



March 13, 2017
AEON Environmental Foundation

To make a park loved by people into a scenic spot for cherry blossom site
Planting Cherry Trees in Hanoi, Vietnam

The AEON Environmental Foundation (Chairman Takuya Okuda, Honorary Chairman and Advisor of Aeon Co., Ltd.; hereinafter, "the Foundation") will hold a cherry tree planting event in Hoa Binh Park (Peace Park) in Hanoi, Socialist Republic of Vietnam (hereinafter, "Vietnam") on Saturday, March 18.

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 a tree planting event in hope of making Hoa Binh Peace Park green again, to create a new scenic spot for cherry blossoms. In order to plant trees that will be able to grow in Vietnam's climate, saplings of an old Japanese variety of cherry were brought over from Fukuoka Prefecture and raised in Vietnam before this planting.

The Foundation has carried out tree planting projects in several countries, mainly in Asia. In Vietnam, 75,000 trees were planted in the Lang Co Beach in Huế Province, Vietnam over the course of three years starting in 2010, and over three years from 2014, 15,000 trees has been planted in Ba Vi National Park near Hanoi. Over those six years, a total of 3,200 volunteers from both Japan and Vietnam participated in the tree planting activities. The saplings are growing into forests, becoming symbols 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 18 (Sat), 2017, 9:00– 10:30
Place: Hoa Binh Peace Park, Hanoi, Vietnam
Participants: Approximately 120 people
Number of Trees: 200
Species: Cherry blossom (Edo Higanzakura)
Hosts: Hanoi People's Committee, AEON Environmental Foundation
Prospective Attendees:
Trần Hồng Hà, Minister of Natural Resources and Environment
Nguyễn Xuân Cường, Minister of Agriculture and Rural Development
Nguyễn Đức Chung, Chairman of Hanoi People's Committee
Jun Yanagi, Chargés d'affaires ad interim of Japan to Vietnam
Takuya Okada, Chairman of the AEON Environmental Foundation
(Honorary Chairman and Advisor of Aeon Co., Ltd.)
Motoya Okada, Trustee of the AEON Environmental Foundation
(Group CEO, President and Representative Executive Officer of Aeon Co., Ltd.)
Nagahisa Oyama, Chief Representative of Vietnam, Aeon Co., Ltd.

Tree planting participants will include 32 high school students from Vietnam and Japan who are participating in the Aeon 1% Club high school exchange program "Teenage Ambassador" and their host families for a total of 65 people.

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 contributed to their conservation of biodiversity, and environmental education for development of human resources on environmental issues.

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

About the Foundation's Environmental and Social Contributions in Vietnam

■ Tree Planting Activities

Huế Tree Planting in Vietnam

Huế Province is located in central Vietnam. It is the location of the ancient capital of the Nguyen Dynasty, and Vietnam's first registered world heritage site. Resorts are being developed in the Lang Co area of Huế, during the 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 2013, 1500 volunteers from Japan and Vietnam together planted a total of 75,000 trees.



Hanoi, Vietnam Tree Planting

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 during the postwar recovery, and to support the livelihoods of local citizens. These 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 students and residents in order to restore the rich nature of the park. Tree planting was held over a three-year period from 2014 to 2016. Together, 1,500 volunteers from Japan and Vietnam planted a total of 15,000 trees.



■ 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 2009, and in 2010, to commemorate the 20th 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 raise people's awareness in biodiversity by recognizing groups and organizations that actively conduct activities in Japan on biodiversity and individuals who make outstanding contributions to the conservation and sustainable use of biodiversity at global, regional level.

One recipient of the second MIDORI Prize for Biodiversity 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 for 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) in 2013, as well as the Vietnam Hanoi Tree Planting which began in 2014.

■ Environmental Education (Asian Students Environment 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 of “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 the students’ understanding of the environment.



August, 2015 Tree planting at AEON MALL Long Bien

■ 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 Aeon1% Club to hold projects for “sound development of the next generation,” “promotion of friendship with foreign countries,” and “sustainable development of regional communities.” The Foundation is conducting various activities mainly in Asian countries.

■ Teenage Ambassador (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.

Exchange programs with Vietnam were held in 2007 and 2013, making the 2017 program the third time. The participants visited Japan in January, and now 16 Japanese students will visit Vietnam from March 13 (Mon) to March 20 (Mon), reuniting with 16 Vietnamese high school students. They will visit the Vietnamese government, experience local life with a homestay, try making traditional Vietnamese crafts, and other activities to encounter Vietnamese culture and values, to help deepen their mutual understanding and friendship.

On Saturday, March 18, the cherry tree planting event held by AEON Environmental Foundation in Hanoi City Hoa Binh Peace Park will be attended by Vietnamese and Japanese high school students and their host families, for a total of approximately 60 participants.

About the Japan Vietnam Teenage Ambassadors

Period: Monday, March 13 – Monday, March 20, 2017

City Visited: Hanoi

Participants: 16 people from Viet Duc High School in Vietnam

16 People from Yokkaichi Senior High School in Japan



January, 2017 Classroom experience in Japan

■ School Building Support Program

Starting in 2000, donations from customers and employees matched with the funds from Aeon to support school building, as well as provision of educational materials and training programs for teachers. In Vietnam, with the cooperation of the Huế 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, 621 students of 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 Vietnam. In the same year, a partnership began between Aeon and University of Social Sciences and Humanities Ho Chi Minh City which included “hiring human resources”, “collaborative research on the development of retail”, and “accepting interns”.



■ Asia Youth Leaders Program

In 2010, 2011, and 2014, Asia Youth Leaders Program was held in Hanoi and Ho Chi Minh City. These programs involved a gathering of students from Japan and other countries, where they studied social problems of the event location, held discussions, and produced proposals to the local government in order to solve the problems. The program aims to nurture a global perspective and an understanding of different values through multilateral discussions.