

January 7th, 2022

AEON MALL Co., Ltd.
AEON MALL (CAMBODIA) Co., Ltd.

~Reduce and Reuse Clothes ~

"Happy Clothes Relay! World (Japan & Cambodia)" Event

AEON MALL Co., Ltd. (hereinafter referred to as "the Company"), in cooperation with AEON MALL in Japan and Cambodia, has implemented a clothes reduction and reuse initiative called "Happy Clothes Relay! World."

With the aim of realizing a recycling-oriented society, we are promoting the 6Rs: Rethink, Reduce, Reuse, Recycle, Repair, and Returnable.

In this project, AEON MALL in Japan receives clothes that are no longer worn (reduce) from customers so that they will not be thrown away as waste and reused for local people through AEON MALL in Cambodia.

In the future, the Company will continue to promote the 6Rs initiative at AEON MALL in Japan and overseas, and contribute to the realization of a sustainable society by thinking and acting together with our customers on what is important for the earth and for the future.

[Overview]

◇ Reduce and Reuse clothes initiative "Happy Clothes Relay! World"

■ **Initiatives in Japan: "Reduce"**

Detail : The event was held at seven malls in Japan (Tokoname, Kochi, Okayama, Fukuoka, Omuta, Uki, and AEON Fujiidera Shopping Center) for two days on November 27th and 28th, 2021.

(In total of approx. 110 kilograms were collected from the seven malls)



■ **Initiative in Cambodia: "Reuse"**

We distributed some of the clothes we received to the children at the NGO booth in the Chey Chomneas Elementary School, which provides free meals to economically disadvantaged children every day.

Note: In the future, we plan to continue distributing the clothes to those in need, including adults, throughout Cambodia.



What are the 6Rs?

It is an abbreviation of six words for the formation of a resource-recycling society where the environment and the economy are balanced.

- Rethink
- Reduce
- Reuse
- Recycle
- Repair
- Returnable

SUSTAINABLE DEVELOPMENT GOALS

Our company is actively working company-wide toward the 17 global goals "SDGs" that should be worked on by 2030.

The development goals to which this initiative applies are as shown in the figure on the right.



[For more information]

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