

4 The Result of the “7th Nikkei Environmental Management Survey” conducted by Nihon Keizai Shimbun, Inc. – First place in the electricity and gas sector –

Kyushu Electric Power was ranked the first among 17 companies in the electricity and gas sector of the “7th Nikkei Environmental Management Survey” conducted in September 2003.

1 Outline of the survey

The purpose of this survey is to evaluate and rank companies based on their commitment to environmental management*. It has been conducted every year since 1997 and this year marks the seventh. This time, 1,023 companies in 7 industries, including electricity and gas as well as construction, in both manufacturing and non-manufacturing sectors participated in and responded to the survey, which shows that the survey is widely recognized by society.

■ Outline of the Environmental Management Survey

Period	From early September to late October 2003
Survey method	Questionnaire by mail. Questionnaires were mailed to listed companies and others including 1,772 manufacturers and 2,154 non-manufacturers (including energy and construction companies) and 1,023 were answered. The valid collection rates were 33.8% for manufacturers and 19.7% for non-manufacturers.
Evaluation method	The score set by each question (78 questions including sub-questions) was added up in one of the following 6 categories to measure environmental awareness in company management. Their environmental management was evaluated by ranking those companies responded according to the total score they obtained. (The ranking covers 7 industries including manufacturing, non-manufacturing, electricity and gas, construction, finance and trading sectors.)
6 items for evaluation	Management structure, information disclosure, environmental education*, social contribution
	Vision
	Pollution risk
	Recycling
	Eco-friendly products
	Measures against global warming and distribution process problems

2 Environmental management* trend and evaluation of Kyushu Electric Power

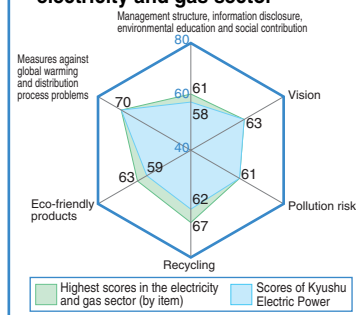
In order to respond to strict environmental regulations in Europe, leading companies are redoubling their efforts on an industrial group level. Environmental management* has become more important in terms of Corporate Social Responsibility (CSR)*.

In this survey, Kyushu Electric Power was highly recognized for its group-wide efforts for the establishment of the ISO-based system*, formulation of the Kyushu Electric Power Group* Environment Philosophy, Environment Policies and Environment Activity Plan, as well as the reduction of CO₂* emissions. (From Nikkei Sangyo Shimbun, December 11, 2003)

3 Kyushu Electric Power’s weaknesses identified by the survey results

The overall evaluation of Kyushu Electric Power ranked the first in the electricity and gas sector but not in three evaluation items: 1) management structure, information disclosure, environmental education* and social contribution; 2) recycling; and 3) eco-friendly products. Analysis of factors in these areas has revealed our weakness.

■ Kyushu Electric Power’s scores by item and the highest scores in the electricity and gas sector



■ Kyushu Electric Power’s Weakness

Management structure, information disclosure, environmental education* and social contribution	<ul style="list-style-type: none"> No educational program is provided for business partners of the Kyushu Electric Power Group*. No disclosure is made for data showing changes in various types of environmental load* of group companies. The company fails to issue the report within 3 months from the end of the fiscal term. Environmental accounting* is not utilized practically in the company, which failed to compile or manage environmental accounting information on a monthly or quarterly base; and does not release cost and effect projections or outlook in advance.
Recycling	<ul style="list-style-type: none"> More operational sites need to achieve zero emissions* within both the Kyushu Electric Power Group* and Kyushu Electric Power. Measures to prevent illegal dumping are not sufficient (e.g. absence of check on waste disposal by the person in charge of waste management and no regular inspection of changes in the total volume received for final disposal to verify its consistency).
Eco-friendly products	<ul style="list-style-type: none"> No group-level green procurement* standard is set in the Kyushu Electric Power Group*. No implementation is made on 1) on-site audit or inspection of the use of hazardous substances, 2) mandatory submittal of data or report on such substances on a regular basis, nor 3) mandatory submittal of a nonuse certificate of banned substances, as measures to enhance the effectiveness of green procurement* standard.

4 How to reflect the results in future environmental activities

Above-mentioned weaknesses were identified as of September 2003 when the survey was conducted. The company has already started to deal with some of them. For instance, the “Kyushu Electric Power Group* Green Procurement* Guidelines” were stipulated and presented to the group companies so each of them could set its own green procurement* standard. Kyushu Electric Power is determined to work on environmental activities to further enhance its environmental management* reflecting the analysis and evaluation of the survey results.

C O L U M N NO.7 The 4th meeting of Kyushu Electric Power Eco Mothers’ Club

The company held a meeting with Eco Mothers assigned by regions on April 17th to provide an opportunity for Eco Mothers to exchange opinions and to build skills by sharing further knowledge of environmental issues. Eco Mothers made presentations to report their efforts and give personal comments on their activities. They also attended a lecture on energy conservation, which was given by an energy conservation diffusion instructor invited from the Energy Conservation Center. Followings are the voices from Eco Mothers:

<Efforts made in their activities>

- When reading to children, I always keep in mind to read slowly and clearly, while looking carefully at their expressions.
- In order to attract the children’s attention, I use handmade tools such as story panels to explain what we can do to save energy.

<Comments on Eco Mothers’ activities>

- It helps me and my family to be environmentally conscious, in fact, we’re saving energy at home and collecting environment-related information.
- I am very pleased that I had opportunities to experience things I’d never had, such as leaving the house to speak in front of an audience.



Eco Mothers meeting (April 17th, 2004)



Lecture on energy conservation