

July 4th, 2021

AEON MALL CO., LTD.

AEON MALL (CAMBODIA) CO., LTD.

Participation in "Awareness-Raising Activities on Reducing Plastic Use" by the Ministry of the Environment, Kingdom of Cambodia

AEON MALL (Cambodia) Co., Ltd. ("Our Company") has decided to support and participate in the "Awareness-Raising Activities on Reducing Plastic Use" promoted by the Royal Government of Cambodia.

In recent years, owing to the fact that Cambodia has undergone rapid population growth and economic development, solid waste, including plastic waste, is rapidly increasing. Not only does plastic waste have an adverse effect on the living environment, but also more than 3,600 tons of waste, which exceeds the treatment capacity, is generated in the capital city of Phnom Penh. As a result, plastic waste blocks the waterways and clogs sewage. There is concern that the risk of flooding will increase due to clogging of the drainage system.

To solve these challenges, the Ministry of the Environment (MoE) and the National Council for Sustainable Development (NCSD) are collaborating with the Embassy of Sweden, the Embassy of Japan and the United Nations Development Program (UNDP), to launch awareness-raising activities to take environmentally friendly and responsible actions regarding usage, consumption, process and disposal of plastics.

In order to ensure the message reaches as many people as possible, our company will display awareness raising video created by the Ministry of the Environment on our large-scale screen display at AEON MALL Phnom Penh and AEON MALL Sen Sok City.

Our company will continue to work with local customers to raise environmental awareness in order to realize sustainable malls and conserve global environment.

(Overview)

Awareness-raising video message

- Purpose: Awareness regarding reducing plastic use
- Broadcast period: Scheduled from early July 2021 to August 2023
- Broadcast Videos:

① Video 1: A music video by Princess Jenna Norodom.

② Video 2: An animated video about the lifecycle of plastic narrated by three celebrities:

Sopheak Kosoma, VannDa, and Juvie Lin.

