

January 19, 2015
AEON CO., LTD.
AEON Mall Co., Ltd.

AEON Mall Awarded **for its Continuous Improvement in Universal Design**

Aeon Mall Co., Ltd. (hereafter the company) was awarded as the Eighth Minister of Land, Infrastructure, Transport and Tourism Award for Barrier-Free Design Contributor (hereafter the Award), of which ceremony was held on Friday, January 16 at the Ministry. Started in 2008, the Award recognizes persons or organizations that have made considerable contribution in promoting barrier-free design.

In order to provide a safe and secure shopping experience to all customers, the company has been working to comply with Heartful Building Law (1994) for the last 20 years. In these efforts, it created its own policy “Aeon Mall Universal Design Guidelines” for promoting universal designs in its shopping malls. In addition, the company strives to spiral up on its universal design efforts by incorporating opinions from the field’s specialists or organizations for the handicapped in the process of planning as well as those from customers collected through questionnaire surveys after opening of new stores.

Aeon will continue its endeavor to create shopping malls where every customer can shop with greater comfort and sense of safety.

Examples of highly-evaluated Initiatives

- AEON Lake Town (opened in 2008): smooth access between the three large buildings realized through collaborated efforts with the field’s specialists and design planning with opinions from organizations for the handicapped.
- AEON Mall Higashi-Kurume (opened in 2013): its efforts in consideration for the aging society, industry-university cooperation, contribution to society, and collaboration with communities.
- AEON Mall Makuhari New City (opened in 2013) : its efforts in improving convenience for all customers; use of signifying color for buildings and parking in the same units for differentiation, color-coded signboards designed and allocated in consideration for elderlies, as well as various initiatives for high-level visibility in facilities such as eye-catching buttons on the elevator panels.
- Its initiatives at general merchandise store Aeon, an anchor store of Aeon Mall, in improving services for those who need assistance in shopping, such as the elderly or the handicapped through encouraging employees to obtain hospitality care worker license.

Award ceremony



Award certificate and trophy

