



## 4 Working with Society

We cooperate with communities through environmental activities such as the promotion of environment PR ①, environmental projects in alliance with environmental NGOs ①, as well as global environmental activities such as providing technical cooperation to developing countries.

### 1 Communication

We make a proactive effort to disclose environmental information to the public through the Environment Action Report, lectures and study tours, as well as the media. We also maintain communication with the public and listen carefully to their opinions.

#### Lectures

Lectures on the environment and energy issues are held for the benefit of the general public.

- During the June Environment Month ①, lectures were held at three operational sites for the general public with a total of 497 attendees.
- A lecture titled "Living with Forests, Learning from Forests" was organized by inviting Mr. Hiroshi Yagyu, an actor and the chairman of the Wild Bird Society of Japan. Approximately 400 people attended the lecture.
- We also sent lecturers on 27 separate occasions to give lessons on the environment and energy at elementary and junior high schools or to deliver lectures at local municipal symposiums. A total of about 2,100 people listened to these lectures.



Lecture by Mr. Hiroshi Yagyu



Lecture on energy (Oita Branch Office)

#### Study Tours

We organize study tours at our facilities, including power stations and Genkai Energy Park to enhance the public's understanding of our environmental initiatives as well as the development and use of nuclear power as a means of effectively addressing global warming ①.

- In fiscal 2004, a total of about 110,000 people participated in the study tours of our facilities, including Genkai Nuclear Power Station and Sendai Nuclear Power Station. *For details of our exhibition facilities, see page 75.*

#### Environment Action Report

Kyushu Electric Power Co., Inc. has issued the Environment Action Report since fiscal 1996 to open the company's environmental efforts to the public. The report is distributed to municipalities and educational institutions in our Kyushu

service areas.

- In fiscal 2003, we began publishing the Site Report to build close communication with communities neighboring operational sites.
- Our websites obtained approximately 140,000 total hits in fiscal 2004.

#### Ratio of 2004 Environment Action Report distribution\*



#### Number of Environment Action Reports issued

	FY2002	FY2003	FY2004	FY2005*
Environment Action Report	17,000	8,000	8,000	8,000
Environmental Action Report Digest	22,000	24,000	24,000	24,000
English version	1,000	1,000	500	400
Site Report		1,300 (Matsura Power Station)	1,300 (Sendai Nuclear Power Station)	1,000 (Omarugawa Hydro Power Station Construction Office)

\* Number of copies planned to be issued

#### Eco Mothers Activities

We aim to promote environment-related communication with mothers responsible for environmental education ① at home. We pay visits to places where children and parents gather to provide information on environmental issues to raise awareness, while we promote Eco Mothers activities to seek opinions and requests about our environmental activities. Eco Mothers activities attract local interest and were picked up by TV, radio and newspapers. *For details on questionnaires, see page 68.*

#### Records of Eco Mothers' activities

	FY2003	FY2004
Number of visits (times)	61	141
Number of participants (persons)	2,840	7,097
Questionnaires returned (%)	32.2	32.2



Narrated environmental picture-card-show

#### TV Commercials

Since March 2005, our TV commercial has been on the air to illustrate our corporate image addressing environmental initiatives. This commercial was produced focusing on the Kyushu Homeland Forestation Program, in which our staff members planted trees with local residents in various parts of Kyushu. The commercial conveys our desire to work together with people to realize people's hopes to pass on our natural environment to the future.



Scene from the TV commercial

#### VOICE No. 7 Shall we start thinking about environmental issues from here?

Visitors arrive with different needs and schedules, from those dropping by from nearby tourist spots such as Hatomisaki Promontory and Yobuko, to specialists and study tour groups.

In this situation, I commit myself to emphasize communication with visitors. As there are many people who see nuclear power stations as dangerous or too hard to comprehend, I try to make them feel relaxed and comfortable. I would like to cherish opportunities to meet visitors, and to make their visit to our facility a touching experience. There are people who don't feel accustomed to nuclear power generation. I encourage them and everyone to drop by Genkai Energy Park. We welcome you all.

Genkai Energy Park, has over 30 staff members to offer information on the mechanism and the safety features of nuclear power generation.



Staff at Genkai Energy Park  
Tomomi Tokiwa

## 2 Community Activities

We cooperate with local communities in environmental activities through the Kyushu Homeland Forestation Program, through assistance towards environmental education ① and car-sharing ① projects, and through participation in and support of environmental activities, especially during Environment Month ①.

### Planting One Million Trees under the Kyushu Homeland Forestation Program

To commemorate our 50th anniversary, we began the Kyushu Homeland Forestation Program to plant one million trees throughout Kyushu in 10 years (100,000 trees/year) starting fiscal 2001 in cooperation with local people. In fiscal 2004, approximately 110,000 trees were planted in 55 locations, bringing the 4-year total to about 440,000 trees.

- Considering multi-functional aspects of forests such as land conservation (water source cultivation, sediment discharge prevention) and protection of wild fauna and flora, and as a place for experiencing nature, we work to promote "Hometown forest development with regional indigenous trees," planting the native tree species in their respective regions.
- As an activity during the seedlings' cultivation period, undergrowth is cut and thinned (as maintenance and management activity) with the people who took part in their planting.
- These activities for the program are supported by Green Helpers ①, -- volunteer activists who have basic knowledge and skills on greening.

### ◇ Supporting Green Helper training

We have been supporting training of Green Helpers since fiscal 1998 through an NPO ①, the Interchange Association for Promoting Forestation.

- In fiscal 2004, training sessions were held in Kitakyushu and Miyazaki areas, with 108 participants, increasing the total number of participants in Kyushu area by the end of fiscal 2004 to 658.
- We also support the Forestation Program for 100 Years, a citizen's activity to restore forests in urban areas, led by the Interchange Association for Promoting Forestation.



Cutting the undergrowth underbrush in Koga Green Park in Koga City, Fukuoka Prefecture (organized twice a year)



"Forestation for Water Source Cultivation in Tano-cho" with the participation of our President Matsuo.

### Supporting the Environmental Education

In fiscal 2002, we launched environmental education support activities, including nature watch and classes in forests, to utilize our abundant natural environment in the Onagohata Recreation Forest located near the dam of the Onagohata Power Station in Hita City, Oita Prefecture. In fiscal 2004, we received four groups of 115 participants, with a total of 19 groups or 602 participants as of the end of this fiscal year.

- The hydroelectric Onagohata Power Station was constructed in the early part of the 20th century, with a minimum development level. Thus, the surrounding environment has been properly maintained, with many existing wild birds, insects and plants. In fiscal 2000 through 2003, we implemented planting activities with local people under the instruction of Dr. Akira Miyawaki, Professor emeritus at Yokohama National University, to restore the forest to its natural state. People can now observe the growth of those trees.

- It is essential for each entity including an educational institution, community and enterprise to first cooperate in offering environmental education in order for citizens to recognize and understand the importance of global environmental issues ①, and relate such understandings to practical actions in their daily lives. As a member of society, we will continue to support citizens' activities and environmental education at schools.



Nature watch

### VOICE No. 8 Bounty of nature – Onagohata –



Participant in nature watch

Asami Yamauchi

When I attended this nature watch, I got on the bus recalling the walks I took in the fields and mountains when I was young. During the activity given after our arrival, every single explanation by the expert on plants and trees gave me new insight. The forest in wintertime was quiet, and we could not see any objects like nuts. However, we could observe frost columns particular to the season. Forests change over the seasons, yet I only know Onagohata in winter. I wish to take part in nature watches throughout the year and experience the nature of Onagohata in all seasons. The forest's trail of steel towers led us to a scene of hydroelectric power generation, utilizing water from the mountain. I felt that it was a true bounty of nature. I was able to have a close look at the process of creating something essential in our lives from nature. I became aware of how awesome nature really is. It is said that children these days don't have much opportunity to experience nature. Surrounded by abundant nature, Onagohata is just a short distance away from cities, and various programs are offered there to help us think about the relationship between energy given from nature and our affluent lives. I feel that it is beneficial and necessary for more people to know and take advantage of them.



### Programs during Environment Month in FY2004

The Basic Environment Law ① designates June 5 as Environment Day ①, and the month of June as Environment Month, during which time various environment-related events take place nation-wide.

We consider June to be a time to recognize anew the necessity and importance of environmental preservation activities. Activities during the month include tree planting and community services such as cleanup activities.

#### ◇ Tree planting

A total of 5,780 tree seedlings and trees were planted at 24 operational sites.

- At Kanoya Power System Maintenance Office under Kagoshima Branch Office, 215 Hirado Azalea and other seedlings are planted by seven students from the Shinju Gakuen in Koyama-cho, Kimotsuki, together with our staff members.

#### ◇ Voluntary activities

We are involved in activities such as cleaning local communities, placing birdhouses and inviting the community to *fureai* farms on our power station premises.

- Ninety operational sites organized the cleanup of roads, parks and coasts around their premises, while 38 sites joined cleanups led by local governments. Goto Customer Service Office under Nagasaki Branch Office, together with Kyudenko Co., Inc., one of the group companies, cleaned traffic lights in Fukue City.
- The staff from Izuka Customer Service Office under Kitakyushu Branch Office helped ten students from Namazuda Elementary School put up ten birdhouses on trees in the school grounds.
- Community farms and greenhouses were opened to the public at five operational sites. Shin Oita Power Station in Oita Prefecture invited 45 children from Ozai Nursery School in Oita City to the farm on its premises to plant sweet potatoes. In fall, the community is invited to harvest those sweet potatoes.



Cleaning traffic lights (Goto Customer Service Office)



Placing birdhouses (Izuka Customer Service Office)



Community farm (Shin Oita Power Station)

### Supporting Car Sharing Project

In October 2002, we started supporting a car-sharing ① project using electric and low-emission vehicles ① in Fukuoka City, which was organized as a collaboration project of Fukuoka City, environmental NGOs ① and Kansai Electric Power Co., Inc. (a pilot project ending in September 2005).

- Car-sharing ① is a scheme, in which individuals do not own automobiles, but instead subscribe to memberships in cooperative organizations that own and manage a fleet of automobiles for joint-use of its cars. The scheme is expected to reduce exhaust gas emissions and ease traffic congestion. We support the scheme by covering the cost of vehicles and developing an unattended hiring out system, as well as by analyzing the status of vehicles use and supporting promotional activities.
- In fiscal 2005, we plan to evaluate the project with the NPO responsible for the implementation based on the results of our three-year collaboration.



Electric vehicle at the Hakozaki-Kyudaimae Station, Fukuoka City

### Cooperation for the Creation of Recycling Society

Our 27 operational sites concluded and implemented agreements with 98 local governments on measures against illegal dumping of waste, which require a person who witnesses illegal dumping of waste during patrol or other occasions to inform the respective local government. Other activities for the benefit of local communities include cleaning of the area.



Sticker on a company vehicle to promote elimination of illegal dumping

TOPIC  
No. 8

### Acquisition of FSC Certification for the company forest (first Japanese power company)

In March 2005, we became the first power company in Japan to be granted Forest Stewardship Certification ① (certification No. SA-FM/COC-1412) by the Forest Stewardship Council (FSC), which certified our proper management of the company-owned forest (4,447.66 ha) in Kokonoe and Yufuin-cho in Oita Prefecture. The company forest was first developed in plains along the mountain ridge of Kyushu to secure a water source for hydroelectric power generation. The forest now has multiple functions including providing water, producing and timber, absorbing CO<sub>2</sub> and supporting biological diversity.

We believe that the continuous reviews by outside organizations will lead to enhancing the reliability of forest management and the maintenance and improvement of various functions and benefits that our forests can offer, while contributing to harmonious coexistence with local communities.



Staff of Kyushu Rinsan Co., Inc. giving explanation to the examiners  
\* Our group company, responsible for the management of the company forest



### 3 International Cooperation

We actively develop overseas projects and consulting business mainly including specialist dispatches and trainee acceptance through Japan International Cooperation Agency (JICA)① and other organizations, information exchange with overseas electric suppliers and independent power producer (IPP)① projects.

- We give consideration to environmental issues as evidenced by the construction of a high-efficiency thermal power station using natural gas① as fuel to control CO<sub>2</sub>① emissions.
- As part of our efforts to contribute to environmental protection, we have been conducting research and transfer of technologies that contribute to the reduction of CO<sub>2</sub> emissions.

#### Overseas IPP projects

Project name (country)	Power generation method (fuel)	Output (10 thousand kW)	Start of commercial operation
Tuxpan Unit No. 2 IPP (Mexico)	Gas combined cycle① method (natural gas)	49.5	Dec. 2001
Ilijan IPP (Philippines)		120.0	Jun. 2002
Phu My Unit No. 3 IPP (Vietnam)		71.7	Mar. 2004
Tuxpan Unit No. 5 IPP (Mexico)		49.5	Sep. 2006 (planned)

#### Achievements of consulting business (FY2004)

Form	Country/region	Content	Entity accepting bids
Hydroelectric power	Taiwan	Feasibility study for the construction project of Qing Shui Xi small-scale hydroelectric power station	METI
	Philippines	Feasibility study for the planning of Sicipong conduit-type power station	JETRO①
Thermal power	Indonesia	Development of small-scale distributed generation system with <i>Jatropha curcas</i> oil	NEDO①
Transmission, transformation and distribution	Taiwan	Consultation for the substation construction by Taiwan Power Company	Taiwan Power Company
	Thailand	Consultation for the substation construction by Thai Provincial Electricity Authority	Thai Provincial Electricity Authority
Kyoto Mechanisms①	China	Efficiency Service Company (ESCO)① project using Clean Development Mechanism (CDM)① scheme	NEDO

### 4 Employee Awareness Enhancement

We work to train employees and provide varied information on environmental activities to enhance the environmental awareness of each employee.

#### Training, Lecture and Survey on Awareness

We actively organize environmental training and lectures on the environment by internal and external lecturers, and conduct surveys of employee awareness.

- The Environmental Affairs Department held four training sessions on such topics as environmental compliance① and proper waste disposal for 230 staff members including new employees, managers and staff in charge of environmental tasks at operational sites.
- A total of 311 employees from 32 operational sites attended environment-related training and lectures organized by outside organizations.
- During Environment Month①, in-house lectures were given by internal and external instructors at eight operational sites, attended by 511 employees.
- The Head Office invited Mr. Jiro Hirano, a broadcast journalist and former news commentator for NHK -- the Japan Broadcasting Corporation -- and hosted a lecture entitled "World inside Japan - Considering the Global Environment," attended by 129 employees.
- Since fiscal 2003, we have conducted employee awareness surveys annually to raise environment-consciousness and further enhance our environmental activities.

*For the summary of FY2005 survey, see page 70.*



Training of staff members in charge of environment-related tasks

#### Fostering Specialists on Environment①

We help our employees to obtain environment-related qualifications such as Qualified Person for Energy Management of Type 1 Designated Factory① and Pollution Control Manager①. To this end, various systems are established to assist with correspondence education fees, and to provide allowances to employees who obtain publicly-recognized licenses and qualifications①.

- We train internal environmental auditors①, who monitor whether the environmental management system① at each operational site is appropriately administered and maintained, and report to the management the results and the tasks for improvement.

In fiscal 2004, we invited lecturers from West Japan Engineering Consultations, Inc., a group company that assists with the acquisition of ISO14001① certification, to hold four training sessions, and trained 161 employees.

Number of accredited employees (cumulative total as of the end of FY2004)  
(Unit: persons)

Qualified Person for Energy Management of Type 1 Designated Factory	960
Pollution Control Manager	507
Engineering Manager for Waste Disposal Facilities①	196
Specially Controlled Industrial Waste Manager①	152
Internal Environmental Auditor①	525

#### Support for Employees' Community Services

##### ◆ Award system for Local Community Contributors

We have established an Award System for Local Community Contributors① to encourage employee momentum to actively promote local community services, and to communicate with and make contributions to our communities.

- In fiscal 2004, 21 employees were awarded for teaching life saving skills to further increase the rate of survival in the area, promoting softball through coaching and refereeing, and supporting the sound growth of our youth.

##### ◆ Volunteer leave system①

A volunteer leave system① has been established to support employees' social contributions.

#### Use of volunteer leave (FY2004)

	Social services	Community services	Sports and cultural activities for communities	Donors (bone marrow donor registry)	Total
Number of people	116	25	45	1	187
Number of days	146.5	40.0	74.5	0.5	261.5



### Providing Information

Domestic and international news on environmental issues have been provided through company broadcasting and in-house newsletters while the use of the intranet is under way.

#### ◆“Environmental Digest” newsletter

Environmental information is provided monthly to our employees, including:  
social trends and news on environmental issues, measures newly introduced by the company, and information held by the company and external organizations.



#### ◆ Environmental Affairs Department intranet

The intranet is utilized as a communication tool with employees to enhance their awareness of environmental issues and to practice environmental activities, as well as to support management and guidance provided by those in charge of environmental management ①.



- Information on compliance ②
- Case examples of environmental activities conducted
- EMS education-related materials
- Environment Questions & Answers
- Environment Questions & Answers
- Environment-related glossary

### Internally Seek the Unified Slogan for the Environment Month

In the June Environment Month, we surveyed our employees for a unified slogan for the Environment Month ① of June, and selected one through internal voting to further enhance their environmental awareness, while we recognize anew the necessity and importance of environmental activities.

#### FY2005 Unified Slogan for Environment Month

“There must be something you can do for earth.”

This slogan implies that whenever we do something for our earth, it always benefits our planet no matter how small the action may seem, and that there are many such “somethings” if you only look.



Entered by Kayo Fukushima, Public Relations Group, General Affairs Dept., Kitakyushu Branch Office

### Household Eco-account Book

We encourage the use of household eco-account book ① as a tool to help employees and their families to review their lifestyles and to enhance environmental understanding.

## VOICE No. 9 Connecting ideas and thoughts



Consignment Contract Section, Purchasing & Materials Center, Materials & Fuels Department

Yuichi Takeshita

I act for the Fukuoka Forest Volunteers Association organized by volunteers as an intermediary support organization for conservation organization of satoyama or mountain areas utilized by communities and closely related to human lives. Our activities include “satoyama experience relay” where activities of various groups are introduced and experienced, “group leader sessions for forestation activities” to seek more enjoyable and safer activities, “Fukuoka satoyama workshop” where we discussed problems of forestation and satoyama conservation activities and solutions, and “satoyama photo exhibition.” Through such undertakings, a network has been formed among people of different social positions such as citizens, administration, universities or companies. Being a first-aid instructor (certified by the Japanese Red Cross Society and the fire department), I taught people cardiopulmonary resuscitation (CPR), automatic external defibrillator (AED) and lifesaving skills and first aid for emergency cases including heat stroke. One of our activities is the Green Helper Training led by an NPO, the Interchange Association for Promoting Forestation, in which we learned safety management and first aid for outdoor activities. It is very nice to run into people whom I first met at lectures in various parts of Kyushu in forest-related volunteer activities or on mountain trails. I hope to transform our ideas to something real, and to preserve the nature and culture that we are entrusted with for the benefit of future generations. I would also like to see our ideas and thoughts inspire more people.

