

August 8, 2014
AEON 1% Club Foundation

A total of 65 high school and university students in Asia gather to cope with environmental issues. Asia Youth Leaders 2014 to Be Held in Vietnam

Aeon 1% Club Foundation will hold Asia Youth Leaders 2014 in Socialist Republic of Vietnam (hereinafter, "Vietnam") over seven days starting August 17, 2014. A total of 65 high school and university students from Indonesia, Japan and Vietnam will gather to discuss environmental issues.

Over the theme of "air pollution in Hanoi," the students will deepen their knowledge on environment through lectures, field research and group discussions. High school and university students will form a group respectively and make proposals. High school students are to propose practical campaign on air pollution from a civil perspective that can easily be implemented in daily lives while university students are to propose specific regulations or solutions from a governmental standing point. Each team will make a presentation for their finished proposals to the Hanoi Department of Natural Resource and Environment.

This program was launched in 2010 with the aim of providing young students with opportunities to understand the diversity of values through multinational cultural exchange and to deepen understanding of environmental issues. Since its initiation, the annual program has hosted four meetings with a total of 352 high school and university students gathering from Indonesia, Thailand, China, Japan, Vietnam and Malaysia. Last year the event was held in Indonesia, where students discussed and made presentations regarding garbage issues. Feedback from the participated students includes "the program taught me the importance of understanding our responsibility for the environment and respecting cultural diversity," and "I learned new things that had a huge impact on my values."

Aeon 1% Club Foundation, aiming to nurture the youth of the future, will continue to support human resources development with a focus on environmental areas through international exchange programs.

Outline of Asia Youth Leaders 2014

1. Period: Sunday, August 17 to Saturday, August 23, 2014 (seven days)
2. Venue: Hanoi, Socialist Republic of Vietnam
3. Theme: Air pollution in Hanoi
4. Participants: A total of 65 (To be determined)
12 high school students; 10 university students (Indonesia)
11 high school students; 12 university students (Japan)
10 high school students; 10 university students (Vietnam)
5. Plans: August 17: arrival; orientation session; welcome reception
August 18: field activities for cultural experience (rice planting, tea plucking, fishing)
August 19: lectures on the issue of air pollution in Hanoi; visiting local schools
August 20: field research
August 21: group discussion; preparation for presentation
August 22: presentation session; evaluation and award; farewell party
August 23: departure

* High school and university students will be separately grouped into small teams for discussion and presentation activities.

AEON 1% CLUB

Aeon 1% Club Foundation was established in 1989 through major Aeon Group companies contributing 1% of their pre-tax income to organize and operate a variety of social contribution activities. The foundation has implemented initiatives globally centered on “environmental conservation”, “international cultural and interpersonal exchange and development of human resources,” and “promotion of regional culture and society.”

Member companies

AEON CO., LTD.	MINISTOP CO., LTD.	ZWEI CO., LTD.
AEON Retail Co., Ltd.	ORIGIN TOSHU CO., LTD.	AEON COMPASS CO., LTD.
AEON Hokkaido Corporation	WELCIA HOLDINGS CO., LTD.	G-FOOT CO., LTD.
AEON KYUSHU CO., LTD.	CFS Corporation	Mega Sports Co., Ltd.
AEON RYUKYU CO., LTD.	AEON Financial Service Co., Ltd.	MIRAIYA SHOTEN CO., LTD.
SUNDAY CO., LTD.	AEON CREDIT SERVICE CO., LTD.	LAURA ASHLEY JAPAN CO., LTD.
Maxvalu Hokkaido Co., Ltd.	AEON INSURANCE SERVICE CO.,LTD.	Total:30
Maxvalu Tokai Co., Ltd.	AEON Mall Co., Ltd.	
Maxvalu Chubu Co., Ltd.	AEON DELIGHT CO., LTD.	
KOHOYO CO., LTD.	AEON Fantasy Co., Ltd.	
Maxvalu Nishinippon Co., Ltd.	AEON ENTERTAINMENT CO., LTD.	
Maxvalu Kyushu Co., Ltd.	Reform Studio Co., Ltd.	

Activities

Environmental conservation activities

- AEON Cheers Club
- Junior High School Students Environmental Essay Contest
- AEON ECO-1 Grand Prix
- Asia Youth Leaders

International cultural and interpersonal exchange and development of human resources

- Teenage Ambassador Program
- AEON Scholarship Program
- School Construction Support Project

Promotion of regional culture and society

- AEON Sukusuku Laboratory
- Supporting Local Traditional Events
- AEON and UNICEF Safe Water Campaign
- Support for UNHCR
- Reconstruction Assistance to the Great East Japan Earthquake
- Disaster Emergency Support Project

For more details, please refer to articles on the website at: <https://www.aeon.info/1p/>

(Scenes from last year)



Students discussing garbage issues in Jakarta



Students and government representatives signing the proposal submitted to the Jakarta government