

Contributing to Building a Sustainable Society through Active Promotion of Environmental Management

Message from the President

Together with our Stakeholders

As a public utility entity responsible for the lifeline of the Kyushu region, Kyushu Electric Power Co., Inc. has devoted itself to conducting business honestly and fairly under its corporate philosophy, “An entity building a humane Kyushu,” established in 1988.

The renewed mid-term management policy revised in March 2005 describes our business attitude toward “continuously improving corporate value through constant efforts to raise business quality as a whole by placing ‘customers’ at the very center of all business activities, thereby enhancing the satisfaction of customers, shareholders, investors, and employees.”

To gain the trust and continued support of all our stakeholders including our customers, we are taking measures to further fulfill our corporate social responsibility (CSR) such as promoting compliance management, information disclosures to ensure the transparency of management, and environmental management.

Environmental Conservation is our Social Responsibility

The Kyushu Electric Power Environmental Charter formulated in February 2001 states: “The company shall, in all its corporate activities, maintain awareness of environmental conservation, contribute to creating a sound environment, and promote the disclosure of environment-related information.” In accordance with this charter, we are working towards building a “sustainable society.”

As is well known, the Kyoto Protocol, which places the responsibility of reducing greenhouse gas emissions on developed countries, was enacted in February 2005.

This is a big step towards major progress in preventing global warming. However, the road ahead is difficult, and the Kyoto Protocol alone will not solve the problem.

We cannot avoid producing environmental load including CO₂ emissions in the course of power generation. This is why we feel responsible for taking an active part in environmental conservation, especially in tackling environmental issues such as global warming.

To materialize our attitude of environmental protection, we will make steady efforts in both the mid- and long-term. For example, we will:

- Promote environmental management throughout the Kyushu Electric Power Group.
- Promote nuclear power generation based on safe operations while reducing CO₂ emission.
- Promote a zero emissions campaign aimed at ushering in a recycling society.
- Drive the “Kyushu Homeland Forestation Project” in collaboration with local communities.

Fostering Environmental Awareness by Cooperating with Local Community

The “Kyushu Homeland Forestation Project,” which has the goal of planting one million trees over the course of ten years with the cooperation of local communities, was originally started to heighten employee awareness of the importance of the environment and to appeal to the general public. I participate in the project as often as I can, and it is always a great pleasure for me to watch the children, covered with sweat and mud, planting saplings. I believe it is important to consciously nurture future generations and offer opportunities for hands-on experiences, and I strongly reconfirm our determination for this project.

Promoting Environmental Communications

Each and every one of individual members of corporations, governments and the community can support eco-friendly ways of living in accordance with one's position. It goes without saying that is fundamental to help building a "sustainable society," so the blessings of the environment can be shared with future generations. To enhance the effect of such efforts, we believe it is significant to organically link the activities of these individual members.

"Communication" is the key.

We listen to our customers' "voice" at workshops and lectures on the environment and energy education, as well as through the "Eco Mothers' Project."

This is the 9th issue of the Kyushu Electric Power Environment Action Report as part of our communication efforts. We have worked to reflect the opinions and requests to enrich its content, giving more focus to "communication."

In the future, we hope to advance our environmental activities through increased environmental communication with a broader audience.

We would appreciate your candid opinions and suggestions, and look forward to hearing from you.

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Shingo Matsuo
President

**Kyushu Electric Power
Company Inc.**

