

It is our employees who create the future societies and values to which AEON MALL aspires by the year 2030



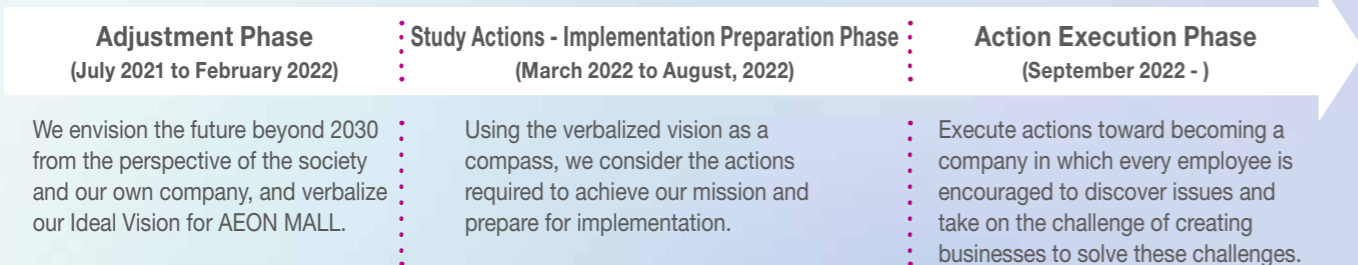
Q What does the president think of the future of AEON MALL?
A We want to be a company that interacts with customers not only in our malls, but in their daily lives in many ways, large and small.

In-house project: studio LIFE DESIGN

studio LIFE DESIGN is a project to reform our corporate culture through actions based on a future vision of our company and a vision for the future of consumers, customers, and society. Looking ahead to 2040 and 2050, this project engages in free-form backcasting to consider the kind of presence and role of AEON MALL in the year 2030, not only as a commercial facility, but also as a member of our local communities and societies. The discussions are recorded using graphic recording technology that visualizes the content of the discussions with diagrams and illustrations. We then disclose the content internally in a timely manner to enhance transparency.



Activity Phase



Producer Highlights

Twenty-one producers were selected for the project through an open recruitment process. During the phase in which we summarized internal perspectives, discussions were divided into four themes to gain a multifaceted understanding of the Ideal Vision for AEON MALL.

theme A The Ideal Vision for AEON MALL as a Business Partner

We want to work with a diverse range of partners, including individuals, leveraging their strengths and identities as we pursue common goals. To achieve this ideal, we believe we must create a new structure for our partnerships.

Manager, First Development Planning Department
Yuri Shinkai

Manager, Kanto & Nigata Leasing Department
Tomofumi Kokubun

Marketing Department
Hiroshi Koriki

First Development Planning Department
Fumiko Tsukagoshi

AEON MALL Fukutsu
Emi Tatesawa

theme B The Ideal Vision for AEON MALL in Community Development (Economic Zone Formation)

We want to create systems that foster the ongoing vitality of cities and local communities, and that provide lifestyles reflecting happiness in a variety of ways. To create vibrant cities, we must produce mechanisms to discover and resolve issues and possibilities from regional perspectives.

Manager, AEON MALL Tamadaira Woods
Yukari Yamakita

Manager, AEON MALL Tendo
Takahito Suzuki

Kinki & Hokuriku Development Department
Ryosuke Mori

Complex Development Planning Department
Sagako Kon

Manager, Shinsaibashi OPA
Yuko Yamamoto

theme C The Ideal Vision for AEON MALL marketing, brand, and corporate communications

We want to be recognized as a company that stands by our customers and solves problems together. To accomplish this ideal, we must achieve co-creation marketing that builds value together with consumers and partners, as well as two-way communications that generates resonance with the value created.

Manager, Marketing Department
Shinobu Takeda

Manager, Chushikoku Business Department
Ryo Kashine

Business Management Department, Overseas Business Promotion Department
Mariya Tanaka

AEON MALL Matsumoto
Kanae Komatsu

New Store First Leasing Department
Shunsuke Sato

theme D The Ideal Vision for AEON MALL employees and organization

We want our employees to inspire a diverse range of stakeholders, and our company to be an organization that nurtures and evaluates employees fairly, fostering long-term career relationships. To achieve this ideal, we must create a corporate culture, human resources development, and evaluation systems accepting of a variety of values and allowing individuals to express their true selves.

Manager, Recruiting Group, Personnel Management Department
Kanako Masubuchi

Sales Planning Department
Tetsuo Isshi

Manager, Aichi Business Department
Nobuaki Ohuchi

Personnel Department
Yui Sugano

AEON MALL Iwaki Onahama
Kohei Ohkawa

Regional Sustainability Promotion Office
Ayumi Fujimoto

Conceptualizing the values and lifestyles of consumers in the year 2030, and considering the value we will provide

We considered perspectives of the social environment and the consumer, envisioning what life will be like for consumers in the year 2030. Imagining the changes in values and lifestyles, as well as the value we want to deliver as a company, we settled on the element of self-actualization, or the value of doing what one wants in both career and private life. We projected that various behaviors will change as a result of this value. We then discussed how to best support the self-actualized “refugees” who may be unsure of what they want, all while technological innovation continues to expand their options.

Examples of consumer lifestyles in the year 2030, by age group

