



July 10, 2015  
AEON Environmental Foundation

## **Aeon to Hold Third Myanmar Yangon Tree planting on July 18** **3,000 volunteers plant 24,000 trees over three years**

Aeon Environmental Foundation (Chairman: Takuya Okada, Honorary Chairman and Advisor, Aeon Co., Ltd.) will hold the Myanmar Yangon tree planting activity on July 18 around the Pyugyi Reservoir located in the suburbs of Yangon, Republic of the Union of Myanmar.

Situated near the tree planting site, Pyugyi Reservoir is a source of domestic water for Yangon. In recent years, however, forest areas around the reservoir have been deforested for wooden living materials, which has weakened the forest's watershed conservation function.

In order to reforest the area and ensure the reservoir can be used sustainably as a water resource, the Foundation launched the three-year Myanmar Yangon tree planting project in 2013 in collaboration with Myanmar's Ministry of Environmental Conservation and Forestry. This year, the third year of the project, a total of about 1,000 volunteers from both Myanmar and Japan will plant about 10,000 indigenous native trees. With this year's tree planting, the cumulative total of planted trees will be over 24,000.

This year, the Foundation has held tree planting activities in Vietnam (Hanoi), Cambodia (Phnom Penh), and Atsuma-cho, Hokkaido Prefecture. Further events are also planned in Urayasu City, Chiba Prefecture, and Aya-cho, Miyazaki Prefecture.

Aeon will continue its tree planting projects in and outside Japan aiming to deliver a lush natural environment with clean water and abundant greenery for the youth of the next generation.

### **NOTE**

Event date:	July 18, 2015
Location:	Pyugyi Reservoir, suburbs of Yangon, Myanmar
Participants:	Approximately 1,000 (Myanmar volunteers, approx. 650; Japan volunteers, approx. 350)
Number of trees:	10,000
Species:	Teak, tamarind, monkeypod, etc.
Hosts:	Myanmar Ministry of Environmental Conservation and Forestry, AEON Environmental Foundation
Cooperation:	AEON CO., LTD.; AEON MICROFINANCE (MYANMAR) Co.,LTD.; AEON Mall Co., Ltd.
Prospective Attendees:	U Myint Swe, Chief Minister of Yangon Region Government U Kyaw Soe, Minister of Ministry of Forest & Energy, Yangon Region Government Takuya Okada, Chairman of the AEON Environmental Foundation, (Honorary Chairman and Advisor, AEON CO., LTD.)

## **Reference** 【Aeon's environmental / social contribution efforts in Myanmar】

### **2008 Donation of emergency relief funds and supplies for the major cyclone damage in south-central Myanmar**

Aeon 1% Club Foundation donated 10-million yen as emergency relief funds for reconstruction to the Embassy of the Republic of the Union of Myanmar in Japan and also delivered relief supplies such as mosquito nets to the disaster-stricken areas.

### **Launch of vaccination support through the PET Bottle Cap Collection Campaign**

PET bottle caps, collected at Aeon Group stores, are sold for cash as recycled resources to support the vaccination of children in Myanmar.

### **2012 Launch of Myanmar School Construction Support Project**

In 2012, the first year of the three-year plan, a total of 43.78 million yen was donated to the Japan Committee for UNICEF, which included donations from customers and a contribution of an equal amount by Aeon 1% Club Foundation.

### **2013 Opening of the first elementary school through the Myanmar School Construction Support Project**

The opening ceremony of the first school, Aeon Gangaw School, was held in March. Attended by the children and their guardians as well as 100 participants from Japan, the ceremony celebrated the completion of the new school building and promoted bilateral exchange. Construction of 35 schools in



In March 2015, the school opening ceremony was held.

Myanmar are planned as three-year project, and 30 schools have been built as of July 2015.

### **First Myanmar Yangon Tree Planting held**

In the first year of the three-year plan, 6,000 trees were planted by about 500 volunteers in collaboration with Myanmar's Ministry of Environmental Conservation and Forestry.

### **Teenage Ambassador Program conducted**

An international exchange program for high school students from the three countries of Japan, Myanmar and Vietnam was conducted. \*Organized by Aeon 1% Club Foundation.

### **2014 AEON - UNICEF Safe Water Campaign** \*Campaign since 2010

A total of 69,779,092 yen was donated to the Japan Committee for UNICEF, which included donations collected at 7,000 the Group stores and offices, and a contribution of an equal amount by Aeon 1% Club Foundation. The Campaign delivers safe water to the children of Myanmar, Cambodia and Laos by building water supply facilities in towns and villages where the children live.

### **Second Myanmar Yangon Tree Planting held**

In the second year of the three-year plan, 8,000 trees were planted by about 1,000 volunteers.



The 2<sup>nd</sup> Myanmar Yangon Tree Planting was held.

### **Start of Aeon Scholarship Program**

The Aeon Scholarship Program offers scholarships to self-financed students from Asia studying

in Japan, as well as students studying in Asia. Starting in 2014, the Program was extended to support students studying in universities in Myanmar. \*Organized by Aeon 1% Club Foundation.