

Special
Feature

Project for Thinking About the Future of AEON MALL

Our young employees who will lead the next generation use backcasting to envision development paths, formulate visions, and take action, creating a catalyst for change.

In-House Project: studio LIFE DESIGN



studio LIFE DESIGN is a project to express the direction that we should take through actions based on a future ideal of our company that imagines the future of consumers, our customers, and society. The project members, primarily young employees selected from internal open recruitment, look ahead to 2040 and 2050, using free-form backcasting to consider the kind of presence and role of AEON MALL in the year 2030 as a member of our local communities and societies.

These discussions are also visualized in diagrams and illustrations and disclosed internally in a timely manner to increase transparency, fostering a sense of participation in creating our future among non-project member employees as well.

studio LIFE DESIGN's Mission

Our Desired Business: A Life Design Developer that Creates the Future of Community Living

Provide solutions to regional and social issues, establishing a position through social infrastructure functions to be a central facility for the local community

The corporate culture required to achieve this vision (Organizational state)

A company structure with the ability to provide solutions to local communities and society through sustainable businesses (generating profit), rather than social contribution activities

studio LIFE DESIGN

AEON MALL engages in discussion, transcending departments, titles, seniority, and age (free thought without rules), about what kind of presence we want and should have for society, and takes action symbolizing this

Comments from Project Members

Witnessing the reality of the declining number of new properties in Japan has given me an opportunity to reconsider the future of our company. I would like to make the most of this opportunity.
A Development Division member

I would like members from a variety of different departments with different perspectives to take the lead in driving action and communicating their approach and results internally, which will serve as action hints for many employees.
A CX Creation Division member

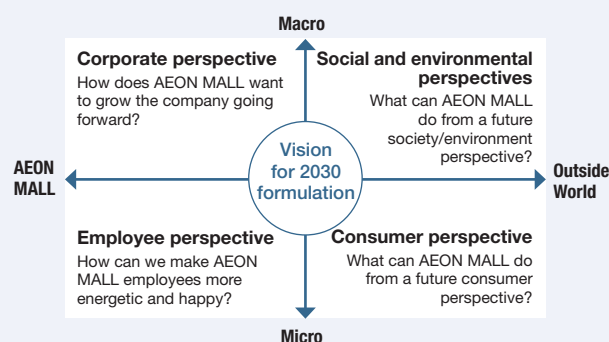


PHASE 1

Vision Formulation (July 2021 to February 2022)

We envision the future from the perspective of the society and our own company, and verbalize our Ideal Vision for AEON MALL.

Looking to the formulation of our Vision for 2030, we summarized perspectives from perspectives of the social environment and the consumer, envisioning what life will be like for consumers in the year 2030. We imagined the changes in values and lifestyles, as well as the value we want to deliver as a company. We also discussed how we want to grow and what we want to be from both corporate and employee perspectives. By synthesizing and analyzing the results of these discussions, we were able to put the society we want to achieve and the value we provide in 2030 into words, and derived our aim to evolve into a regional co-creator.



PHASE 2

Study Actions, Implementation Preparation (March 2022 to August, 2022)

Considering actions to realize the Vision for 2030

With the direction of the Vision for 2030 in mind, we freely brainstorm ideas for action, and multifaceted proposals are shared among members. Ideas feasible for project promotion are discussed, prioritized, and refined, prepared and planned for execution, and finally discussed with management.

1. Extraction and prioritization of action ideas

Idea sharing and feedback

Presenting/finalizing ideas

2. Refinement and preparation for execution of action ideas

Refinement and preparation for execution

Presentation of business plans

PHASE 3

Action Execution (September 2022-)

Expressing the company's required direction and showing the company taking actions to internal stakeholders

In executing actions, we emphasize internal communication to foster a corporate culture of internal change and challenge. Through the three actions listed to the right, we aim to spread studio LIFE DESIGN behavior throughout AEON MALL.

- Project members take the initiative to create pioneering best practices and lead by example
- Giving a supportive push to employees who want to work together and take action
- Communicating action details to provide new insight and inspiration

