



July 29, 2015
AEON Environmental Foundation

72 university students from six Asian countries study biodiversity through fieldwork
The Fourth Asian Students Environmental Platform (ASEP)
to Be Held in Vietnam

The Aeon Environmental Foundation (Chairman: Takuya Okada, Honorary Chairman and Advisor of Aeon Co., Ltd.; hereafter, "the Foundation") will host the Fourth Asian Students Environment Platform (ASEP) 2015 in Hanoi, Socialist Republic of Vietnam over seven days starting Monday, August 3, 2015.

Recognizing the serious situation surrounding biodiversity, the Foundation signed a memorandum of understanding (MOU) with the secretariat of the Convention on Biological Diversity at the tenth meeting of the Conference of the Parties (COP10) to the Convention on Biological Diversity held in Nagoya-City in October 2010 to cooperate in the promotion of environmental education and implementation of tree planting.

Based on this MOU, the Foundation started ASEP as a ten-year project from 2012, with the aim of promoting the United Nations Decade on Biodiversity that began in 2011 and developing human resources capable of contributing in environmental fields from a global perspective. ASEP invites university students from Asian countries to learn about the differences in the natural environment, history and culture, and values between countries, while exchanging views on biodiversity from a global perspective.

Last year, ASEP invited university students from China, Japan, South Korea, Malaysia, and Vietnam to China to discuss the theme of "Water and Human." This year, the fourth annual gathering, 72 students from six countries, including the first participants from Cambodia, will address the theme of "Biodiversity and Humans" by engaging in discussions about environmental conservation, and how people and nature can coexist in harmony. The educational program is being overseen by Vietnam National University, Hanoi, in cooperation with Waseda University, which has organized fieldwork in Hanoi City, Ninh Binh, and the World Heritage site Ha Long Bay, lectures from prominent experts, and interviews with local citizens.

Since 2014, the Foundation has been implementing a three-year tree-planting program in Ba Vi National Park outside Hanoi, with a total of 7,500 trees planted so far. ASEP students will also participate in a tree-planting ceremony at Aeon Mall Long Bien, Aeon's third Vietnamese shopping mall scheduled to open in Hanoi later this year.

The Foundation will continue to undertake a wide variety of initiatives to deliver beautiful water and greenery for the next generation and achieve a future full of hope, living in harmony with nature.

[The Fourth Asian Students Environmental Platform (ASEP) 2015]

1. Date and time: August 3 (Mon) to August 9 (Sun), 2015
2. Venue: Socialist Republic of Vietnam (Hanoi City, Ninh Binh, Quang Ninh, etc)
3. Organized by: AEON Environmental Foundation
4. Co-organized by: Vietnam National University, Hanoi, Waseda University
5. Participants: Total of 72 students from Royal University of Phnom Penh (Cambodia), Tsinghua University (China), Waseda University (Japan), Korea University (South Korea), University of Malaya (Malaysia), Vietnam National University, Hanoi (Vietnam),

◆ Program Details

- August 3: Opening ceremony
- August 4: Cuc Phuong National Park (Ninh Binh)
- August 5: Ha Long Bay (Quang Ninh)
Cat Ba National Park and Gia Luan commune, Cat Ba Island (Hai Phong)
- August 6: Lan Ha Bay and Tran Chau commune, Cat Ba Island (Hai Phong)
- August 7: Dong Phu commune (Bac Ninh)
- August 8: Tree-planting ceremony at Aeon Mall Long Bien (Hanoi)
- August 9: Presentation of accomplishments, closing ceremony



ASEP2012 held in Japan



ASEP2013 held in South Korea



ASEP2014 held in China



ASEP2014 held in China

[Promoting the United Nations Decade on Biodiversity]

◆ The MIDORI Prize for Biodiversity (for global activities)

In 2010, the Foundation established the MIDORI Prize for Biodiversity in commemoration of the UN International Biodiversity Year as well as its own 20th anniversary. The MIDORI Prize is presented to individuals who have made outstanding contributions to preservation and sustainable use of biodiversity at global, regional, or local levels. In addition, by introducing distinguished accomplishments to the public, the Foundation aims to support proactive activities for biodiversity and enhance awareness.

◆ The Japan Awards for Biodiversity (for domestic activities)

This award was established in 2009 in commemoration of the tenth meeting of the Conference of the Parties (COP10) to the Convention on Biological Diversity held in 2010. This fiscal year, a presentation award ceremony will be held at U Thant Conference Hall, United Nations University in Tokyo on October 20. The aim is to promote the preservation and sustainable use of biodiversity. This award being a domestic award and the MIDORI Prize being an international award, the two awards are presented in alternate years.

Reference

[Aeon Environmental Foundation]

The Foundation was established in 1990, with its objective to conduct various efforts for environmental conservation and support subsidies for organizations working with similar ambition. Since established, the Foundation continually has promoted tree-planting activities and support for environmental NGO and NPO, as well as holding international conference with the view of conserving biodiversity. This year, as a part of the commemorative projects to celebrate its 25th anniversary, the Foundation will host the Japan-China International Symposium on Environmental Issues in Beijing, China.

※HP <http://www.aeon.info/ef/>

[Aeon's environmental/social contribution efforts in Vietnam]

In Vietnam, in addition to efforts by the Foundation, Aeon1%Club Foundation has conducted various initiatives.

◆ Tree-planting Activities



The Foundation has planted approximately 70,000 trees in Hue province, from 2010 to 2012. Starting from 2014, tree planting project was launched in Ba Vi National Park, located surrounding Hanoi, under a three-year plan. The total number of trees planted in Vietnam reached approximately 75,000 so far.

◆ Teenage Ambassador Program (※hosted by Aeon1%Club Foundation)



Teenage Ambassador Program, an international exchange program for high school students was started in 1990. In 2007 and in 2014, Japanese and Vietnamese students participated in the Program. They learned about diversity of values, and deepen understanding about each other's countries through courtesy visits to each government, school lectures experience and homestay and so on.

◆ School Construction Support Project (※hosted by Aeon1%Club Foundation)

Since 2000, Aeon 1% Club Foundation has conducted fund-raising activities for School Construction Support Project at Aeon Group stores and offices. Through the donations added with the contributions by the Aeon 1% Club Foundation to the Japan Committee for UNICEF, Aeon has been supporting the construction of elementary schools and the educational program to nurture teachers of those schools, as well as offering textbook. In Vietnam, 30 schools have been constructed from 2010 to 2013.

◆ Aeon Scholarship Program (※hosted by Aeon1%Club Foundation)

Aeon Scholarship Program grants scholarships to students from other parts of Asia studying in Japan as well as students at universities in Asian countries. Through this Program, Aeon 1% Club Foundation has given scholarships to more than 3,900 university students from seven different countries, 390 of which were Vietnamese students studying in Vietnam.

◆ Asia Youth Leaders Program (※hosted by Aeon1%Club Foundation)



In 2014, Aeon 1% Club Foundation held Asia Youth Leaders Program in Hanoi, which high school and university students discuss environmental and social issues. After the profound discussion about air pollution, the Participants made proposals to the local government.