

**AEON Environmental
Foundation**

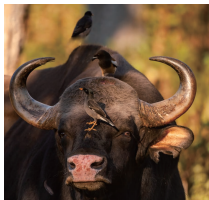
1-5-1 Nakase, Mihama-ku, Chiba-shi, Chiba
261-8515, Japan
TEL: +81-43-212-6022
FAX: +81-43-212-6815
E-MAIL: ef@aeon.info
WEB: <https://www.aeon.info/ef/>



Website



Facebook



Cover photo
**Gaur photographed in Nagarhole
National Park, Karnataka, India**

Photo courtesy of Dr. Kamaljit S. Bawa
Recipient of the Third MIDORI Prize for Biodiversity
sponsored by AEON Environmental Foundation
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**AEON Environmental
Foundation**

2021

Message

AEON Environmental Foundation was established based on AEON Basic Principles of "Pursuing peace, respecting humanity, and contributing to local communities, always with the customer's point of view as its core," and has celebrated its 30th anniversary. We would like to express our sincere gratitude to everyone who supported and cooperated with us.

Since our establishment, to address ever-changing global environmental issues we have been engaged in various activities, such as participating in the Rio Summit, collaborating with the Secretariat of the Convention on Biological Diversity (CBD) of the United Nations Environment Programme (UNEP), supporting international frameworks such as SDGs education, and providing assistance and subsidies for environmental activities.

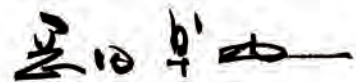
One of our flagship projects is AEON Forest Program. In cooperation with local volunteers around the world, we have planted a total of over 12.23 million trees in forests destroyed by logging and natural disasters to date. The tree-planting sites have been transformed into forests full of life, where greenery has regenerated and a variety of organisms thrive, and today, in addition to tree planting, the program has evolved into an activity to nurture and utilize trees.

Going forward, we will further evolve our activities and collaborate with various governments, schools, research institutes and other organizations to create AEON Satoyama with the aim of realizing a sustainable community. While keeping the satoyama as a treasure trove of biodiversity - a place for the local community to relax, for children to play, and for people to coexist with nature and foster local culture - we will also take on the challenge of creating a new satoyama based on the idea of a community circulation symbiosis zone that integrates multiple perspectives including environmental, economic and social perspectives.

Biodiversity issues, including global deforestation and global warming, are urgent environmental problems. We believe that thinking and acting together is the key to solving those problems. For those of us living today, it is our mission to pass on this one and only beautiful planet to the next generation. As a global citizen, our foundation will continue to actively promote environmental activities together with all our stakeholders.

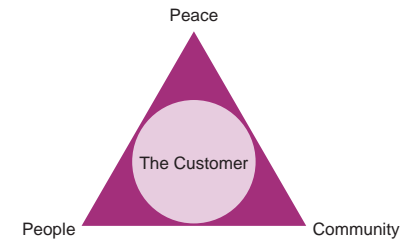
AEON Environmental Foundation
Chairman

Takuya Okada



AEON Basic Principles

Pursuing peace, respecting humanity, and contributing to local communities, always with the customer's point of view as its core.



The word aeon (AEON) has its origins in a Latin root meaning "eternity." The customers' beliefs and desires comprise the central core of our philosophy. At AEON, our eternal mission as a corporate group is to benefit our customers, and our operations are thus customer-focused to the highest degree.

Peace: AEON is a corporate group whose operations are dedicated to the pursuit of peace through prosperity.

People: AEON is a corporate group that respects human dignity and values personal relationships.

Community: AEON is a corporate group rooted in local community life and dedicated to making a continuing contribution to the community.

On the basis of the AEON Basic Principles, AEON practices its "Customer-First" philosophy with its ever-lasting innovative spirit.

The Aim of Establishment

Born 4.6 billion years ago, the earth has brought forth a great variety of life. But the natural environment now faces a crisis, with problems such as destruction of the ozone layer, global warming, rapid deforestation, desertification, frequent acid rain, and marine pollution, so that it becomes impossible to speak of environmental conservation without taking on a global perspective.

Conservation requires effort not only at the national level, but also from private businesses and citizens' groups.

Based on our basic principles of pursuing peace, respecting humanity, and contributing to local communities, AEON is involved in tree planting and is also addressing the problems of reusing, recycling and waste disposal.

With this in mind, AEON Environmental Foundation was formed in 1990, with an objective to develop its own environmental conservation activities, and support the work of other groups with similar objectives.

Activities

We are working together with our stakeholders in four main fields of AEON Forest Program, Environmental Assistance, Environmental Education, and Environmental Partnership to create a future of limitless promise.

SUSTAINABLE DEVELOPMENT GOALS



Environmental Partnership

To achieve a sustainable society, we collaborate with major universities, governments and academic research institutions in Japan and overseas.



P17-P22



Environmental Education

We are implementing a variety of initiatives to develop individuals in the environmental field who can take an active role from a global perspective.



P15-P16



AEON Forest Program

Together with volunteers from around the world, we are planting trees in Japan and overseas to help prevent global warming, conserve biodiversity, and resolve issues related to the utilization of biodiversity.



P5-P12



Environmental Assistance

We provide subsidies to organizations around the world that are working for the conservation and sustainable utilization of biodiversity.



P13-P14



AEON Forest Program



AEON tree-planting activities, which commenced in 1991, are positioned as activities that embody AEON Basic Principles.

We are currently promoting three activities together with our customers around the world: Tree Planting by AEON Environmental Foundation, the AEON Hometown Forests Program, and the AEON Tohoku Reconstruction Hometown Forests Program (Tree Planting in areas affected by the Great East Japan Earthquake). The trees grow and protect people's lives, creating an environment where people and nature coexist in harmony.

Tree Planting by AEON Environmental Foundation

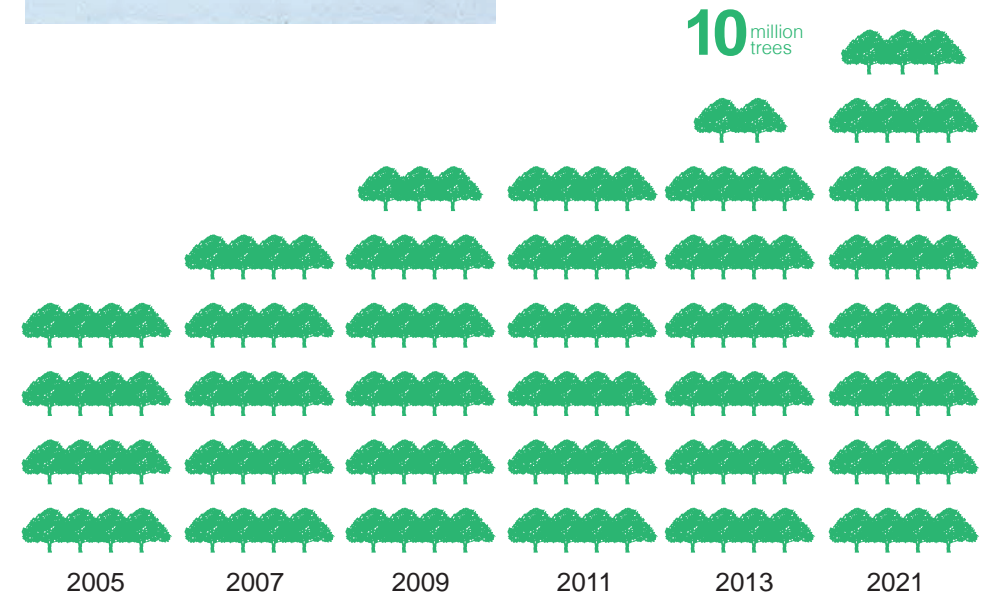
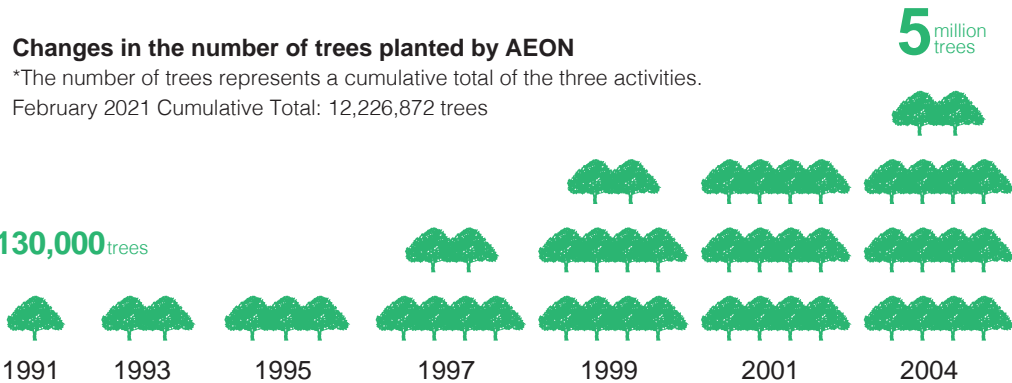
We plant trees together with volunteers from all over the world with the aim of regenerating forests that have been lost due to natural disasters or logging, restoring disaster-resistant forests, and contributing to the prevention of global warming. To date, we have planted 2.35 million trees with about 135,000 participants in 11 countries around the world, including Japan.

AEON Hometown Forests Program

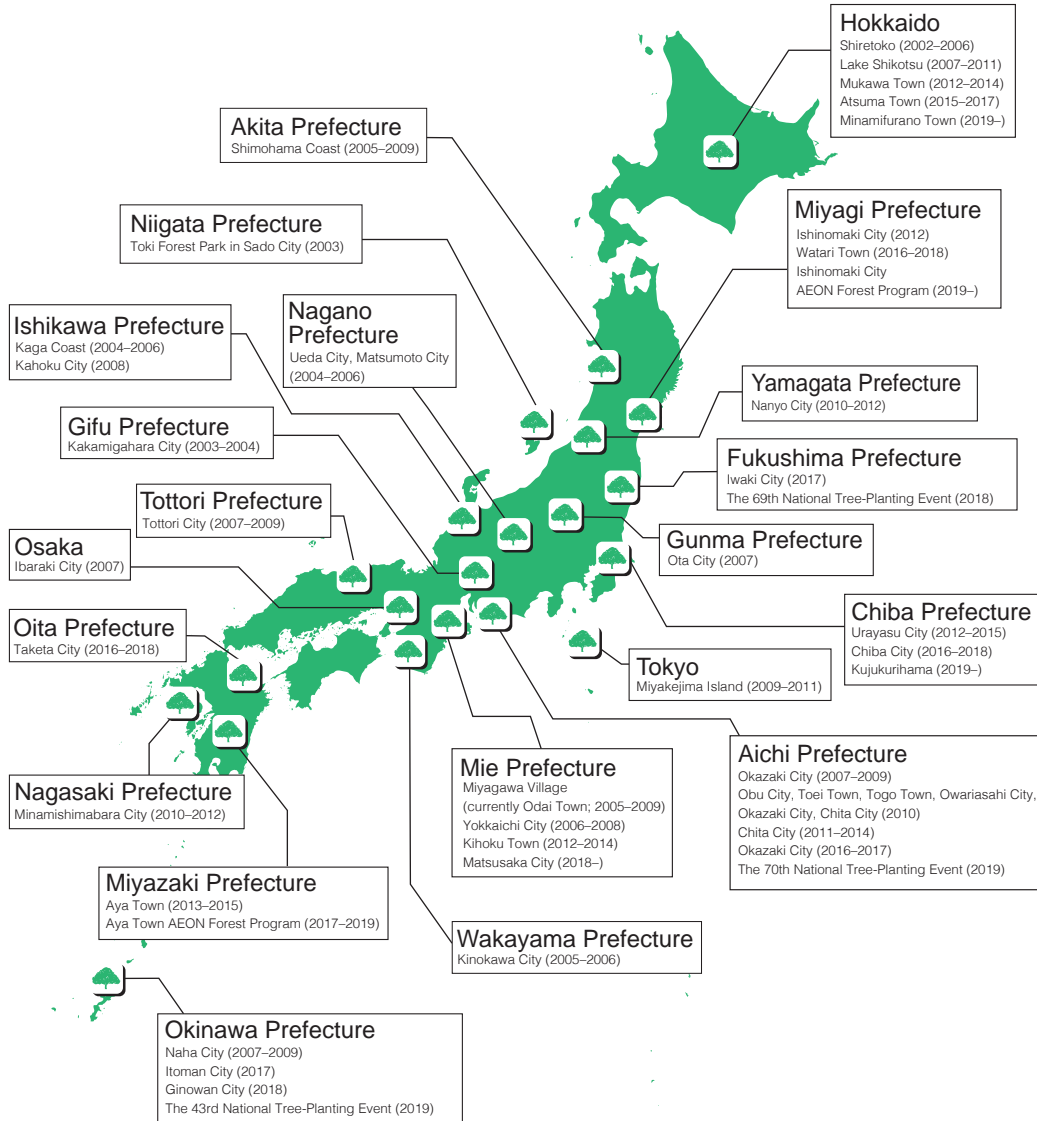
This program involves planting saplings of native trees on the premises of AEON stores in Japan and overseas at the time of opening, and carefully nurturing them together with customers.

AEON Tohoku Reconstruction Hometown Forests Program

This program involves planting trees in cooperation with local governments and private non-profit organizations to restore the greenery destroyed by the tsunami that followed the Great East Japan Earthquake.



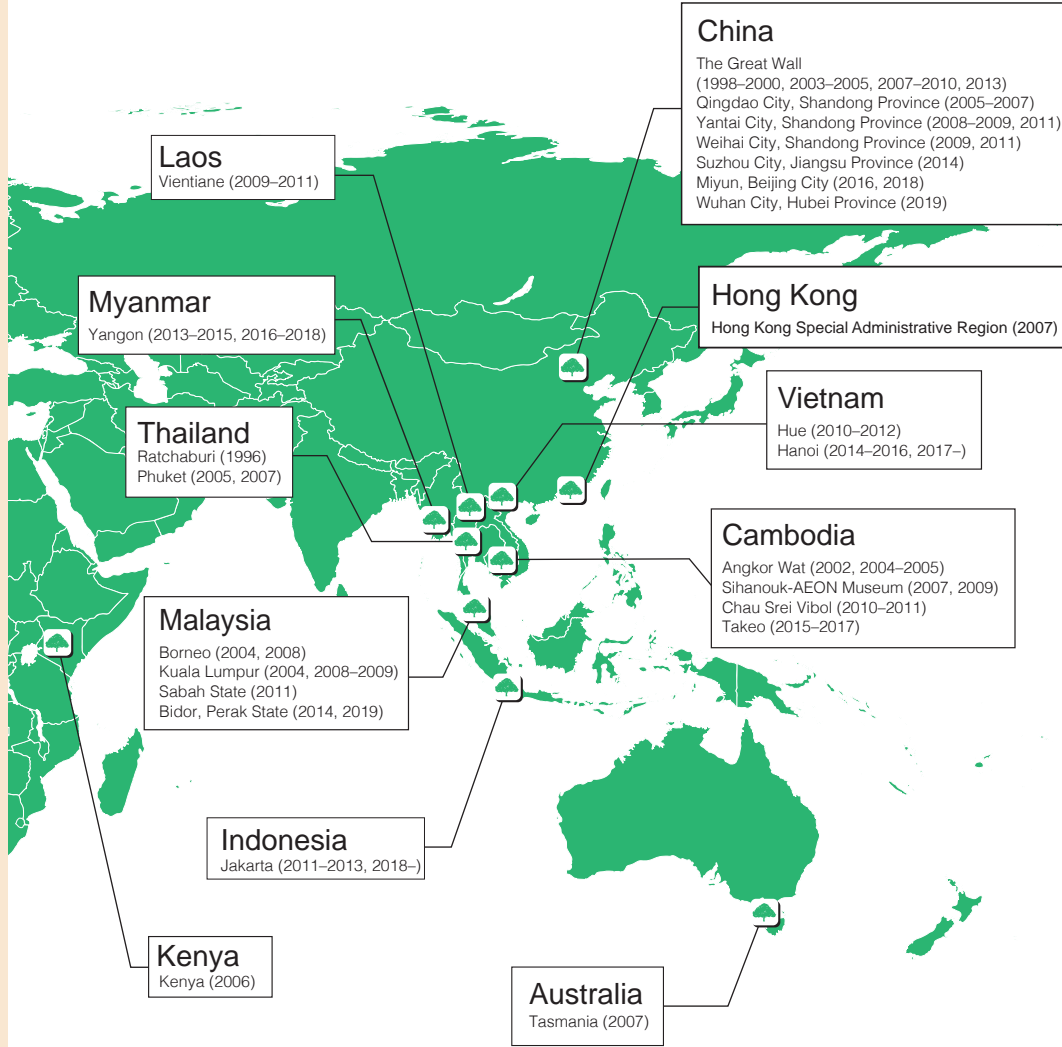
Tree Planting Activities in Japan





AEON Forest Program

Tree Planting Activities Outside Japan



For more information on our tree-planting activities outside Japan, please visit our website.



The Great Wall, China



Hanoi, Vietnam



Phuket, Thailand



Phnom Penh, Cambodia



Bidor, Malaysia



Jakarta, Indonesia

New Forest Program

In addition to tree planting, we are also engaged in activities of nurturing forests and making use of forest resources. One of the examples is a forest program carried out in cooperation with Aya Town in Miyazaki Prefecture, which is registered as a UNESCO Biosphere Reserve. We have planted trees that are native to the area at the logging sites of town-owned forests, while felled trees have been used as construction materials for Aya Middle School. In addition, as a part of our efforts to provide environmental education on forests, we also conduct education activities at the Aya Biosphere Reserve Center, as well as surveys using remote sensing to check the condition of forests.

In December 2020, we conducted a survey of forest carbon stocks in Aya Town AEON Forest, together with Aya Biosphere Reserve, Aya Middle School, and the Remote Sensing Technology Center of Japan. Sixty-four first-year students of Aya Middle School entered the forest with location-enabled tablets, searched for trees to be surveyed using drone images, identified tree species, measured the height and trunk circumference, and recorded the results in an application on their tablets. Combining the measurement results with the information obtained from the drone images, we calculated the amount of carbon stock in the entire forest. Through this activity, the students learned about how to measure the condition of forests, as well as the importance of tree planting.



AEON Forest Program in Aya Town, Miyazaki Prefecture



Aya Middle School built with lumber from town-owned forests



Environmental education at the Aya Biosphere Reserve Center



Survey of carbon stocks

Sapling Foster Parents Project

As society and people's lifestyles have been changing drastically in the wake of the global spread of COVID-19, we carried out the Sapling Foster Parents Project as a new way for people to participate in tree planting without going to the tree-planting sites. We entrusted the saplings to be planted in the AEON Forest to local volunteers who have been participating in our tree-planting activities before and asked them to grow the saplings at their homes or in schools for about one year.



Shiramine Elementary School, Hakusan City, Ishikawa Prefecture



Kanda University of International Studies

Cooperation with Various Communities

To contribute to the development and realization of sustainable local communities, we are working with local governments to create new AEON Forest and AEON Satoyama. The Kimitsu AEON Forest Program (Kimitsu City, Chiba Prefecture), which started in 2020, will help regenerate the forest and create opportunities for elementary and middle school students, as well as local volunteers, to interact with the forest and learn about the environment through a variety of activities.

The Hakusan Forest Program (Hakusan City, Ishikawa Prefecture), which started in 2021, will facilitate the creation of AEON Satoyama based on the concept of a community circulation symbiosis zone where the environment and the economy coexist in harmony.



For more information on our subsidy program, please visit our website.



Since our establishment, we have provided partial subsidies to organizations around the world that are actively engaged in environmental activities with the aim of protecting the precious and rich natural environment and building a sustainable society.

Subsidy Provided

Fiscal Year	Number of Projects	Total cost (unit: 10,000 yen)	Fiscal Year	Number of Projects	Total cost (unit: 10,000 yen)
1st 1991	59	8,164	16th 2006	121	14,850
2nd 1992	74	8,003	17th 2007	116	10,000
3rd 1993	75	8,000	18th 2008	93	9,625
4th 1994	86	7,930	19th 2009	62	6,950
5th 1995	87	7,900	20th 2010	65	6,755
6th 1996	112	8,000	21st 2011	60	6,494
7th 1997	138	10,000	22nd 2012	73	8,611
8th 1998	129	9,950	23rd 2013	107	9,865
9th 1999	130	10,000	24th 2014	102	9,974
10th 2000	147	9,930	25th 2015	80	9,290
11th 2001	184	9,920	26th 2016	99	9,797
12th 2002	137	10,000	27th 2017	102	9,500
13th 2003	102	9,910	28th 2018	102	9,088
14th 2004	155	14,940	29th 2019	111	9,691
15th 2005	151	14,842	30th 2020	94	9,198

Total 3,153 Projects
2,871.77 million yen (as of February 2021)

About 31st AEON Environmental Activities Assistance Open Application Subsidy

Start of application submissions: June 2021

Eligible applicants: Organizations that are actively engaged in environmental activities for a sustainable society.

Subsidy duration: Partial subsidy for activities from April 1, 2022, to March 31, 2023

Introduction of Activities by Organizations that Have Received Subsidies

Tree planting



NPO Togakushi Forest Botanical Garden Volunteer Association (Nagano Prefecture)

Conducts projects related to the conservation of the local natural environment and social education. In addition to the Togakushi Fureai no Mori project, which involves tree planting and clearing, the group holds various nature observation events.

Conservation of satochi, satoyama, satoumi landscapes, and river restoration



NPO Forest Volunteer Taketori Monogatari no Kai (Osaka)

Implements activities that facilitate coexistence with the satoyama and satoumi environment, as well as environmental conservation activities in the community. In addition to the thinning of bamboo and hinoki cypress plantations, felling of withered konara oak trees, and production of bamboo charcoal, bamboo vinegar solution, bamboo paper and bamboo chips, the group carries out various activities to learn from satoyama.

Education about the natural environment



Hinode Nature Club (Tokyo)

Conducts activities to familiarize people with and deepen their understanding of nature with the aim of fostering a love for nature. Activities include observations, study sessions, exhibitions and biological surveys for elementary, middle and high school students.

Protection of wildlife and endangered species



Sakatsuki River Fan Club (Chiba Prefecture)

Conducts river-cleaning activities including collection of large waste, water quality surveys and biological surveys in the Sakatsuki River, which is polluted by residential wastewater. The club also carries out activities to protect the natural environment and rare species, as well as public relations and educational activities.



Environmental Education

We are working on environmental education with the aim of raising interest in the environment and developing individuals who can take on a globally active role in the environmental field in the future.

Asian Students Environment Platform (ASEP)

University students from Asian countries gather to discuss and make proposals on global environmental issues beyond national borders while learning about differences in the natural environment and values of each country. To date, a total of 591 university students from 10 countries have participated in the program.



Past Host Countries	1st	2012	Japan	5th	2016	Japan
	2nd	2013	South Korea	6th	2017	Japan
	3rd	2014	China	7th	2018	Malaysia
	4th	2015	Vietnam	8th	2019	Cambodia



1st Fieldwork



4th Group Discussion



7th Fieldwork



8th Opening Ceremony

About the 9th ASEP (2021)

Date: Monday, August 9, 2021 - Wednesday, August 11, 2021 (online)

Participating universities (10 in total): Royal University of Phnom Penh (Cambodia), Tsinghua University (China), University of Indonesia (Indonesia), Waseda University (Japan), Korea University (South Korea), University of Malaya (Malaysia), Yangon University of Economics (Myanmar), Chulalongkorn University (Thailand), Vietnam National University Hanoi (Vietnam), University of the Philippines (Philippines)



For more information on our environmental education activities, please visit our website.



AEON Future Earth Forum

In collaboration with the University of Tokyo Institute for Future Initiatives and the international research organization Future Earth, this forum has been held since 2017 under the theme of "Issues about the future to share with future generations today." Keynote speeches by experts and interactive panel discussions with participants including high school and university students are held to facilitate the exchange of information and opinions across generations and different backgrounds, as well as to deepen understanding of global environmental issues.



2nd Forum Opening Greetings



4th Forum Panel Discussion

- Past Forums**
- 1st: Saturday, February 25, 2017 – "Environmental Sustainability and Human Health"
 - 2nd: Saturday, January 20, 2018 – "Sustainable Consumption and Production"
 - 3rd: Saturday, February 2, 2019 – "Natural Assets"
 - 4th: Saturday, February 1, 2020 – "Protecting the Marine Environment and Resources"
 - 5th: Saturday, February 6, 2021 – "Post-COVID-19 Sustainable Future"

Environmental Education in Collaboration with the Remote Sensing Technology Center of Japan

We signed a cooperation agreement with the Remote Sensing Technology Center of Japan (RESTEC) to achieve sustainable community development. Using satellite image data obtained through remote sensing technology, we provide environmental education to understand various environmental issues such as deforestation, global warming and air pollution, and to come up with solutions for the sustainable development of communities.



AEON MALL Makuhari New City Store



EcoPro 2019

Environmental Partnership

We cooperate with a variety of stakeholders, including international organizations, governments, universities and researchers around the world, to conduct environmental activities that use cutting-edge science and technology.

Cooperation with the United Nations Environment Programme Secretariat of the Convention on Biological Diversity

With the aim of promoting the conservation and sustainable use of biodiversity, we have established two awards: The MIDORI Prize for Biodiversity (International Prize) and The Japan Awards for Biodiversity (Domestic Prize), that recognize individuals and organizations for their outstanding environmental conservation activities biennially.

The MIDORI Prize for Biodiversity (International Prize)

This award was established to commemorate the 20th anniversary of our foundation in 2010, the United Nations International Year of Biodiversity.



Co-organized by: United Nations Environment Programme, Secretariat of the Convention on Biological Diversity
 Support: Ministry of the Environment
 Eligible activities: Environmental activists who contribute to the conservation and sustainable use of biodiversity
 Award content: Recipients, 3; monetary prize of US\$100,000

2020 Prize Recipients



Dr. Paul Herbert
 University of Guelph, Canada
 Professor, Department of Integrative Biology (Canada)

Dr. Herbert has developed over 10 million DNA barcodes that identify organisms with their respective species based on DNA information, making biodiversity more accessible to the public.



Ms. Melina Sakiyama
 Global Youth Biodiversity Network (GYBN)
 Co-founder (Brazil)

Ms. Sakiyama created a global coalition of empowered youth and youth organizations to build a shared future in harmony with nature, and has been working internationally to solve various issues.



Mr. Wirsiy Emmanuel Binyuy
 Cameroon Gender and Environment Watch (CAMGEW)
 Founder (Cameroon)

Embodying the concept of “think globally, act locally,” Mr. Binyuy calls for the involvement of local communities in the collection of forest seeds and seedlings, the development of tree nurseries, and the organization of forest patrols in an effort to conserve and regenerate forests.



For more information on the MIDORI Prize for Biodiversity, please visit our website.



Past Winners

1st (2010)



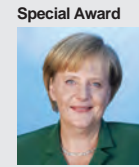
Mr. Jean Lemire
 Biologist, Explorer and Film Producer (Canada)



Dr. Gretchen C. Daily
 Professor, Stanford University (USA)



Dr. Emil Salim
 Former Population / Environment Minister of Indonesia (Indonesia)



H.E. Dr. Angela Merkel
 Chancellor of Germany (Germany)



Special Award

2nd (2012)



Dr. Juan Carlos Castilla
 Professor, Department of Ecology, Pontificia Universidad Catolica de Chile (Chile)



Dr. Rodrigo Gamez-Lobo
 President, Instituto Nacional de Biodiversidad (INBio) (Costa Rica)



Dr. Vo Quy
 Honorary President, Center for Natural Resources Management and Environmental Studies (CRES), Vietnam National University, Hanoi (Viet Nam)



3rd (2014)



Dr. Kamal Bawa
 President, Ashoka Trust for Research in Ecology and the Environment (ATREE), India Distinguished Professor, University of Massachusetts, Boston (India)



Dr. Alfred Oteng-Yeboah
 Chair, Ghana National Biodiversity Committee (Ghana)



Dr. Bibiana Vilá
 Director, Vicuñas, Camélidos and Environment (VICAM), Principal Researcher, Argentina National Research Council (CONICET), (Argentina)



4th (2016)



Dr. Alfonso Aguirre-Muñoz
 Executive Director, Grupo de Ecología y Conservación de Islas, A.C. (Mexico)



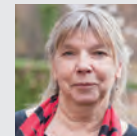
Dr. Yury Darman
 WWF Russia Director, Amur Branch, WWF Russia (Russia)



Dr. Vandana Shiva
 Founder and Director, Navdanya (India)



5th (2018)



Dr. Kathy MacKinnon
 Chair, IUCN World Commission on Protected Areas (WCPA) (U.K.)



Mr. Assad Serhal
 Director General, Society for the Protection of Nature in Lebanon (SPNL) (Lebanon)



Dr. Abdul Hamid Zakri
 Former Science Advisor to the Prime Minister of Malaysia (Malaysia)



All affiliations are current as of the time of award conferred.

The Japan Awards for Biodiversity (Domestic Prize)

This award was founded in 2009 ahead of the 10th meeting of the Conference of the Parties to the Convention on Biological Diversity (COP10) held in 2010



Support: Ministry of the Environment
 Eligible activities: Organizations in Japan that are involved in the conservation, sustainable use and promotion of biodiversity
 Award content: One Grand Prix with monetary prize of 2 million yen, four Excellence Awards with monetary prize of 1 million yen

6th Awards Winners, 2019

Grand Prix



ReEDEN Project – Protecting Lake Biwa by Promoting the Use of Reeds KOKUYO Product Shiga Co., Ltd. (Aichi-gun, Shiga Prefecture)

For the protection of biodiversity, KOKUYO Product Shiga conducts activities including mowing of reeds of Lake Biwa in collaboration with local communities. The mowed weeds are used to develop ecological stationery under the ReEDEN Series brand name as a business model for creating shared value (CSV).

Excellence Awards



Aleph Inc. (Sapporo City, Hokkaido)
 Sustainable procurement of rice in consideration of biodiversity



Monitoring Committee of Siebold's Beech Forest of Shirakami-Sanchi World Heritage Property (Miyagi Prefecture)
 One hundred years monitoring of the beech forest of Shirakami-Sanchi World Heritage Property



Certified Non-profit Organization for Nature Conservation and History Transmission of Shishitsuka Satoyama (Tsuchiura City, Ibaraki Prefecture)
 Conservation of biodiversity and environmental education



Okazaki Municipal Oidaira Elementary School (Okazaki City, Aichi Prefecture)
 "Bird Pia Oidaira" – Let's create a paradise for wild birds
 Foster children's connection to nature through observation of wild birds and satoyama conservation activities

Past Grand Prix Recipients

1st (2009)
The Asaza Fund (NPO) (Ibaraki Prefecture) and other related industries
 Conservation of Yatsuda paddy fields in a ravine through cooperation with local businesses



2nd (2011)
Japanese Association for Wild Geese Protection (Miyagi Prefecture)
 Project to protect geese, a swamp environment indicator species, to preserve and restore geese habitats and their coexistence with society



3rd (2013)
Tambo (NPO) (Miyagi Prefecture)
 Restoration of rice paddies devastated by the tsunami of the Great East Japan Earthquake using resilience of the ecosystem

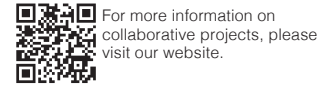


4th (2015)
Yezo Deer Association (Hokkaido)
 Advanced promotional project on the appropriate resource use of Hokkaido sika deer meat



The 5th (2017)
NPO Kuroshio Experience Center (Kochi Prefecture)
 Project called The Entire Kashiwajima Island Living Museum at the Southwestern Tip of Kochi, to make a sustainable satoumi





Collaboration with Waseda University

In 2020, we established the AEON TOWA Research Center in cooperation with Waseda University in order to solve current environmental issues. By combining the experience, knowledge and academic research of both the Foundation and Waseda University, we aim to create new values through addressing regional issues, including the environment, as well as developing human resources, with the goal of achieving a sustainable society. We aim to build a new AEON Satoyama that incorporates the perspectives of sustainability of the global environment, sustainability of people and livelihoods, and sustainability of local communities by working on tree planting, community development, and human development.

AEON Satoyama



*The TO in TOWA stands for Takuya Okada, the honorary chairman of AEON who proposed the establishment of the research center; WA stands for Waseda University; and TOWA in Japanese stands for "eternity," which is the Latin meaning of the word AEON.

Collaboration with the Japan Biosphere Reserves Network

In 2017, we signed the first partnership in Japan with the Japanese Biosphere Reserves Network.

We support the philosophy of UNESCO Eco Parks, which focuses not only on the protection and conservation of ecosystems, but also on the coexistence of nature and human society, and we are working to further develop these parks.



Zoning of UNESCO Biosphere Reserves

Three functions

- 1 Conservation (preserving biodiversity)
- 2 Economic & social development
- 3 Academic research support

Three zones



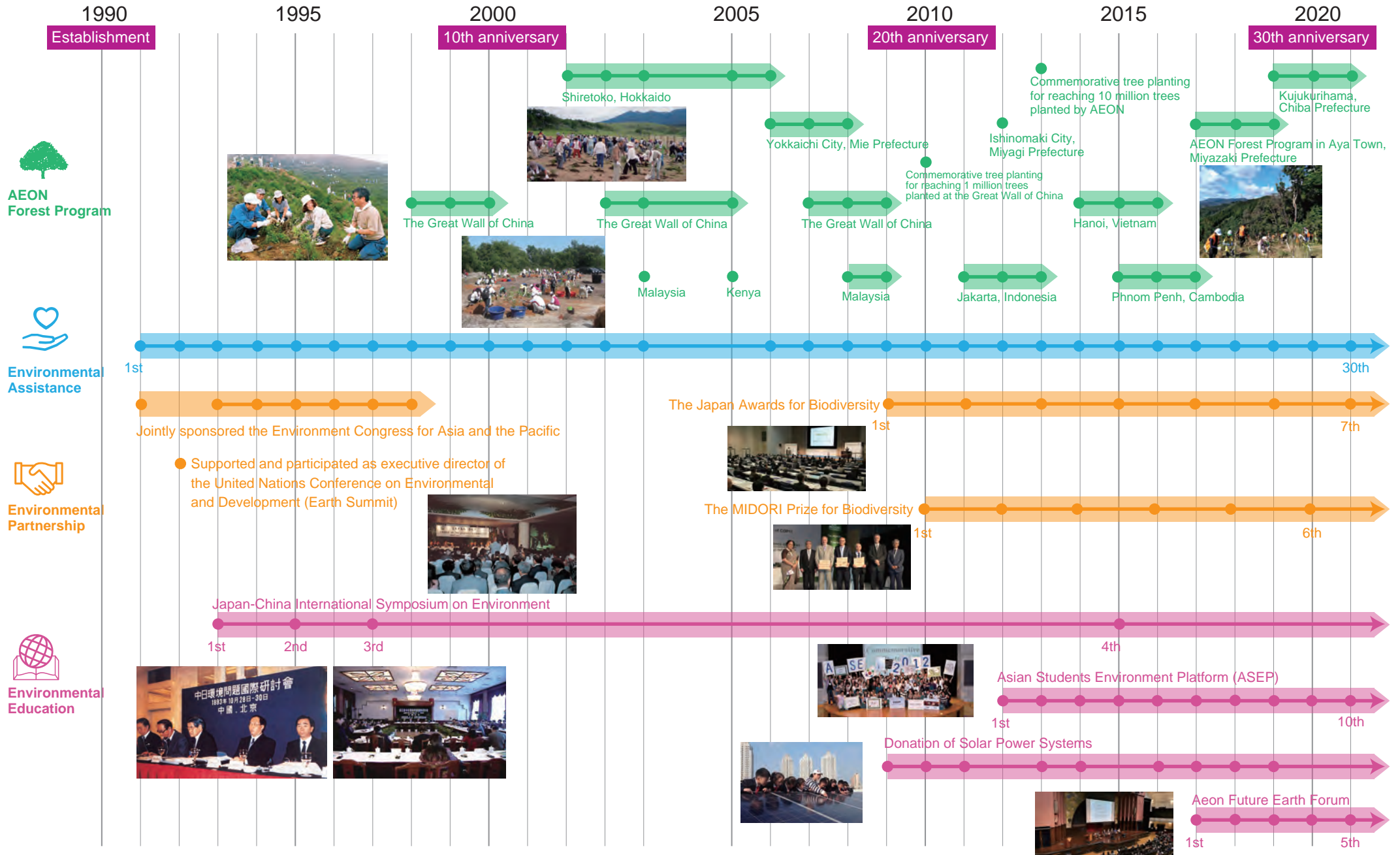
- Core area**
Securely protected site for long-term conservation of biological diversity
- Buffer zone**
Surrounds the core area, and is used for environmental education, research, ecotourism.
- Transition zone**
Area where people live and work together to achieve sustainable development in harmony with nature

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AEON Environmental Foundation 30 Years of History



For more information of our history, please visit our website.



AEON Environmental Foundation 30 Years of History

1990

Dec. •AEON Group Environmental Foundation (currently AEON Environmental Foundation) Promoters' Meeting is held

1991

Jan. •**Foundation establishment is approved: Established with a donation of 3 million shares of JUSCO (currently AEON Co., Ltd.) from Takuya Okada, 1 million shares from Hidenori Futagi, and 10 million yen from Keiichi Yasuda as basic assets**

•Support for the first Asia-Pacific Global Warming Seminar

Mar. •Support for the Meeting of the Conference of the Parties to CITES

•Together with the Japan International Volunteer Center (JVC), participation in a forest development project linked to rural community development in Chaiyaphum Province, Thailand (1991-1993)

Apr. •Establishment of the AEON Group Chair of Environmental Engineering at the Asian Institute of Technology in Thailand (AIT) (1991-1995)

Jul. •Begin the first public calls for funding applications to support organizations engaged in environmental conservation activities; carried out annually thereafter

•Co-sponsor the Environment Congress for Asia and the Pacific (Eco-Asia '91) (1991, 1993-1998)

1992

Apr. •Support for the Eminent Persons' Meeting for the Earth Environment

Jun. •Support for the United Nations Conference on Environment and Development (Earth Summit) in which Chairman Takuya Okada took part

Jul. •Support for the Campaign Concert for Global Environmental Issues (1992-1993)

Oct. •Designated as a Public Interest Promotion Corporation by the government

•Support for the Second International Workshop on CO2 Reduction

1993

Jan. •Implementation of the first decentralized forestry method in Minamata City, Kumamoto Prefecture (1993-2000)

Apr. •Support for the World Resources Institute's (WRI) project to develop environmental indicators (1993-1995)

Aug. •In the interest of global environmental conservation, planting of 500 cherry tree seedlings on the banks of the Charles River in Boston

Oct. •Support for the environment technology transfer: the first International Center for Environment Technology Transfer (ICETT) (1993-2001)

•Joint sponsoring of the first Japan-China International Symposium on Environment (1993, 1995, 1997, 2015)

1994

Apr. •Continuation of support for the AEON Group Chair of Environmental Engineering at the Asian Institute of Technology in Thailand (AIT) (1991-1995)

Jun. •Joint sponsoring of the Environment Congress for Asia and the Pacific (Eco-Asia '94)

Dec. •Joint sponsoring of the East Asia Wetlands Strategy Symposium

1995

Feb. •Presentation of a lecture commemorating the 5th anniversary of the AEON Group Environmental Foundation. Philosopher Takeshi Umehara gives a lecture on the topic of "rethinking human civilization."

Mar. •Support for the Acid Deposition Monitoring Network in East Asia (EANET) (-November 1995, 1998-1999)

Jun. •Support for tree planting in Nakhon Ratchasima Province, Thailand

Sept. •Support for the 5th Environment Congress for Asia and the Pacific

Nov. •Support for the Japan-Malaysia Friendship Forest Project to plant seedlings in devastated land in Sabah, Malaysia (1995-1997)

•Support for the International Workshop on Local Initiatives for Sustainable Cities

1996

Feb. •Joint sponsoring of Hong Kong Teenage Ambassadors with AEON 1% Club

May •Holding of the International Seminar on Measures to Control Urban Air Pollution in China

Jun. •Joint sponsoring of tree-planting event in Ratchaburi Province, Thailand, to commemorate the 50th anniversary of the King's reign and to help prevent deforestation

Jul. •Support for the Japan-Indonesia Friendship Forest Project to plant trees in devastated land of Lombok Island, Indonesia (1996-1998)

•Support for the Second National Parks and Protected Areas Conference in East Asia

Aug. •Support for local exchange meetings and training sessions of the JuniorEco-Club (1996-1997)

Nov. •Joint sponsoring of the Junior Eco-Club Asia Conference (1996, 1998)

•Sponsoring of the Japan-U.S. Symposium on Environmental Education

1997

Jan. •Joint sponsoring of the Children's Eco Art Exchange Exhibition (-2002)

Apr. •Support for improvements for the protection of species and the environment in the Tram-Chim National Park in the Mekong basin in Vietnam

Jul. •Support for the Kids Eco Club National Exchange Rally

Sept. •Support for the development of a conservation plan for medium and large carnivores in Vietnam (1997-1999)

1998

Jan. •Joint sponsoring of the Peru Teenage Ambassadors with the AEON 1% Club

Jul. •The Great Wall Reforestation Project in Beijing (1998-2000, 2003-2005, 2007-2010)

Sept. •Joint sponsoring of the APEC Symposium on Environmental Education

•Support for Kids Eco Club activities

Oct. •Joint sponsoring of the Asia-Pacific Integrated Model International Workshop on global warming countermeasures

1999

Jan. •Support for the Mayors' Asia-Pacific Environment Summit. Chairman Takuya Okada gave a speech on the theme of corporate citizenship (1999, 2001, 2003)

Feb. •Joint sponsoring of the China Teenage Ambassadors with the AEON 1% Club

Apr. •Sponsoring of community improvement through the Japan Groundwork Association

Jun. •Support for the Thai Royal Family Reforestation Project in Hua Hin, Petchaburi, Thailand

•Support for the Japan-Vietnam Friendship Forest Project to plant seedlings in devastated land on Cat Ba Island outside Hai Phong, Vietnam (1999-2001)

•Support for the World Environment Day Commemorative Forum

•Joint sponsoring of the Kids Eco Club Asia-Pacific Conference (1999, 2001)

Aug. •Implemented the Satoyama Preservation Project at 20 locations throughout Japan (1999-2001)

Dec. •Support for a workshop on "Current status and future of environmental education in APEC countries"

2000

Jan. •Joint sponsoring of the Overseas Training Program on Industrial Pollution Control with ICETT

Sept. •Held a symposium commemorating the 10th anniversary of the establishment of the AEON Group Environmental Foundation. Psychologist Hayao Kawai gave a lecture on the theme of "Humans and nature."

•Joint sponsoring of the NGO Symposium and the Asia-Pacific Youth Caucus

Oct. •Joint sponsoring of the 10th Anniversary Symposium of ICETT

•**Takuya Okada donates 5 million AEON Co., Ltd. shares to the foundation's basic assets**

2001

Aug. •Renamed to the AEON Environmental Foundation

•Joint sponsoring of the Asian Wetland Symposium

Nov. •Joint sponsoring of the NGO International Workshop on Environmental Restoration

•Joint sponsoring of the EMECS Conference NGO Forum

•Joint sponsoring of the Malaysia Teenage Ambassadors with AEON 1% Club

2002

Mar. •Tree planting at Angkor Wat, a World Heritage Site, in Cambodia (2002, 2004, 2005)

•Co-sponsoring of Kids Eco Club National Convention

Aug. •Support for information communication from NGOs at the Johannesburg Summit where the Johannesburg Declaration was announced

Sept. •Participation in the Shiretoko 100-Square-Meter Movement in Shari-cho, Hokkaido, and planting of seedlings in Shiretoko (2002-2006)

•Support for the ICETT environmental technology transfer training program and survey in Thailand

Oct. •Joint sponsoring of Indonesia Teenage Ambassadors with the AEON 1% Club

2003

May •Joins up with the National Land Afforestation Promotion Organization to present the Masters and Champions of the Forest Exhibition in 10 locations nationally (May-November)

Oct. •Tree planting and other forest activities on Sado for crested ibises, designated as an internationally protected bird, with the aim of reintroducing them to the wild

•Tree planting in Kakamigahara City, Gifu Prefecture, to reforest areas damaged by a major forest fire in April, 2002 (2003-2004)

Nov. •Support for the ICETT environmental technology transfer training program in Hanoi, Vietnam (2003-2004)

2004

Sept. •Tree planting the Wetlands Nature Reserve outside Kuala Lumpur, Malaysia (2004, 2008-2009)

•Tree planting in Borneo to protect the habitats of forest orangutans (2004, 2008)

Oct. •Tree planting in Ueda and Matsumoto cities (Nagano Prefecture) that signed the Foster Parent contract (2004-2006)

•Tree planting on Kaga Coast, Ishikawa Prefecture, which was widely damaged by pine weevils (2004-2006)

•**Total negotiable securities increased to 18,652,000 due to the AEON Co., Ltd. stock split**

2005

Jun. •Tree planting along Shimohama Coast, Akita Prefecture, which was damaged by acid rain and pine weevils (2005-2009)

Jul. •Support for the 2005 Children's World Summit for the Environment

Sept. •Organized tree-planting activities at schools, public facilities, etc., located around 416 AEON stores nationwide as the Foundation's 15th Anniversary Domestic Tree Planting

Oct. •Local citizens planted trees in Kinokawa City, Wakayama Prefecture, participating directly in the creation of an environmental forest and experiencing nature together (2005-2006)

•Tree planting in Miyagawa, Mie Prefecture, to restore forests that suffered typhoon damage (2005-2009)

•Tree planting in the surrounding area of Lao Mountain Dam in Qingdao, China, creating a place to rest and relax (2005-2007)

Nov. •Tree planting in Phuket, Thailand, to assist in recovery from damage sustained in the Sumatra earthquake and tsunami (2005-2006)

2006

Feb. •Held the AEON Environmental Foundation 15th Anniversary Ceremony. Professor Wangari Maathai, winner of the Nobel Peace Prize, delivered the memorial speech based on Environment and Peace

Apr. •**A total of 1.5 million AEON Co., Ltd. shares are donated by Takuya Okada to the basic assets**

Nov. •Cherry trees were planted along the Yokkaichi Cycling Sports Festival race course in Mizusawa Sakura district, Yokkaichi City (2006-2008)

•Tree planting outside of Nakuru, Kenya, triggered by a commemorative lecture in February

AEON Environmental Foundation 30 Years of History

2007

- Mar. •Tree planting in Okazaki City, Aichi Prefecture, transforming Ooda no Mori into a cherry blossom spot (2007–2009)
- Apr. •Tree planting in Okinawa Prefecture to transform an old garbage disposal site into a center of rest and relaxation (2007–2009)
- May •Tree planting in Wakabadai, Tottori City, to reforest a satoyama devastated from lack of care (2007–2009)
- Jun. •Tree planting in the surrounding area of Lake Shikotsu, Hokkaido, which suffered damage from Typhoon 18 in September 2004 (2007–2011)
 - Tree planting at Hong Kong's Tai Lam Country Park, which was damaged by forest fire
- Sept. •Tree planting in Ibaraki City, Osaka Prefecture, to restore the rich colors of the satoyama (2007, 2009)
- Nov. •Tree planting at Picnic Hillin Ota City, Gunma Prefecture, to learn about the importance of satoyama and create a hill where the flowers and greenery of the seasons can be enjoyed

2008

- Oct. •Cherry tree planting at Kahokugata no Koen in Kahoku City, Ishikawa Prefecture, creating a beautiful cherry blossom spot
 - Tree planting in Yantai City, Shandong Province, China, to restore a satoyama suffering from deforestation (2008–2011)
- Nov. •Joint sponsoring of a lecture commemorating the 250th anniversary of the founding of AEON, using AEON's network to educate Japanese citizens about environmental issues. A memorial speech titled "An Inconvenient Truth" was delivered by former U.S. Vice-President Al Gore

2009

- Mar. •Tree planting to restore forests at a dam site outside Vientiane City, Laos (2009–2011)
- May •Chairman Takuya Okada receives the title of Honorary Citizen in Beijing
- Aug. •Support for the COP10 Asian Youth Conference
- Sept. •Solar Power Systems donated to five junior-high schools (2009–2013)
- Oct. •Establishment of The Japan Awards for Biodiversity (Domestic Prize); the first award ceremony was held in Nagoya City, and subsequent ceremonies have been held biennially
 - Tree planting on Miyake Island to restore forests where trees have withered and died due to lava flow and volcanic gas from the 2000 eruption (2009–2011)
 - Tree planting in Weihai City, Shandong Province, China, to restore a satoyama suffering from the effects of deforestation (2009–2011)

2010

- Mar. •Tree planting in the ancient ruins of Chau Srei Vibol, Angkor Wat, Cambodia (2010–2011)
- Apr. •Tree planting at the Great Wall of China to commemorate the achievement of planting 1 million trees
- Jul. •Tree planting in the suburbs of Hue Province, Vietnam, to maintain the waterfront and protect marine life (2010–2012)
- Aug. •Support for the International Youth Conference
- Sept. •Support for tree-planting activities in five locations in Aichi Prefecture
 - Becomes a public-interest promotion corporation
- Oct. •Establishment of the MIDORI Prize for Biodiversity (International Prize); the first award ceremony was held in Nagoya City, the Winners' Forum was held in Tokyo, and subsequent ceremonies have been held biennially
 - Support for International Children's Conference on Environment
 - Tree planting in Nanyo City, Yamagata Prefecture, to restore forests, making a place for residents to enjoy (2010–2012)
- Nov. •AEON Environmental Foundation 20th Anniversary Ceremony. Keynote speech was delivered by engineer Hiroshi Komiya on the theme of "Japan, an advanced nation with challenges"
 - Tree planting in Minamishimabara City, Nagasaki Prefecture, to restore forests for water source cultivation (2010–2012)
- Dec. •Chairman Takuya Okada receives the Grand Cross of Royal Order of Sahametrei in the Kingdom of Cambodia

2011

- Jul. •Planting of mangroves in Jakarta, Indonesia, to prevent disasters such as floods (2011–2013)
 - Tree planting in Sabah, Malaysia, where oil palm plantation construction is underway (2011–2013)
- Nov. •Tree planting on reclaimed land in Ise Bay, Chita City, Aichi Prefecture, to beautify the area around Nagoya Port (2011–2014)

2012

- Jun. •Tree planting in Mukawa Town, Hokkaido, which aims to create a town that makes the most of its forests, rivers and sea (2011–2014)
- Aug. •Start of the Asian Students Environment Platform (ASEP) (2012–)
- Nov. •Tree planting in a park damaged by the tsunami in Ishinomaki City, Miyagi Prefecture
 - Tree planting in Urayasu City, Chiba Prefecture, using large amounts of earth and sand churned up by the Great East Japan Earthquake (2011–2015)
- Dec. •Tree planting to prevent landslides and other disasters in Kihoku Town, Mie Prefecture (2011–2014)
 - Joint sponsoring of the Earth-Friendly Essay and Activity Report Contest (2011–2015)

2013

- Apr. •Donates solar power systems to a junior high school in Malaysia
- Jul. •Tree planting to restore the forest and its groundwater recharging capabilities around a lake in the suburbs of Yangon, Myanmar (2013–2018)
- Sept. •Tree planting at the Great Wall of China to commemorate the 40th anniversary of the normalization of diplomatic relations between Japan and China
- Nov. •Tree planting to commemorate 10 million trees planted by AEON
 - Tree planting in Aya Town, Miyazaki Prefecture, a UNESCO Eco Park with a large-scale lucidophyllous forest (2013–2015)

2014

- Mar. •Tree planting to restore the rich natural environment in Ba Vi National Park near Hanoi, Vietnam (2014–2016)
- Apr. •Donates solar power systems to a junior high school in Ho Chi Minh City, Vietnam
- May •Tree planting to protect biodiversity around a lake in Suzhou City, Jiangsu Province, China
- Sept. •Tree planting in Bidor, Malaysia, to revive land devastated by mining development (2014, 2019)

2015

- Jun. •Tree planting to restore groundwater recharging capabilities in Atsuma Town, Hokkaido (2015–2017)
 - Tree planting for reforestation in the Phnom Tamau Wildlife Conservation Center, Takeo Province, Cambodia (2015–2017)
- Sept. •Holds the fourth Japan-China International Symposium on Environment, commemorating the 25th anniversary of AEON Environmental Foundation (Beijing, China), and presents the AEON Beijing Environmental Proposal in closing

2016

- Mar. •Tree planting in support of the Okazaki Sakura 100 Project, a project to commemorate the 100th anniversary of Okazaki City, Aichi Prefecture, to make it a cherry blossom attraction for residents (2016–2017)
 - AEON Environmental Foundation 25th Anniversary Ceremony
Commemorative lecture theme: Environment and Health - Contributions from Space; Lecturer: Seiji Higuchi (President, International Astronautical Federation); Lecturer: Chiaki Mukai (former astronaut)
- May •Tree planting to restore the forest for wild birds in Chiba City (2016–2018)
- Oct. •Tree planting in Watari Town, Miyagi Prefecture, to restore a coastal area full of greenery (2016–2018)
 - Tree planting to secure water resources for residents in Miangyun, Beijing, China (2016, 2018)
 - Donates solar power systems to elementary and junior high schools in Wuhan City, Hubei Province, China (2016–2017)
- Nov. •Tree planting to secure and regenerate forest resources in Taketa City, Oita Prefecture (2016–2018)

2017

- Feb. •Holds the AEON Future Earth Forum (2017, 2018, 2019, 2020)
- Mar. •Tree planting to turn Hoa Binh Peace Park in Hanoi, Vietnam, into a cherry blossom spot (2017–2020)
- Jun. •Chairman Takuya Okada receives the Honorary Citizen of Hanoi Award
- Aug. •Signs a cooperation agreement with the Japan Biosphere Reserves Network
- Sept. •Tree planting to restore coastal disaster-prevention forests in Iwaki City, Fukushima Prefecture
- Nov. •Tree planting in the Aya Town AEON Forest in Miyazaki Prefecture, with the aim of restoring it as a place where people and nature can coexist in harmony (2017–2019)
- Dec. •Tree planting to make Peace Memorial Park in Itoman City, Okinawa Prefecture, a place where people can enjoy greenery and renew their wish for peace

2018

- Jun. •Tree planting in Matsusaka City, Mie Prefecture, to reforest a former logging site (2018–)
 - Support for the National Tree Planting Festival (2018–)
- Dec. •Donates solar power systems to elementary and junior high schools in the Hong Kong Special Administrative Region (2017–2019)
 - Tree planting at Kakazu Takadai Park in Ginowan City, Okinawa Prefecture, to renew the wish for peace and make it a cherry blossom spot

2019

- Apr. •Cherry tree planting in Changjiang New Town, Wuhan City, Hubei Province, China
- May •Tree planting in Minamifurano Town, Hokkaido, to regenerate the forest and restore its groundwater recharging capabilities following damage caused by rainfall and typhoons since early August 2016 (2019–)
- Jul. •Signs a cooperation agreement with the Remote Sensing Technology Center of Japan
- Sept. •Tree planting at Ishinomaki Minamihama Tsunami Recovery Memorial Park in Ishinomaki City, Miyagi Prefecture, with the aim of regenerating a coastal disaster-prevention forest (2019–)
- Nov. •Tree planting to restore coastal disaster-prevention forests damaged by tsunami, typhoons, disease and insects in Kujukurihama, Chiba Prefecture (2019–)
- Dec. •Support for the 43rd National Tree-Raising Festival OKINAWA 2019

2020

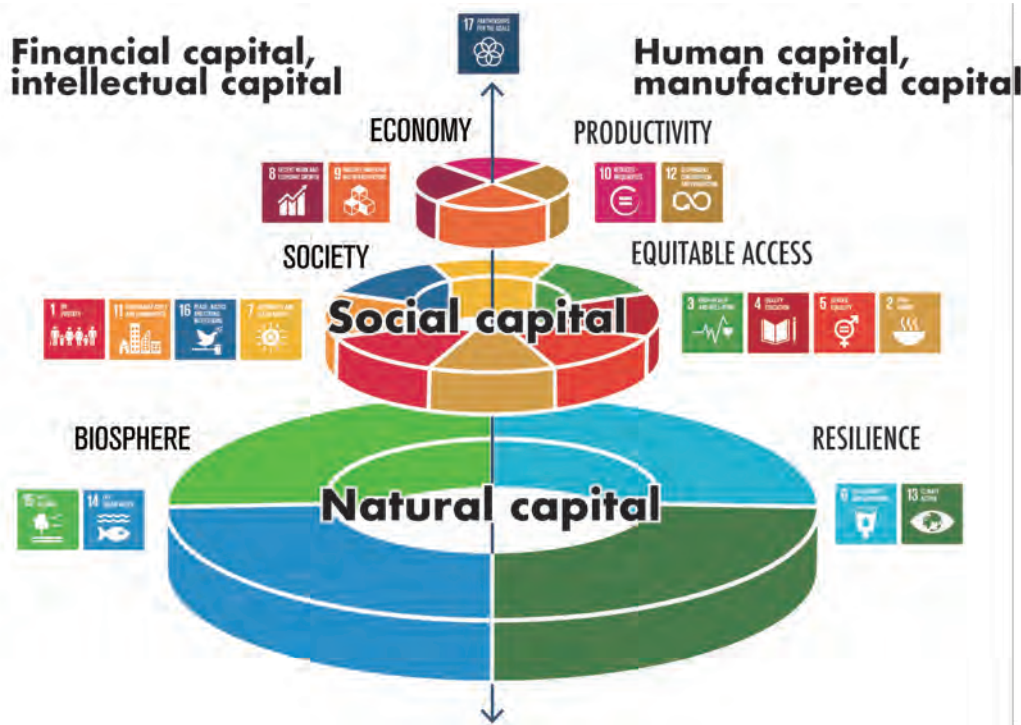
- Jun. •Implements initiatives for World Environment Day
- Sept. •Establishes AEON TOWA Research Center in collaboration with Waseda University
- Oct. •Starts the Sapling Foster Parents Campaign
- Dec. •Signed an agreement for Kimitsu AEON Forest

2021

- Jan. •Announced a joint declaration on Hakusan Forest

Initiatives for the SDGs

The projects of AEON Environmental Foundation are aligned with the Sustainable Development Goals (SDGs). Focusing on preserving natural capital through activities such as tree planting, we are pursuing an ever wider range of environmental activities in collaboration with diverse stakeholders.



SDGs Wedding Cake

This diagram illustrates that the sustainability of human society and economic activities is supported by the global environment.

SDGs Wedding Cake
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 Advisor, AEON Co., Ltd.

Keiichi Yasuda
 Chairman of the Board, Eiji Yasuda Foundation

Honorific title abbreviation, Japanese phonetical order

Basic Assets

AEON Co., Ltd.: 21,781,700 shares
 Market capitalization: 76,998,309,500 yen
 (As of February 19, 2021)