

Continuous contribution to local communities

We keep close contact with local communities to share and solve issues, and make a commitment to meet needs of local residents.



“AEON Union” participating in Awa Dancing Festival

Opened polling stations

At the 48th election of the House of Representatives held in October 2017, we opened early polling stations at 31 AEON MALLs and AEON Shopping Center in Japan (30 early polling stations and 1 same-day polling station). We created an environment where not only customers could cast a vote in a comfortable environment, but also provided employees working at our malls with convenience of being able to vote easily.



Clean & Green Activities

On the 11th of each month, designated as "AEON Day", we have been cleaning up sidewalks, parks, tree-planting zones and other areas around our malls, with cooperation of specialty store staff. In December 2017, designated as "Asaminami Clean Communication", AEON MALL Hiroshima Gion (Hiroshima Prefecture) conducted cleanup activities with Asaminami Ward Office and Sanfrece Hiroshima.

AEON Happy Yellow Receipt Campaign

Yellow receipts are issued at the time of payment on the 11th of each month. If receipts are put in a special box with local welfare organization names on it, we donate items equivalent to 1% of total revenue shown on the receipts to organization.

FY2017 Fund-raising Activity Results (AEON MALLs throughout Japan)

Disabled person manufacturing support fund-raising	(Feb. 11 – Mar. 12, 2017)	JPY 2,629,830
Myanmar school construction support fund-raising	(Apr. 1 – May 28, 2017)	JPY 6,105,924
24-hour TV program charity fund-raising	(Jun. 16 – Sep. 3, 2017)	JPY 31,851,765
Kyushu heavy rainfall disaster emergency support fund-raising	(Jul. 10 – Jul. 23, 2017)	JPY 2,412,934
AEON UNICEF safe water campaign fund-raising	(Oct. 1 – Oct. 31, 2017)	JPY 2,521,231
Asia disabled person support fund-raising	(Nov. 4 – Dec. 3, 2017)	JPY 2,888,248
Total		JPY 48,409,932

Support of traditional events and festivals

With assistance of AEON 1% Club, during the period of Awa Dancing Festival in 2017, AEON MALL Tokushima (Tokushima Prefecture) invited regional famous unions and had them perform in the mall, and “AEON Union” composed of our employees plus the idol group STU48 performed dancing at a theater in the city.

“Ultimate localization” for enhancing regional attractiveness

To realize “ultimate localization” that is one of our management visions, we are seeking original plans for promoting regional attractiveness from young employees and flextime employees (part-time workers) of each mall. In our third year, this time we executed 12 plans which were carefully selected from 244 ideas we have received from all over Japan.

FY2017 “Ultimate localization” executed plans

- New! au lait! QUALITE PRIX [Hokkaido Prefecture]
- August 10 (Hat day) AEON MALL Kasukabe [Saitama Prefecture]
- GO! GO! Bicycle kingdom Saitama AEON LakeTown mori [Saitama Prefecture]
- Discover! Nishitama casket AEON MALL Hinode [Tokyo Metropolis]
- - Make our town Hino a stage for masterpieces - Location panel caravan AEON MALL Tamadaira Woods [Tokyo Metropolis]
- Become more familiar with Jazz - Music spread from Jazz - AEON MALL Okazaki [Aichi Prefecture]
- Large book “Kakamigahara Walk” AEON MALL Kakamigahara [Gifu Prefecture]
- The 1st Goldfish Fest in AEON MALL Yamatokoriyama AEON MALL Yamatokoriyama [Nara Prefecture]
- Wakayama Sake x Women Fest AEON MALL Wakayama [Wakayama Prefecture]
- mt - Masking Tape - de Asobo - Make AEON MALL Kurashiki fun and exciting - AEON MALL Kurashiki [Okayama Prefecture]
- Industrial City Monozukuri Fest - COOL NIIHAMA - AEON MALL Niihama [Ehime Prefecture]
- Toushibi Week AEON MALL Okinawa Rycom [Okinawa Prefecture]

Industrial City Monozukuri Fest - COOL NIIHAMA - AEON MALL Niihama [Ehime Prefecture]

Niihama City is supporting Japanese industries as an industrial city. We promoted joy of manufacturing by offering on-stage presentations, experience-based classes, and exhibits for three days, including “Amazing monozukuri technique competition” where local companies and students compete for their monozukuri (manufacturing) techniques, and “Genba Danshi ON/OFF Mitemima Show” fashion show by employees working in a manufacturing company.



We were involved from making proposals on content of “Amazing monozukuri technique competition”. Each company manufactured exhibits by displaying their technique, and our company repeated trial production for 50 times. I hope this competition will promote PR activities and help recruitment of each company by conveying joy of manufacturing to everyone.

Hironori Hagio
President
Hagio High Pressure Containers Co., Ltd.



Because of competing techniques in a place where a lot of people gather, this festival became a good opportunity for elementary and junior high school students to know Niihama National College of Technology. It also became an opportunity for students to learn a lot by having close relationships with staff of companies, and think of what they will do after they graduate.

Professor Shinya Shiga
Department of Environmental and Materials Engineering
Niihama National College of Technology



By setting up a venue at AEON MALL, we were able to convey fun to citizens who are not so familiar with the industry. We will continue to promote nationwide recognition of manufacturing city Niihama which is celebrating the 80th anniversary of city government.

Toru Ishikawa
Deputy Section Manager
Industry Promotion Section
Economic Affairs Department
Niihama City



At my first year in AEON MALL, I myself planned the project while gaining knowledge of the region. Although I was a bit worried, I was somehow able to give shape to my commitment thanks to cooperation from local residents as well as help from my bosses and seniors. This experience is very important for me.

Miho Nagashima
Sales staff, AEON MALL Niihama



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"World Refugee Day" related event (at AEON MALL Makuhari New City)

AEON MALL has continued to support activities at AEON MALLs in various parts of Japan for many years by building partnerships with various groups which are working to solve social problems.

Supporting refugee relief activities UNHCR Association

We provide a space free of charge as an official point of contact for UNHCR (Office of the United Nations High Commissioner for Refugees) operating in approximately 130 countries worldwide so that the UNHCR Association can introduce their activities to customers and call for support in the mall building. In July 2017, at AEON MALL Makuhari New City (Chiba Prefecture), we cooperated in an event to recreate the dance workshop held by choreographing director Sasuga Minami with Syrian refugees in Jordan in the Middle East were.



Cooperating with blood-donation activity Japanese Red Cross Society

We provided blood donation venues at our malls throughout Japan and received cooperation from approximately 149,000 people throughout the nation in FY2017. AEON MALL Akita (Akita Prefecture), where a total of 88,000 people have donated blood since its opening in 1993, won a Silver Medal for Merit from the Japanese Red Cross Society in the 53rd Blood-donation Activity Promotion National Convention In July 2017. In December, student blood donation promotion volunteers led the way in calling for blood donation at our 30 malls.



Supporting children around the world Japan Committee for UNICEF

To protect children's lives and rights, we have been providing continuous support since 2010 for Japan Committee for UNICEF that has established a cooperation agreement with the United Nations Children's Fund (UNICEF) which is active all over the world. In 2017, we provided a space at our 18 malls to solicit participation in the fund-raising program.



Actively accepting usage by disabled persons' groups

AEON MALL KIDSDREAM LLC., a subsidiary wholly owned by AEON MALL and managed by AEON MALL Makuhari New City (Chiba Prefecture), has been actively accepting disabled children's groups such as special support schools and special support classes from Chiba Prefecture and other prefectures, and two or three groups use "Kandu", a work experience theme park where families that span three generations can enjoy, every month.



This park is wonderful because the children can look over the entire facility, easily move around even in wheelchairs, and be naturally helped by the staff. We have been continuing to use the park because children whom we came last year were very excited and pleased. This will give the children an opportunity to think about their future and become interested in various jobs that they see adults engage in.

Kawasaki City Oda Elementary School Teacher **Mie Maeda** (left)
Kawasaki City Oshima Elementary School Teacher **Sachiko Sato** (right)



Although there are still few facilities to accept people with disabilities as a group, we express our welcome by saying, "Don't worry. Please come to us without any worries." The other day, we accepted 230 children of the entire special support school at one time and provided them with a pleasant time. I am really happy to hear the words like, "I was able to find a dream about my future for the first time after I came here."

Kosuke Maruyama
Sales Planning Group, Sales Division
AEON MALL KIDSDREAM LLC.



What is important for us is not to give people with disabilities special treatment but to give them opportunities to spend an enjoyable time with able-bodied people. Our staff members are flexibly treating a variety of children while observing each individual person. "Kandu" is well supported by sponsor companies who provide work experiences because they believe that their good wishes are being delivered to customers.

Akiko Nakarai
Representative Duties Enforcer
AEON MALL KIDSDREAM LLC.



Continuing our support for Higashimatsushima City

Since 2013, we have been continuing support for Higashimatsushima City, Miyagi Prefecture, which suffered enormous damage in the Great East Japan Earthquake. We held caravan events for supporting the production and sales of "Onokun" sock monkeys created in emergency temporary housing at AEON MALL Miyazaki (Miyazaki Prefecture) and AEON MALL Shijonawate (Osaka Prefecture) in FY2017, and we have been donating socks and cotton which are used for making sock monkeys through the cooperation from customers by installing collection boxes for these materials at our malls throughout Japan.

