

# Preserving a Lush Forest for the Children of the Future Contributing to Society through the Management of Akagi Nature Park

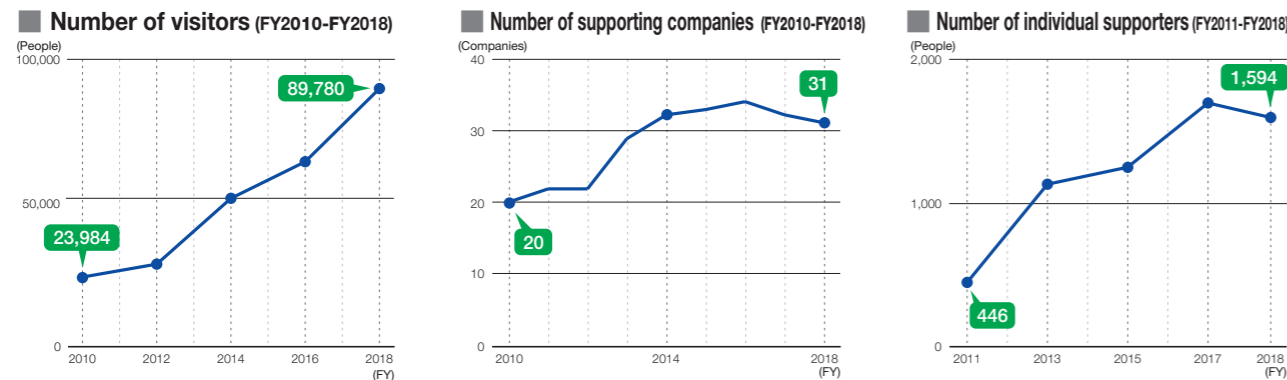


## Looking back on the history of Akagi Nature Park

Akagi Nature Park is located at the foot of Mt. Akagi on the western side, at an elevation of 600 to 700 meters. Flowers bloom all over the park in spring, the whole area is brimming with life in the summer, and the trees turn to vibrant colors in the fall. The rich experience of the four seasons of Japan is interwoven into the forest, and you can truly experience the beauty of nature here. In order to pass a lush forest on to the children who will bear the burdens of the next generation, Credit Saison has been managing Akagi Nature Park

since 2010 as one of its social contribution activities. Credit Saison cardholders receive special treatment with respect to admission fees. In addition to the wide range of environmental conservation activities undertaken in conjunction with the local community and supporting companies, the Company is employing the park's facilities to push forward various initiatives that help support the next generation and contribute to the region by invigorating tourism.

### Akagi Nature Park by the Numbers



## Initiatives on environmental conservation

### Initiatives aimed at passing on a lush forest

Instead of growing flowers, Credit Saison is committed to properly organizing the environment in a bid to assist its natural growth. With this as its guiding policy, the Company has worked diligently to transform this mixed forest that was initially composed of mostly pine and cedar trees into a balanced environment where a variety of tree and flower species can thrive. Every effort is being made to recreate a forest in which visitors can experience the rich seasons of Japan while maintaining and strengthening ecosystems.



### Asagimadara (chestnut tiger butterfly) migration survey

Traveling over distances that extend for more than 1,000 kilometers, thousands of Asagimadara, chestnut tiger butterflies, migrate to various locations including Akagi Nature Park each year. A marking survey is conducted to track movements of this butterfly species at the time of migration. In 2015, butterflies were marked and recaptured in Yonaguni Island, Okinawa Prefecture, some 2,000 kilometers from their point of origin.



## Initiatives for the next generation

Guided by the philosophy of passing a lush forest on to the children of the future and heightening sensitivities toward nature, Credit Saison conducts seasonal programs and tours. In fiscal 2018, the number of visitors came to 4,593, up 31% compared with the previous year.

### Children's programs



### Parent and child bus tour to promote improved health sponsored by Fukushima Prefecture



### Providing coursework assignments to the Special Needs Education School for the Deaf, University of Tsukuba



## Initiatives for regional revitalization

Credit Saison's social contribution activities span a broad range of fields. In the managing Akagi Nature Park, the Company has helped to revitalize the region by increasing the number of visitors from both inside and outside Gunma Prefecture. Positive steps are also being taken to improve the health of local residents.

### Credit Saison concluded a cooperation agreement with Shibukawa City across a wide range of fields in April 2019.

Every effort is being made to strengthen collaboration in a bid to reinforce operating foundations. This includes contributing to the local community, raising the profile of Akagi Nature Park, and upgrading and expanding services and events.

### Examples of initiatives

- Environment Division /Parent and child environmental study group
- Akagi Public Hall /Nature observation meeting
- Shibukawa Sports Club /Nordic walking event, walking class
- Transportation Policy Division /Bus riding class
- Nursing Care Insurance Division /Care prevention supporter representative training
- Children's Division /Match-making event
- Children's Division /Child-rearing event to promote exchange between parents and children as well as improved health
- other



Tsutomu Takagi, Shibukawa City Mayor (left) and Katsumi Mizuno, Managing Director, Credit Saison Co., Ltd. (right) at Shibukawa City Hall

## Welfare initiatives

Certified as a forest therapy site, Akagi Nature Park holds conducts various programs as a part of efforts to promote a healthy lifestyle.

### Forest therapy site certification

Enjoying the forest leads to heightened comfort of mind and body, and increased recuperation. There are expectation that this relaxation effect can have beneficial effects for preventive medicine such as improving immune system function. Through physio-psychological studies, Akagi Nature Park has been certified as a forest therapy site.



### Programs

Among a host of programs and activities held at Akagi Nature Park, visitors can engage in Nordic walking and yoga, participate in walking events held by the National Federation of Health Insurance Societies, while also taking part in breathing exercises and other events.

