

September 28, 2018  
Aeon Co.,Ltd.

**In the coming 3R Promotion Month, Aeon will work to raise the awareness of customers to eventually to reduce food waste by half**

## **Implementing a campaign to reduce food loss at stores across Japan**

**Also launching a new initiative in collaboration with municipalities**

Aeon will implement a food loss reduction campaign in October, which is 3R Promotion Month in Japan, at its general merchandise stores, supermarkets and other stores (up to a total of about 2,700 stores).

Aeon formulated the Aeon Group's Food Waste Reduction Targets in October 2017 and is committed to reducing its food waste by half (relative to 2015 levels) by 2025 and to building a food resource recycling model at 10 or more locations (at 1,000 or more stores) in Japan by 2020. To achieve these goals, Aeon has been working to reduce the generation of food waste at its stores by establishing a local organization to promote the activity across Group companies in each area, identifying the issues that are commonly faced by the companies and creating action plans as necessary.

Of food waste in Japan, so-called "food loss" (food that is still edible but disposed of) amounts to 6.46 million tons, of which about 45% or 2.89 million tons is attributable to general households\*. In view of this fact, the October campaign is intended to raise awareness of food loss among customers and all store users, thereby encouraging general households to carry out specific activities to reduce their food waste.

In this campaign, Aeon will post awareness-raising posters made in cooperation with the government, and propose the use of storage containers that help prolong the life of food at food floors in its stores.

In addition, at the Cooking Station, which can be found in about 40 Aeon and Aeon Style stores, recipes to make use of foodstuffs with no waste will be introduced with cooking demonstrations.



Awareness-raising poster



Proposing the use of food storage containers



Dispatching information at the Cooking Station

Furthermore, seven stores operated by Aeon in the city of Kyoto will cooperate together to reduce food loss, after being certified by the city government as "stores working to reduce leftovers to zero." The stores will strive to reduce food loss in their entire facilities by also asking tenants such as restaurants to obtain certification from the city. The stores will post the

certification stickers as well as awareness-raising posters within their facilities and dispatch useful information to help customers make full use of foodstuffs. Aeon will also conduct a similar activity at its stores in the city of Kobe, which utilizes a system to foster the reduction of food loss with partner stores.

Aeon will continue to contribute to solutions for social issues through a range of business activities.

\*Source: Estimates on food waste and food loss made by the Japanese Ministry of the Environment and Ministry of Agriculture, Forestry and Fisheries (for fiscal year 2015)