

## 2 Principal Opinions of the Kyushu Electric Power Environmental Advisory Council

The 4th Kyushu Electric Power Environmental Advisory Council was held on June 7, 2004. The council members discussed and presented various views on the Kyushu Electric Power and Kyushu Electric Power Group's measures for environmental issues and the "Fiscal 2004 Kyushu Electric Power Environment Action Report." The following are some of the principal opinions of the Council.

### 1 Environmental management\* promotion

#### Environmental management\* policies

- Since the title says "Towards an Environmentally Friendly Corporate Stance," I request that the specific philosophy and ideas should be stated.

#### Compliance\*

- As for the efforts made toward "compliance\* promotion" in the Kyushu Electric Power Group\* Environment Activity Plan, the report should state the progress of compliance implementation in addition to its compliance with laws and regulations.

#### EMS (Environmental Management System)\*

- Kyushu Electric Power deserves credit for its steady progress in establishing EMS\* framework in a short term, improving recycling rates\* and enhancing R&D.
- I suggest that the Kyushu Electric Power Group involve Eco Mothers\* and those who are interested in environmental issues in the activities and welcome their opinions to enhance the objectivity of internal environmental audit at offices and operational sites that established the ISO-based system\*.

#### Green electric power system

- The subscription rate of the green electric power system per power consumer is very high in the Kyushu region. This fact should be publicized to further encourage the use of the system.

#### Zero emissions\*

- Although the recycling rate\* of coal ash\* is improving, it is a problem if the recycled product becomes dead stock. Expecting more competition and newcomers in the recycling business, the company should pay more attention to profit projection.

#### Environmental education\*

- Electric power companies have significant amounts of information on environment and energy. In order to facilitate civic education, such information should be actively provided for environmental and energy education, which becomes increasingly important in schools.
- I suggest establishing a system to award schools actively engaged in environmental activities.

#### Environment PR\*

- Environment PR\* should include more examples of specific activities.

- In order to encourage energy conservation activities and the use of efficient devices such as heat pumps, the company should promote PR targeting women who are highly aware of environmental issues.
- Initiatives described in the Environment Action Report are not introduced at the Kyushu Energy Science Center, which attracts a large number of visitors. The company should utilize the Center to promote the activities.

### 2 Environment Action Report

#### Environment Action Report

- Kyushu Electric Power is working on environmental activities under severe conditions such as power supply to numerous remote islands and low demand density, which should be mentioned in the report.
- The layout requires a little more space. Brief explanations of technical terms in the text would be helpful.
- In the Highlights, features of fiscal 2003 should be described in a way to show comparison to the previous year.
- Opinions from the Environmental Advisory Council members and people outside the company could be incorporated at an earlier stage of compiling the report.
- Consumer complaints should be included, if any.
- Reduction in peak power consumption greatly contributes to reducing emissions and emissions intensity, which should be widely publicized.
- The necessity of the plutonium-thermal project\* should be explained more specifically by providing some overseas examples.

#### Environment Action Report Digest

- It should provide information useful for the readers, such as "green electric power system" and "contact addresses for tree planting."
- It should use simple terms so that parents can read it to their children.

Members of the Kyushu Electric Power Environmental Advisory Council	
Ei Akagi	Writer
Naohito Asano	Professor, Faculty of Law, Fukuoka University; member of the Central Environment Council
Nahomi Ishikubo	Lifestyle journalist and member of Kagoshima Prefectural Environmental Council
Mami Oku	Associate Professor, Faculty of Environmental Studies, Nagasaki University; member of Nagasaki Prefectural Environmental Council
Takao Sawada	Deputy Managing editor, Yomiuri Shimbun Western Head Office
Yasuhiko Tsutsui	Essayist
Satoshi Tsuruta	Executive director, Japan Environmental Measurement & Chemical Analysis Association
Akira Fukuizumi	Teacher, Fukuoka Prefectural Shuyukan High School
Fuminori Marumoto	President, Kenmin Dept. Store Co., Ltd. Kumamoto Hanshin
Kan Yoshida	Copywriter
Junko Yoshida	Representative director, NPO Moshimoshi Tikyū