 2011), together with more than 1,220 people in total. The accumulative number of trees planted in Cambodia will reach more than 24,000 this year.

Additionally, the Royal University of Phnom Penh has participated in the Asia Students Environmental Platform (ASEP) held by the Foundation since 2015, aiming for developing personnel who can play an active role with global perspectives in environmental fields.

The Foundation will further endeavor to implement environmental conservation efforts, including tree planting in order to deliver a lush natural environment for the youth of the next generation.

Note

Date and time: June 11 (Sat) 9:00 – 12:00

Location: The Kingdom of Cambodia,

Phnom Tamao Zoological Park and Wildlife Rescue Centre

Participants: 650 volunteers (330 from Cambodia, 320 from Japan)

Number of trees: 7,000

Area: 1.5 ha

Hosts: Kingdom of Cambodia Forestry Administration, Ministry of Agriculture, Forestry and Fisheries, AEON Environmental Foundation

Cooperation: Phnom Tamao Zoological park and Wildlife Rescue Centre, AEON (CAMBODIA) Co., Ltd., AEON MALL (CAMBODIA) Co., Ltd, AEON SPECIALIZED BANK (CAMBODIA) PLC.

Prospective Attendees: H.E.Dr. Sok An, Deputy Prime Minister of Cambodia

H.E. Veng Sakhon, Minister of Agriculture, Forestry and Fisheries

H.E.Dr. Say Samal, Minister of Environment

Takuya Okada, Chairman of the AEON Environmental Foundation
(Honorary Chairman and Advisor of 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, always with the customer's point of view at its core." Since it was founded, its main projects have been work in reforestation and biodiversity, and provision of grants to groups undertaking environmental activities. Over 11 million trees have been planted since AEON began planting trees in 1991.

▶ AEON Environmental Foundation Website: <http://www.aeon.info/ef/en/index.html>

[First Cambodia Phnom Penh Tree Planting]

730 volunteers planted 7,000 trees on Saturday, June 27, 2015.



[AEON's environmental/social contribution effort in Cambodia]

■ Battambang Prosthesis Center Support Campaign (1998 – 2000)



In a partnership with the Japanese Red Cross Society, Aeon 1% Club Foundation (hereinafter, "Aeon 1% Club") provided support for the Battambang Prosthesis Center in Cambodia for three years beginning in 1998. The Center provides landmine victims with artificial limbs and encourages their social recovery through rehabilitation. Aeon 1% Club collected donations at Aeon Group stores and offices as well as contributions from Aeon 1% Club to provide a total of over 173 million yen to support the Center.

■ Support for School Construction (2000 – 2003)

With hopes for the swift recovery of the country's educational system that has been eroded by long years of civil war, Aeon 1% Club has conducted a support project collecting donations at Aeon Group stores and offices as well as contributions from Aeon 1% Club since 2000. The total amount of the donation to the Japan Committee for UNICEF has reached 300 million yen. 150 schools have been constructed in the region, and more than 203,000 children have graduated from these schools so far.



Cambodia, 2001

■ Tree Planting at Angkor Wat (2002, 2004, 2005)

■ Tree Planting at Angkor Empire ruins at Chau Srei Vibol (2010, 2011)

■ Aeon Hometown Forests Program (2014)

Over the three years of 2002, 2004, and 2005, the Aeon Environmental Foundation worked with more than 880 volunteers to plant 7,100 trees along the road approaching the World Heritage Site of Angkor Wat. In 2010 and 2011, the Foundation planted 3,260 trees with 340 volunteers in the area surrounding the ancient Angkor Empire ruins to protect them from wind and rain. In June 2014, ahead of the grand opening of Aeon Mall Phnom Penh, Aeon Hometown Forests Program was held and approximately 10,000 trees were planted with 1,500 participants from the region.



Angkor Wat, 2005



Angkor Empire ruins at Chau Srei Vibol, 2010

■ Preah Norodom Sihanouk Museum (2007)

Through contributions from the Aeon 1% Club and the cooperation by a team lead by Professor Yoshiaki Ishizawa of Sophia University, as well as the APSARA Organization, the Preah Norodom Sihanouk Museum was established to preserve and exhibit Angkor Empire-era Buddha statues that were excavated by the Sofia Asia Center for Research and Human Development between 2000 and 2001. The Museum was donated to the Cambodian government to allow the people of Cambodia to be the ones to research and preserve these cultural artifacts. The inauguration ceremony was held in November 2007 and was attended by His Majesty King Norodom Sihamoni.

■ Aeon - UNICEF Safe Water Campaign (2010 – 2015)



In some regions of Cambodia, Laos, and Myanmar, children are burdened with a large share of housework duties, resulting in decreasing school attendance. Children spend a substantial amount of time fetching unsanitary water for daily use, causing problems concerning both hygiene and education. In order to support the sound education of children in these areas, the Aeon 1% Club implemented the Aeon - UNICEF Safe Water Campaign from 2010 to 2015 to set up water supply facilities in villages and towns. The campaign provided 295,000 Cambodians and a total of 378,000 people with safe water.

■ Teenage Ambassador/Aeon Scholarship

Since 1990, the Aeon 1% Club has hosted the Teenage Ambassador Program, an international exchange initiative that aims to provide the children of the next generation with diversity in values and a global outlook. 2,052 high school students from 18 countries including Japan have participated in the program, 120 of which experienced exchange with Cambodia. In addition, the Aeon Scholarship Program, which grants scholarships to students from other parts of Asia studying in Japan as well as students at other universities and graduate schools in Asian countries, has granted scholarships to 4,393 university students from seven different countries, 35 of which were Cambodian students studying in Japan or students in Cambodia.

■ Chairman Takuya Okada was honored with Cambodia's highest honor of the Royal Order of Sahametrei Grand Cross (2010)

In appreciation of his contribution to the development of Cambodia's economy and cultural exchange through years of environmental and social contribution endeavors, Takuya Okada was honored by the Kingdom of Cambodia with the title of Le Grand Officer in 2007, and the highest honor of the Royal Order of Sahametrei Grand Cross in 2010.

