

University students from nine Asian countries to learn about biodiversity through fieldwork

## 7th “Asian Students Environment Platform (ASEP)” to be held in Malaysia

The AEON Environmental Foundation (Chairman Takuya Okada, Honorary Chairman and Advisor of Aeon Co., Ltd.) will hold the 7<sup>th</sup> “Asian Students Environment Platform hereinafter ASEP” for five days from August 1. in Malaysia.

Through ASEP activities, the Foundation works to develop human resources that are active with a global perspective in environmental fields, and positions it as a project of importance. Started in 2012, the program is held annually by adding one country and one university. This year welcomes the participation of Myanmar’s Yangon University of Economics. 72 university students from nine countries will conduct fieldwork on the outskirts Kuala Lumpur under the theme of “Gifts from the Tropical Rainforest”.

The students will learn about biodiversity through tree planting activities in Selangor State where tree planting is being conducted by Aeon Malaysia Co., Ltd. with the aim of securing a breeding habitat for fireflies. The students will also study about the characteristics and role of tropical rain forests at the Forest Research Institute Malaysia. Through fieldwork, the students will think about environmental and ecological problems of tropical rain forests, and deepen their understanding of efforts being done for nature and humans to co-exist and for a sustainable society. They will also make a proposal on “Coexistence with Tropical Rain Forests, Succession to the Next Generation”.

The Foundation will continue to proactively engage in environmental conservation activities including environmental education to pass on nature’s beauty full of life to the next generation.

### Note

1. Program dates: Thursday, August 1 – Sunday, August 5.
  2. Venue: Outskirts of Kuala Lumpur, Malaysia
  3. Organizer: AEON Environmental Foundation
  4. Cooperation: Waseda University, University of Malaya (Malaysia)
  5. Participating Schools: Royal University of Phnom Penh (Cambodia), Tsinghua University (China), University of Indonesia (Indonesia), Waseda University (Japan), Korea University (Korea), University of Malaya (Malaysia), Yangon University of Economics (Myanmar), Chulalongkorn University (Thailand), Vietnam National University, Hanoi (Vietnam)
  6. Sponsor: Embassy of Japan in Malaysia, Japan Committee for United Nations Decade on Biodiversity (UNDB-J) , The Mainichi Newspapers Co., Ltd., China Youth Daily, The Korea Times, Tuoi Tre News (Vietnam), Kompas Newspaper (Indonesia)
  7. Attendance (scheduled)
- Opening Ceremony: Ministry of Energy, Science, Technology, Environment & Climate Change  
Deputy Secretary General, YBhg. Prof Madya Dr. Ramzah bin Dambul.  
Embassy of Cambodia in Kuala Lumpur Ambassador Extraordinary and Plenipotentiary

Her Excellency, Retha Manjoo

Minister Counsellor, Embassy of Japan in Malaysia, Mr. Hiroyuki Orikasa

University of Malaya Deputy Vice-Chancellor (Development),

Professor Dr. Faisal Rafiq Mahamd Adikan

AEON Environmental Foundation Executive Director, Naoki Hayashi

AEON Co., Ltd. ASEAN Business, Chief Officer, Shinobu Washizawa

Closing Ceremony: University of Malaya Director of UMCARES, Prof. Dr. Norzulaani Khalid

AEON Asia Sdn. Bhd. and AEON Malaysia Sdn. Bhd.

Managing Director, Shinobu Washizawa

**8. Main Program:** August 2 (Thursday) Opening Ceremony (University of Malaya)

August 3 (Friday) Tree planting (Selangor State firefly habitat), Forest Research Institute, Malaysia fieldwork, Aeon Shah Alam store observation, Lecture by expert

August 4 (Saturday) Mangrove visit (Shiganjaya), Malaysian tradition and culture viewing

August 5 (Sunday) Results Presentation, Closing Ceremony (University of Malaya)

Reference

<2012~2017 ASEP Activities>



1<sup>st</sup> (2012: Japan)  
Theme: "Changing the Environment Through Culture"  
60 participants from 3 countries China, Japan, Korea



2<sup>nd</sup> (2013: South Korea)  
Theme: "The Environment and Humans"  
79 participants from 4 countries China, Japan, Korea, Vietnam



3<sup>rd</sup> (2014: China)  
Theme: "Water and Humans"  
80 participants from 5 countries China, Japan, Korea, Malaysia, Vietnam



4<sup>th</sup> (2015: Vietnam)  
Theme: "Biodiversity and Humans"  
72 participants from 6 countries Cambodia, China, Japan, Korea, Malaysia, Vietnam



5<sup>th</sup> (2016: Japan)  
Theme: "Biodiversity and Wisdom"  
84 participants from 7 countries Cambodia, China, Japan, Korea, Malaysia, Vietnam, Indonesia



6<sup>th</sup> (2017: Japan)  
Theme: "Biodiversity and Regeneration"  
64 participants from 8 countries Cambodia, China, Japan, Korea, Malaysia, Vietnam, Indonesia, Thailand

## AEON's Environmental and Social Initiatives in Malaysia

- **Planting Trees**  
From 2004 to 2009, the AEON Environmental Foundation planted a total of approximately 60,000 trees in the Paya Indah Wetlands of Selangor, Malaysia. In addition, since 2014 we have planted about 8,000 trees in Bidor, Perak, for the reforestation of a tropical plateau ravaged by mining development. Sabah, East Malaysia: In Lahad Datu, in two years we planted 800 trees of four varieties, including mangos, which feed orangutans in their habitat. All in all, we have planted over 69,000 trees in Malaysia.
- **AEON Scholarships (sponsored by the AEON 1% Club Foundation)**  
"AEON Scholarships" which is providing scholarships for Asian students studying in Japan and university students in other Asian countries has been awarded to 5,675 university students from seven nations. Since 2007, AEON Scholarships in Malaysia have been awarded to a total of 562 students studying abroad in Japan.
- **Asia Youth Leaders (sponsored by the AEON 1% Club Foundation)**  
This is a program for high school and university students to discuss solutions to local social problems. Students of diverse backgrounds from six countries – Indonesia, Thailand, China, Japan, Vietnam, and Malaysia – search for solutions to social issues. Since 2013, 56 Malaysian students have participated.
- **Teenage Ambassadors (sponsored by the AEON 1% Club Foundation)**  
High school students from Japan and Malaysia participated in the Teenage Ambassador program in 1990 and 2001 to facilitate international interaction, forging stronger ties with each other. This program started in 1990. These young ambassadors visit embassies and government institutions of both nations and learn about diverse values and deepen mutual understanding through classroom and homestay experiences.