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“Small Step by Step: SDGs and Yoshimoto Kogyo”
11th Okinawa International Movie Festival

“O-kina” big festival across the island

At Aeon Mall Okinawa Rycom and the official venue “Okinawa International Movie Festival at Rycom,” many customers gathered for the events, talk shows, a lottery and other programs.
SDGs are global targets comprised of 17 Sustainable Development Goals adopted by the UN General Assembly in September 2015. Featured from this issue is Yoshimoto Kogyo's project to promote activities to achieve the SDGs. It aims to raise awareness about SDGs.
The 11th Okinawa International Movie Festival was held

from April 18 to 21, 2019, where many entertainers livened up the events.
Chairman Hiroshi Osaki of Yoshimoto Kogyo, also the Organization Committee President of the Okinawa International Movie Festival, says, “This film festival was established to create joy and peace in Okinawa through entertainment.” Its concept is therefore “laugh & peace.” As in the past, Yoshimoto comedians joined the festival this year to help spread SDGs in a fun and easy way. Here is a report.





Top left: The casts of films featured in the festival, Yoshimoto comedians, Kaoru Nemoto of the UN Information Centre, Maher Nasser and others walked the “red carpet” at Naha Kokusai Dori St. Bottom left: At the closing ceremony on the final day, Okinawa Prefectural Nishihara High School's marching band gave a performance that included a dance.

At Aeon Mall Okinawa Rycom and the official venue “Okinawa International Movie Festival at Rycom,” many customers gathered for the events, talk shows, a lottery and other programs.



Sports class
with athletes

Exciting programs across the island



During the four days starting from April 18 to 21, numerous events attracted large crowds, including those at Kokusai Dori St., Shintoshin Park and Aeon Mall Okinawa Rycom.

Yoshimoto comedians livened up the Aeon Mall event

The 11th Okinawa International Movie Festival offered many film screenings as well as various programs featuring Yoshimoto Kogyo comedians. Aeon Mall Okinawa Rycom was one of the official venues.

For three days, Yoshimoto comedians often seen on TV such as Wagyū, Hannya, and Shimofuri Myōjō appeared at the talk events. Customers including many families enjoyed the fun events filled with laughter. As it was a chance to see the popular comedians first hand, customers gathered around the

stage to receive the messages of “laugh & peace” from the comedians.

The shopping mall is visited daily by local customers. By utilizing the site as a venue for events and to exhibit panels, Aeon’s shopping mall became more than a place for shopping. It was turned into a place to spread “laugh & peace,” echoing with people’s laughter and applause.

SDGs awareness building, even at the red carpet

The outdoor event, “That’s right! We can do it! SDGs Stamp Rally,” set up tables at multiple locations around Shintoshin

Park’s open field. By collecting all 17 stamps at the tables inside the park, participants could enter a lottery and possibly win a prize. Each stamp table explained about the 17 goals of the SDGs, and boards designed with Yoshimoto comedians called on people to participate. The event allowed many people to learn about the significance of SDGs.

Among the festival events, the “red carpet” held at Naha Kokusai Dori St. on April 21 attracted the largest crowd. Around 92,000 people gathered along the street to get a glimpse of the celebrities. A total of 1,433 people in about 135 pairs including film directors featured in the festival, actors, actresses, and representatives of 41 municipalities

and friendship partners cooperating in the film festival walked the red carpet. Attracting special attention was the following: Kiyoshi Nishikawa and Sumimasu Asia Geinin (entertainers living in Asia), together with Kaoru Nemoto of the UN Information Centre and Maher Nasser, who walked with placards showing the 17 goals of SDGs. These presentations may be what make this film festival unique.



Photo with popular comedians!
Children are delighted



Have fun learning about SDGs! Stamp Rally

Following last year’s success, the stamp rally was held to develop an understanding of the 17 goals of SDGs by linking their meaning to familiar things. It offered a chance to learn about SDGs as part of a game to collect stamps of popular entertainers.



Shintoshin Park in Naha Public Art Exhibit 2019

As part of a project to propose a garbage-free lifestyle, a public art exhibition was held at Shintoshin Park, which “transformed” garbage into art. Exhibited artwork included “Yambaru O-Gomi-Uo (photo),” an artwork made of garbage.



Workshop Expo for Children Workshop Collection

“Workshops for children” were organized by Laugh & Peace Entertainment School. In recent years, they have attracted attention as a space for children’s learning that stimulates their creativity and expressive capabilities. The wide range of themes included programming, DIY, dance, and using a drone.



Cross-lingual escape game “The Mystery of the Treasure Hidden in Blue Waters: Rendezvous on a Moonlit Night”

In this escape game, people who can hear teamed up with deaf or hearing-impaired people and together solved a puzzle. The puzzles could not be solved without hearing sound or knowing sign language, and it was a valuable experience to feel the importance and joy of being able to communicate with each other.



Red Carpet at Naha Kokusai Dori St.

The film festival screenings were held at several venues, featuring films by genre such as special invitation, local origination project, and creator’s factory. Film makers, event performers and others appeared at the film festival’s annual red carpet.



“O-kina” big festival at Rycom

Stage events and a lottery were held at Aeon Mall Okinawa Rycom, located in Kitanakagusuku Village, Nakagami-gun, Okinawa Prefecture. In line with Aeon Mall’s initiative to promote a “Happiness mall,” a walking event with popular entertainers was held to get healthy and have fun at the same time.

Comedian, Former Member of the House of Councillors

Kiyoshi Nishikawa

Interview about SDGs

Let's not try too hard, and do what we can in social contribution

I hope to get involved in activities in which comedy contributes to welfare

I served as a member of the House of Councillors for 18 years, for three terms from 1986 to 2004. Based on my experience in health, labour and welfare policies, particularly in launching the long-term care insurance system, I was involved in cross-sectoral activities to promote the 17 goals, even before the United Nations adopted the SDGs.

Yoshimoto Kogyo is currently helping raise awareness of SDGs through various events including the Okinawa International Movie Festival. Because SDGs have been featured by the media recently, the response from customers is getting positive every year.

For Okinawa International Movie Festival's program "JIMOT CM REPUBLIC," the "46 Prefectures Category" grand prize went to Hiroshima Prefecture's work titled, "Stomach full of love." It featured a woman called "Bacchann," who has volunteered for over 30 years to provide food and a place to stay for children who have become delinquents or have issues with their family. The commercial is full of love

and really touches your heart. I was moved because not everyone can do such a thing. It tells us the hard work and generosity of one person can make a difference.

I think that there are things the entertainment company to which I belong can do for society. Yoshimoto Kogyo has grown to have 6,000 entertainers, and we owe this to our customers. I wanted to give something back to our customers, their families and society, and so I have been doing comic shows at special nursing homes for the elderly and at correctional institutions. This is because I believe comedy can contribute to welfare. Through these activities, I've met a volunteer teacher at a pediatric cancer hospital. Such encounters inspire my days and make me think that "Japan is a great country after all."

In the "Living in Your Town Project" launched in 2011, entertainers actually live in all 47 prefectures in Japan, and together with the area employee living in each prefecture, they help revitalize communities through the power of comedy. Under the slogan, "Japan will not be vitalized unless its regions are vitalized," we hope to continue our activities to energize Japan.

SUSTAINABLE DEVELOPMENT GOALS

世界を変えるための17の目標

Sustainable Development Goals (SDGs) are action goals to be achieved on a global scale by 2030 and include 17 goals and 169 targets that were adopted at the UN Sustainable Development Summit in September 2015.

Kiyoshi Nishikawa

Born in Kochi Prefecture. In 1966, he formed the manzai (comic) duo "Yasushi Kiyoshi," which became the forerunner of the manzai boom in Japan. After serving as a member of the House of Councillors for three terms starting from 1986, he retired from the political world. He is currently active as a comedian, appearing in TV programs, events and lectures. His wife is the personality, Helen Nishikawa, who also has experienced caring for their parents.



United Nations
Information Centre
Director
Kaoru Nemoto

Working to spread Sustainable Development Goals (SDGs) in a natural way

This is the third year for us to publicize SDGs at the Okinawa International Movie Festival, and thanks to the entertainers who mention SDGs in their performance and talks ever so naturally, I feel that awareness has gradually increased. This year, Kiyoshi Nishikawa and Komoto Junichi attracted much attention by walking the red carpet holding placards bearing the SDGs, and many children lined up for the stamp rally on SDGs. This reassured us that our activity has reached people both directly and indirectly. These days, Yoshimoto's entertainers are active in a multitude of areas in addition to comedy. The global targets in the SDGs adopted by the United Nation may seem irrelevant or complicated for the Japanese. The entertainers have great potential

to help relay this complex message in an easy-to-understand manner. So, we plan to distribute all of the videos on environmental issues in which they appear, with subtitles in the official languages of the UN.

Japanese companies have addressed environmental issues for many years, and these companies are connected to many people including their employees' families, consumers and business partners. If companies take the initiative to tackle issues, it will have a great impact on society, making the activity worthwhile. I hope that Aeon and other major retailers utilize their stores to communicate messages and encourage people to become interested in social issues.

Aeon's Efforts to Create the Future Environment

The goal is for a my bag rate of 100%

However now, Takahiro Suzuki of Aeon's Group Environment and Social Contribution Department says that, "I feel that we are at the point where we need to go one step further in reducing plastic bags." In recent years, while the number of people with high environmental awareness has increased, the number of plastic shopping bags being reduced and the rate of people bringing my bags have plateaued. In addition, a large amount of plastic waste including plastic bottles and plastic bags are being disposed of in the sea. This new international problem is harmful to marine life with many findings of sea turtles, whales and sea birds that have swallowed or wound up in the plastic waste.

At Aeon, group companies are united in their efforts to reduce plastic bags. In June, the Aeon's private brand Topvalu started selling my bags made from recycled materials. Customers will also be asked again to use My Basket which appeared in 2000. "First of all, the goal is for 100% of customers to bring my bags. Customers who cannot bring my bags will be asked to purchase my bags or my baskets that can be used repeatedly. We will increase options for customers and see what the response is." Before the Olympics, the government and local municipalities are showing a position of being for the charging of plastic bags. "In order to reduce plastic bags and recycle plastic products, it is very important to strengthen cooperation with the administration," says Suzuki. "Together with customers, I will aim for a society where my bags and a disposable-free lifestyle become commonplace."

Topics!

AEON

eco-bag



Topvalu's colorful my bag will start being sold on June 4 (Tuesday). There are two types of bags. One with the main part of the bag made of 80% recycled material which can be folded up and carried around (upper right) and the other which is made of 50% recycled material with a handle long enough to be carried on the shoulder and a wide width (lower left).



A review of the disposable shopping bag

In Japan, plastic bags are handed out automatically when shopping at supermarkets, convenience stores, drug stores and so on. Japan is a large plastic bag country, and the number of plastic bags distributed yearly in Japan is estimated to be several billion, and most of them are only used once and disposed of. However, there is also a trial calculation that if one plastic bag is not used, CO₂ can be reduced by 30.8 grams (2016 Ministry of the Environment "3R Behavior Visualization Tool"), so there are an increasing number of countries which are promoting the elimination of manufacturing and usage of plastic products including plastic bags.

Aeon has been conscious of environmental problems from an early stage and has been working on CO₂ reduction as a measure against global warming. As part of its efforts, Aeon launched the "Bring Your Own Shopping Bag Campaign" in 1991, and free plastic shopping bags stopped being distributed at the Higashiyama Nijo store in Kyoto in 2007. It was the first for a nationwide supermarket. Initially, customers flowed to other stores that distributed plastic bags free of charge, and some customers even had harsh words such as "I won't shop at Aeon anymore." However, along with the cooperation of the government, other companies in the industry who had the same belief, and consumer groups, etc., Aeon persistently communicated the importance of stopping the distribution of free shopping bags. In fiscal 2018, the number of stores that stopped distributing free plastic shopping bags expanded to 1,631 stores nationwide and the number of plastic bags used was reduced by approximately 2.7 billion 3,542. In the stores that stopped handing out free bags, more than 80% of customers declined the plastic bags.

Aiming for a Society in which Non-disposable is a Given!

As an action that anyone can take part in combatting global warming, Aeon from early on developed the "Bring Your Own Shopping Bag Campaign". However, there are still many things that can be worked on. Aeon has taken a further step in aiming for a society in which bringing your own bag and a non-disposable society is a given.

my-bag

Aeon Happy Yellow Receipt Campaign



Captain Eita Saito practices batting

Developing mental and physical health and independence through baseball

The "Shimofukuda Minami Stars", a youth baseball team in Yamato City, Kanagawa Prefecture has 30 members including 3 girls and practices every weekend. Founded 45 years ago, the motto of the team in which local children gather is to create a healthy body and mind through baseball. The team head coach Kazuhiko Hata commented, "They are elementary school students, so I keep in mind that they should firmly learn the basics. Adults try not to say much as possible in order for the children to be able to do things on their own." Just as the coach's words, the children who come to practice move on their own without directions from the coaches with the upper-class

students calling on everyone to prepare for the practice.

With participation in the Yellow Receipt Campaign for more than a dozen years, funds have been spent on purchasing balls and equipment. "Balls are consumables, so the donations to the campaign are very helpful." Last year, parents who support the team helped promote the campaign on Aeon Day at the Aeon Yamato store and many receipts were collected.

With the support of the local people, the Shimofukuda Minami Stars continue to practice in preparation for the summer competition.



Top right / Balls donated through the campaign. Bottom right, left / Players neatly lining up the helmets and bats



Top / The players and coaches participating in practice. Lower left / "I want to create a winning team," says Captain Saito about this year's ambition. Lower middle / Players intently listening to the coach. Lower right / Running, sprints and catch ball practice are done just by the players.



Head coach Hata has been the head coach since 2005 and has watched over the growth of the children.



On "Aeon Day", the 11th of every month, the yellow receipt issued by the cash register is put into the local volunteer group box that the customer would like to support. Aeon will donate 1% of the total amount of the receipts collected to the relevant organizations. It is a system that connects the groups that need support and the customers in the area that want to give a helping hand.

Boccia



Aeon is an active supporter of parasports.



Boccia athlete Ohama practices her pitching. "My goal now is to gain strength so I can throw far and accurately."

Floor curling = Boccia

Boccia, a sport in which six red and blue balls each compete to see who can get closest to the white jack balls (target balls). The rules are similar to that of curling. It is a sport that was created in Europe for people with severe cerebral palsy and limbs with severe functional disabilities. It is still fresh in our memories that the Japan team won the silver medal at the Rio Paralympic Games.

"In Japan, boccia was spread by female students of a nursing school in Chiba Prefecture who held events such as tournaments in 1996. Now, about 230 people practice daily as players," says Noboru Miyasaka, Chairman of the Chiba Boccia Association. One of the players is Risa Ohama, who first won the Japan Boccia Championships at the age of 14 and has been a top runner since. "In order to become strong at boccia, you need accurate control and strategies. Before throwing, I concentrate so hard that my head and hand become one." Recently, boccia has become known as a sport that is not only for people with disabilities, but also as a sport that can be played by the elderly and young children. Chairman Miyasaka also commented that,



"I would like to promote boccia gearing towards the Tokyo Paralympic Games," commented Chairman Miyasaka.



Top / A large number of people gathered for "Aeon de Paraspo" at Aeon Mall Makuharishintoshin. Lower left / Ohama's personal ball. Everything from the softness of the leather is customized. Lower right / Ohama (right) and Fumiko Ebisawa (left) show their skills at the "Aeon de Paraspo" boccia demonstration. Left / Ohama started working in April and said it is difficult to balance both work and boccia, but that she will aim for consecutive wins at the Japan Championships.

from
Ho Chi Minh

Topics in Asia

Ho Chi Minh is the largest city in the Socialist Republic of Vietnam and is also one of the major cities in Southeast Asia. This city full of charm takes only about six hours to get to from Japan. Here's a look at some of the attractions.



A large green belt with many trees lies in the center of the city. Garbage cans bearing the recycle mark blend in with the beauty of the area.



Ho Chi Minh is famous for the motorbikes that flood the streets, but the city once known as the “Paris of the Orient” also offers a beautiful townscape from the French colonial era. For example, along the main street in Ho Chi Minh called Dong Khoi Street, lined with many fancy shops, there are French colonial buildings that still stand elegantly. Amazingly, the buildings are all still in use today. The walls have been repainted and the interior renovated as cafés and fancy shops to blend into the modern-day city.

In a historic city, you might think that the past should be “preserved” as is. In this city, however, people have used with care what has remained through the years. This is none other than “sustainability.” There is no other city that does this so naturally.

The city is also characterized by the many tree-lined streets. The lush greenery tells us how people are conscious about coexisting with nature. Look up while you stroll the streets. The elegant lines of buildings and trees extending their branches will surely add to the charm of this city.



Pho

If you're looking to enjoy soul food “Pho,” the long-standing Pho Hoa Pasteur serving pho for three generations is worth the visit. The gentle taste of the soup has been passed on since it opened. 75,000VND; Large portion 90,000VND.
Addr. 260C Pasteur, phường 8, Quận 3

Saigon Notre Dame Cathedral



This neo-Gothic cathedral was built between 1863 and 1880 during the French colonial era. It is also called St. Mary's Cathedral. Its building materials such as bricks and glass were brought from France. The exterior brick walls and stained glass still retain their original beauty.
Addr. 01 Công xã Paris, Bến Nghé, Quận 1, Quận 1



Banh xeo

Banh xeo are Vietnamese pancakes. At “Banh Xeo 46A” founded in 1945, it is filled with ingredients such as bean sprouts, shrimp and pork, and cooked on charcoal stoves to make it tastier. Wrap it with vegetables, dip it in special nuoc mam sauce and enjoy! 90,000VND.
Addr. 46A Đinh Công Tráng, Tân Định, Quận 1



Desserts

Enjoy Vietnam sweets with plenty of fruit. “Abeille” (right: 59,000VND) at Fanny, famous for ice cream made with all-natural ingredients, and mixed fruit juice (90,000VND) at CIAO CAFÉ offering a wide range of menus.

Saigon Central Post Office



This is the largest post office in Vietnam and was designed by Gustave Eiffel who designed the Eiffel Tower in Paris. It was built between 1886 and 1891. The beautiful arch-shaped ceiling is a must-see.
Addr. Số 125 Công xã Paris, Bến Nghé, Quận 1

There are four Aeon Malls in Vietnam, three of which are located in Ho Chi Minh City. As in Japan, Aeon's private brand “Topvalu” products are developed to meet the needs of the local lifestyle. The latest products are the shampoo and body soap launched in October last year. “The water in Vietnam is hard, so when you wash your hair and body, your hair often becomes coarse and your skin becomes dry,” says Cat Phuong the HBC Merchandiser in

charge of development. She worked with her counterpart in Japan to achieve an optimal ingredient formula to ensure “silky hair” and “moist skin” even with hard water. This resulted in an all new unique item. She talked about her aspirations for future product development. “We hope to continue developing products that enrich the lives of the people in Vietnam by using Japan's advanced technology.”

Book Street



Đường Sách (Book Street) opened on Nguyen Van Binh Street near the Saigon Central Post Office in January 2016. The bookstores handle books published in Vietnam, and there are book cafés and spaces to take a rest. Come relax in this quiet environment, tucked away from the bustle of the city. The shops offer original products, which are great as rare souvenirs.

Addr. Đường Nguyễn Văn Bình, Bến Nghé, Quận 1

Cat Phuong's recommendations

Plastic basket



Made by weaving plastic strings for packaging, these plastic baskets come in an array of colors, designs and sizes. They are durable, lightweight and strong against water, making them very useful. The affordable prices at 80,000~400,000VND have made them the No.1 souvenir.

New Subway signage



The Ho Chi Minh City Urban Railway Construction Project is underway with cooperation from Japanese firms. Line 1 is due for completion in 2021. One of the project aims is to reduce urban traffic congestion, so the streets filled with motorbikes may become a thing of the past in a few years.

Fresh spring rolls



Fresh spring rolls are typical Vietnamese food, but there are as many types of spring rolls as there are restaurants. From the rice paper texture, the filling types and combinations to the dipping sauce, there are infinite varieties. The fried spring rolls are also tasty. Enjoy finding your favorite roll.



Aeon Topvalu Vietnam
HBC Merchandiser

Mai Cat Phuong

“We strive to develop products that make life more comfortable,” says Cat Phuong. The detergent, softener, mask, and other products that were developed are well received. The two new items are also selling well, she said with a smile.



TOPVALU DAU GOI (shampoo) and SUA TAM (body soap)

DAU GOI (97,900VND) blends amino acids, almond extract and argan oil for silky smooth hair. SUA TAM (77,900VND) adds coconut oil and royal jelly to give the skin a moist finish. Both are popular with women in their 30s.

information

- Direct flights are available from cities in Japan to Tan Son Nhat International Airport.
- The airport is about 8 km from the city center.
- Flights fly daily from Tokyo International Airport, Narita International Airport, Kansai International Airport, Chubu Centrair International Airport and on some days from Fukuoka International Airport.
- Flight time is around 5.5 to 6 hours from any of these airports.
- The local time is 2 hours behind Japan.
- Currency: 1 yen=Approx. 208.95VND (Vietnamese dong/May 1, 2019)