



July 27, 2015
AEON CO., LTD.

23rd World Scout Jamboree Kicks off on July 28! **Platinum Sponsor AEON to Hold Workshop for Participants**

Aeon Co., Ltd. will host a workshop to provide a training ground for participants in the 23rd World Scout Jamboree (23 WSJ), an international camping convention, organized by the World Organization of the Scout Movement, held between July 28 to August 8 in Kirara-hama, Yamaguchi Prefecture.

Aeon, a platinum sponsor, has offered its cooperation and support via its nationwide network of the Group stores to the "National Orizuru (paper crane) Caravan" hosted by the Scout Association of Japan that took place ahead of the jamboree. Through the event, participants folded as many as 90,000 paper cranes dedicated to promote peace. Representative Scouts from each National Scout Organization are scheduled to present these cranes at the Hiroshima Peace Memorial Park during the Hiroshima Peace Memorial Ceremony on August 6.

In addition, the 23 WSJ marks the first time that official neckerchiefs made from Fairtrade certified cotton products (developed by Aeon Topvalu Co. Ltd.) will be worn by all of the approximately 34,000 participating scouts at the event.

Through these initiatives, Aeon, along with the participating scouts, will contemplate the 23 WSJ's three themes of "peace," "the environment" and "development."

【Aeon's initiatives at the 23 WSJ】

-Donation of official neckerchiefs

Aeon's products made from Fairtrade certified cotton (Senegalese) developed by Aeon Topvalu Co. Ltd. was selected as the official neckerchief in keeping with Aeon and the Scout Association of Japan's shared principles. It marked the first time that Fairtrade products were used in the production of World Scout Jamboree official neckerchiefs. During the two-week event, all the 30,000 scouts will wear the neckerchiefs at all times and share experiences with their counterparts from all over the world during the quadrennial event.



-Conduct workshops at Aeon booths

Period: July 30, August 1, August 3-6

Venue: Science Zone at the site

Scheduled programs

- Special address by Professor Shinichi Takemura (anthropologist) "The Earth We Can Touch"
*Date & Time: Twice on August 3: 9:15-9:45 and 10:15-10:45
- Knitting Misanga (a good-luck ribbon worn around the wrist) using Fairtrade cotton scraps
- VTR presentation of "National Orizuru Caravan" activities and a story about Sadako Sasaki, the model for the statue at the Children's Peace Monument
- Presentation on Hofu City, Yamaguchi Prefecture by local high school students
- Introduction of "Kaigara Amanori (seaweed)," a Yamaguchi Prefecture specialty product

-90,000 folded paper cranes made at the “National Orizuru Caravan” to be presented at the Hiroshima Peace Memorial Park

“National Orizuru Caravan” have primarily been held sequentially at the Group commercial facilities in 47 prefectures from April 19, 100 days prior to the launch of the jamboree. At the Caravan, Aeon planned a variety of projects to broaden children's knowledge by setting up booths enabling them to, for example, fold paper cranes to promote peace and experience Boy Scout activities.

The Caravan has finally arrived at Aeon Town Hofu (Yamaguchi Prefecture) on June 28, a month prior to the opening of the jamboree. The total number of paper cranes folded during the “National Orizuru Caravan” campaign reached 90,000. Participants in the jamboree are scheduled to present these paper cranes to the Hiroshima Peace Memorial Park during the event.

【Outline of the 23rd World Scout Jamboree (Program)】

1. Date: July 28 to August 8, 2015
2. Venue: Kirara-hama, Ajisu, Yamaguchi City
3. Organized by: World Organization of the Scout Movement
4. Participants: approximately 34,000 people from roughly 150 countries and regions throughout the world

*Details available at http://www.23wsj.jp/index_j.html

The World Scout Jamboree is one of the world's largest international camping events attracting scouts from all over the world. The event is held in various countries every four years. At this event held in Kirara-hama, Ajisu, Yamaguchi City in 2015, participants from some 150 countries and regions from all over the world, will be deployed and stay with families in various areas throughout Japan and tour Japan. They will be able to learn about Japan's cutting-edge science and technology, traditions, performing arts, attractive culture as well as engage in international cooperation, form partnerships and so forth. Through these experiences, participants will deepen their awareness of the relationship between themselves and the external world, how much they are blessed, challenges, etc. This is the second jamboree held in Japan and the first in 44 years, which was held in 1971.

【Regarding Public Interest Incorporated Foundation Scout Association of Japan】

The international Scout Movement is one of the world's largest youth organizations, with 36 million members from 162 countries and regions throughout the world. The movement was founded in England in 1907. The Scout Association of Japan was established in Japan in 1922. Currently, the 47 prefectures in Japan have set up prefectural associations that have joined forces with the Scout Association of Japan to promote the social education of youths all over the country.