



October 5, 2015  
AEON CO., LTD.

**October is a month for promoting “3Rs”!  
Foster a spirit of valuing resources**

**Children from AEON Cheers Club Participate in  
“Recycle Factory Eco-Tour”**

Aeon conducts a “recycle factory eco-tour” sequentially to learn about recycling resources including food trays and PET bottles starting from October, a month for promoting 3Rs, as a part of Aeon Cheers Club education program working on environmental activities conducted at Aeon stores across Japan as its regional base.

**“Recycle Factory Eco-Tour”**

- ◆ **Participating in a study session held at a recycle factory to learn about garbage issues and 3Rs (3Rs: Reduce, Reuse, Recycle) in recent years**
- ◆ **Observing waste recycling processes for food trays and PET bottles at the recycle factory**
- ◆ **Learning about waste types actually collected at Aeon stores and its procedures on waste collection after the factory tour**
- ◆ **Guardians’ and Aeon employees’ participation in the activity together with the children helps promote the spread of knowledge about recycling**

This “Recycle Factory Eco-Tour” is conducted with the cooperation of FP Corporation which manufactures food tray containers. On October 9, the first tour is conducted at a FP Corporation’s Fukuyama recycle factory in which the children from Aeon Cheers Club, their guardians and the employees from Aeon Hiroshima-Gion Store participate.

Aeon will continue its efforts to propose and conduct various environmental initiatives to realize “A future with dreams” for children who will lead the next generation.



Recycle boxes are placed at  
Aeon store front.



Recycle factory eco-tour  
(Photo: PF Corporation)

Aeon takes part in the activities of Aeon Cheers Club organized by Aeon 1% Club Foundation. The Club conducts activities aiming at fostering children to develop an interest in regional environmental issues and ability to think by themselves. At the same time, the Club also offers opportunities for children to learn social rules and manners through collective actions. Aeon has started the full-scale activities in 1997 to support the healthy growth of children who will lead the next generation. Currently, there are approximately 7,600 members in 430 clubs across Japan developing an understanding on environmental issues through various activities including farming experiences and learning about energies.

**[Recycling Factory Eco-Tour]**

- ◆ **October 9:** Six children and their guardians from Aeon Cheers Club, Aeon Hiroshima-Gion Store visit FP Corporation’s Fukuyama recycle factory
- ◆ **November 13:** Children and their guardians from Aeon Cheers Club, Aeon Tsuchiura Store, Tsukuba Store, and Tsukuba-Eekimae Store visit FP Corporation’s Kanto recycle factory

\*The tour is conducted as a special project exclusively to children from the region where October 9 and November 13 are holidays such as “Kenmin no hi” (day for residents of the prefecture). The tour is also scheduled to be conducted for the children from Aeon Cheers Club across Japan during summer holidays and other holidays.