

## 5 Working with Society

Kyushu Electric Power cooperates with local communities through environmental activities such as the promotion of environment PR\*, environmental businesses in alliance with NGOs\*, as well as global-scale environmental activities including providing technical cooperation to developing countries.

### 1 Communication

Kyushu Electric Power makes a concerted effort to disclose environmental information to the public through its Environment Action Reports, study tours and lectures, as well as through the media. The company also maintains communication with the public by listening to their opinions.

#### Lectures

Every year lecturers and talks about the environment and energy issues are held for the general public during Environment Month\* (June), and the communication promotion campaign\* (October).

- During Environment Month\*, lectures were held at two operational sites for the general public with a total attendance of 502 people.
- Kyushu Electric Power also sent lecturers on five separate occasions to give lessons on the environment and energy at elementary and junior high schools or to local municipality symposiums. These activities attracted about 380 people in total.

#### ◇ Let's think about forest conservation (held at the Buzen Power Station)

The Buzen Power Station hosted a lecture on forest conservation at which an external specialist provided insights on the importance of forest protection and on the status of forestation activities. 102 participants attended.



Lecture at Buzen Power Station

#### Study tours

Kyushu Electric Power organizes for the general public study tours of our facilities, including power stations and the Genkai Energy Park to introduce the company's commitment to dealing with environmental issues, as well as to enhance public understanding of the development and effective use of nuclear power as a means of addressing global warming\*.

- In fiscal 2003, a total of about 120,000 people participated in the study tours of our facilities, including the Genkai Nuclear Power Station and the Sendai Nuclear Power Station.

### VOICE 4

#### Joining Eco Mothers activities



Eco Mother's Club member

Miyoko Baba

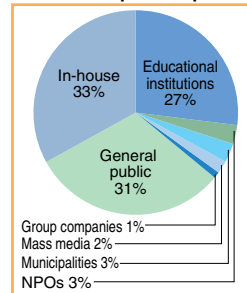
I joined the Eco Mother's Club because I became interested in environmental issues when my children started to learn about such issues at elementary school. When reading to children, I try to be creative to use various tones of voice and a special hand-made "apron theater" to attract their attention and stimulate interest. Their teachers are often surprised to hear the children speak words like CO<sub>2</sub> so naturally after the reading. At present, children are the main participants of our activities, but we will also offer opportunities for their parents to join in the future. It is my pleasure to encourage more and more children to be interested in environmental issues through our activities.

#### Promoting communication on environmental issues through the Environment Action Report

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

- In fiscal 2003, the Matsuura Power Station launched a new effort to publish the first edition of the Site Report aiming to build close communication with the local community.

#### Ratio of 2003 Environment Action Report recipients



	FY2001	FY2002	FY2003
Environment Action Report (copy)	16,000	17,000	8,000
Summary (copy)	15,500	22,000	24,000
English version (copy)	1,000	1,000	1,000
Site Report (copy)	—	—	1,300

#### Promoting communication on environmental issues by the "Eco Mothers"

Kyushu Electric Power aims to promote communication with mothers sensitive to environmental issues and responsible for environmental education in the home. In fiscal 2003, the company launched a new environment PR\* system by means of the "Eco Mothers\*," who assume responsibilities as intermediaries on environment and energy issues between the Company and the general public.

- Seventeen Eco Mothers\* (approximately two persons per prefectural capital and Kitakyushu City) visit places where children and parents gather. This program is designed to provide information on environmental issues to raise awareness, to help support environmental conservation in the local community, and also to listen to opinions and requests about the company's environmental activities with the assistance of the Eco Mothers.
- In fiscal 2003, Eco Mothers\* took part in environmental education at 45 locations including kindergartens, nursery schools and children's gatherings, hosting a total of 61 environmental talks and picture-card shows and attracting 2,840 children and parents.
- From parents and teachers who participated in the Eco Mothers' activities we received feedback expressing that they felt a sense of closeness since the Eco Mothers share their perspective, and that the Eco Mothers contributed greatly to making the first step in the environmental education\* of children.

See P60 for opinions on Eco Mothers' activities



Picture-card show

## 2 Community activities

Kyushu Electric Power is dedicated to promoting environmental activities through the Kyushu Homeland Forestation Program and Car Sharing\* Project. At the same time, the company organizes Environment Month\* to support environmental activities through participation and support in various community programs.

### Planting one million trees under the Kyushu Homeland Forestation Program

To commemorate its 50th anniversary, Kyushu Electric Power began the Kyushu Homeland Forestation Program in fiscal 2001 to plant one million trees at sites throughout Kyushu in 10 years. Approximately 330,000 trees have been planted in the last three years.

- As public interest on global warming\* and other environmental issues\* increase, the potential storage capacity of carbon by forests attracts attention. Other functions of forests are being rediscovered; forests can be fully utilized for land conservation (water source cultivation, sediment discharge prevention), species of wild fauna and flora conservation, and as a place for nature-based experiences.

Under the circumstances, Kyushu Electric Power actively supports the Kyushu Homeland Forestation Program as a company-wide program, aiming to help the greening of the local environment as well as to enhance awareness of environmental issues. Under the program, 100,000 trees will be planted each year with the cooperation of local communities to plant a total of one million trees in 10

- years.

The program is supported by the participation of Green Helpers\*, volunteers who have basic knowledge and

### Environmental education\* support

Following the intensive interest in environmental issues, there is an increasing need for environmental education\*, which is organized by cooperating educational institutes, local communities, and business entities. To satisfy such needs through supporting environmental education\* in community

and school activities, Kyushu Electric Power hosts nature-related classes and programs in the forest surrounding Onagohata Dam (Amagase, Oita Pref.).



Volunteers participating in Forestation of Onagohata

### COLUMN NO.5 Participation in the Green Helper Training

Kyushu Electric Power has been supporting the Green Helper Training since fiscal 1998 to provide the basic knowledge and skills on greening and forestation to volunteers, in cooperation with an NPO\*, the Interchange Association for Promoting Forestation.

- 11 seminars were held in seven areas (Kumamoto, Fukuoka, Saga, Oita, Miyazaki, Kagoshima, and Nagasaki) by fiscal 2003, in which a total of 550 people participated. Those who completed the training program have formed the Green Helpers' Clubs in their areas, are engaged in the local forest conservation activities, as well as supporting the Kyushu Homeland Forestation Program.
- Training sessions will be held in the Kitakyushu and Miyazaki areas in fiscal 2004.
- The company also supports the Forestation Program for 100 Years, a citizen's activity to restore forests in urban areas, promoted by the Interchange Association for Promoting Forestation.



Growing saplings by Green Helpers' Association in Kumamoto

### VOICE ⑤

#### A precious experience to plant and water saplings sincerely wishing their steady growth!



Forestation of Onagohata participants

Mayumi Kayoda and her children Wakana, Sakura and Kurumi

We decided to join the tree planting held in Onagohata, wondering what would happen in the program. When arriving, we were amazed by the number of people gathered at the site and realized that so many people seriously think about the environment. We learned how to hold saplings, where to plant them and how many years they take to grow into trees. Through these lessons, we could not help admiring the forests that had formed over many years surviving typhoons and severe weather. Planting saplings was harder than we had imagined. Soaked with sweat and covered with mud, we were absorbed in tree planting, hoping for their steady growth. Our children seemed to feel a sense of affection for the saplings they planted and said that it is easy to disrupt nature in a moment but it takes years and years to build it. A picnic after the hard work while listening to the sounds of nature was extremely refreshing and sheer enjoyment for us. I am very much looking forward to both the growth of the forest and our children who wish to come back to Onagohata again to see the trees they first planted.

## Environment Month\* in FY2003

Kyushu Electric Power is actively promoting voluntary activities including tree planting and cleaning the community.

### ◇Tree planting

As part of the greening activities, 4,718 saplings were planted at 20 operational sites.

- A total of 48 participants comprised of staff members of the Nagasaki Branch Office and family members planted 1,000 azaleas (*Rhododendron* sp.) at Inasayama Park.

### ◇Voluntary activities

Kyushu Electric Power was involved in various voluntary activities such as cleaning local communities, stocking rivers with fry young fish, and opening community farms on the power station premises to the public.

- Members of 84 operational sites cleaned roads, rivers and coasts around their premises, and 43 sites joined cleanups led by local governments. The Takeda Customer Service Office of the Oita Branch Office conducted cleaning of the surrounding area of Nakagawa Shrine in Takeda City in cooperation with the local residents' association.
- Four sites organized fry releases. Together with pupils of 16 Ishikawagawa Elementary School (Kijyo Town), members of Omarugawa Power Station Construction Office stocked the Omarugawa River 600 eels and 1,500 crabs.
- Community farms and greenhouses on the company premises at three sites were opened to the public. The Karita Power Station invited 80 children from Aoitori Nursery School and 50 children from Sumire Kindergarten to pick potatoes grown on the company farm.



Tree planting at Inasayama Park  
(Nagasaki City, Nagasaki Pref.)



Cleanup of Nakagawa Shrine  
surroundings (Takeda City, Oita Pref.)



Fry releasing in Omarugawa stream  
(Kijyo Town, Miyazaki Pref.)



Potato picking at Karita Power Station

## Supporting Car Sharing\* Project

In October 2002, Kyushu Electric Power started a car sharing\* project in Fukuoka City using electric and low-pollution vehicles\* in collaboration with Fukuoka City and environmental NGOs\*.

Under the car sharing\* scheme, people become a member of the organization that takes charge of the management and operation of cars to share a car instead of possessing their own cars. The scheme can help to reduce emissions and traffic jams. Kyushu Electric Power supports the scheme by covering the cost of introducing 14 vehicles and by developing an unattended hiring out system, as well as by analyzing the status of vehicle use and supporting promotional activities including test drives.



Test run at Shiobaru Station

## COLUMN NO.6 Striving towards acquisition of the FSC Certificates\*

Kyushu Electric Power strives to acquire certificates issued by the Forest Stewardship Council (FSC), an environmental NGO\* based in Mexico, for the appropriate management of company-owned forests that contribute to CO<sub>2</sub> sequestration. The FSC certification system was established in 1993 as a measure to halt the diminishment and deterioration of the world forests by promoting sustainable forest management. Of the FSC Certificates, the Forest Management (FM) Certificates\* are issued, to enterprises that meet the FSC approved standards of forest management while the Chain of Custody (COC) Certificates\* are issued to label timbers and wood products originating from woodlands that are authorized to be managed in an environmentally appropriate manner. We hope that acquisition of the FSC Certificates will enhance employees' awareness about environmental conservation through appropriate forest management.




Company-owned forest at Lake Yamashita  
(Yufuin Town, Oita Pref.)

### 3 International cooperation

Kyushu Electric Power actively promotes information exchange with overseas electric suppliers and international business in the field of electric generation, while sending specialists and receiving trainees through JICA and other organizations. To tackle environmental problems, the company has been conducting research and transfer of technologies that contribute to the reduction of CO<sub>2</sub> emissions.

- The 7th International Electricity Chief Executives Summit was held in Los Angeles in March 2004. The Summit is designed to gather the executives of the Edison Electric Institute (EEI) of the United States, the International Union of Producers and Distributors of Electrical Energy (UNIPEDE), and the Federation of Electric Power Companies of Japan and provide an opportunity for them to discuss the business environment and other topics of mutual interest to electricity suppliers. At the 7th Summit, “Climate Change and Sustainable Development” was posed as the environment-related theme. Shingo Matsuo, President of Kyushu Electric Power, delivered a talk on the status of and issues to be solved regarding the country’s efforts to halt global warming\*. He also gave a presentation on the importance of establishing a common framework that enables developed and developing countries to actively participate, utilizing the Kyoto Mechanism\* and the need for innovative technological development such as carbon-free hydrogen energy systems in the long-range perspective. The electric companies in Japan, the U.S. and Europe that have been promoting international businesses individually confirmed the importance of pursuing further advancement and transfer of technologies through joint development.
- Kyushu Electric Power strives to expand its business overseas while prioritizing environmental conservation, such as building high-efficient thermal power stations to reduce CO<sub>2</sub> emissions.
- The company conducts research abroad on CO<sub>2</sub> sequestration by trees.

See [P64](#) for research on CO<sub>2</sub> sequestration by trees. 

### 4 Employee awareness enhancement

Kyushu Electric Power trains employees and provides varied information on environmental activities to enhance the environmental awareness of each employee.

#### Training and lectures

In-house training programs are held for employees. The programs feature lectures or talks on environmental issues by lecturers invited from within and outside the company.

- In fiscal 2003, a total of 347 employees joined seven environmental training programs tailored to different needs in each department and career.
- A total of 105 employees joined lectures that were given by the Environmental Affairs Dept. held at three operational sites.
- During Environment Month\*, special lectures were given by in-house and external instructors at 18 operational sites to which 514 employees attended.
- At the Shinkokura Power Station, 45 employees attended a lecture on air pollution\* delivered by a staff member of the Kitakyushu City government.
- At the Head Office, an outside expert gave a lecture on the theme “Environmental activities enhance the company’s brand value,” which 154 employees attended.



Lecture at Head Office

#### Environmental activity logotype

To symbolize the company’s environmental activities in April 2004, Kyushu Electric Power introduced a logotype, which is widely used on the company’s brochures and information materials.

- Employees were invited to create logotypes from the point of enhancing employee awareness and 40 logotypes were voted for.
- The four-leaf clover stands for Kyushu Electric Power Group\*’s four fields of business: integrated energy supply, information and telecommunication, environment-related and recycling businesses, and services to enhance the quality of living. The stem is designed in the shape of an “e,” which represents energy and ecology. The logotype symbolizes the company’s determination to promote environmental activities through concerted efforts of Kyushu Electric and its group companies.



Environmental activity logotype

### Fostering specialists for environmental measures

The company helps employees to obtain qualifications such as “qualified person for energy management of Type 1 designated factories”<sup>\*</sup> by establishing systems to assist with correspondence education fees or by providing allowances to employees who obtain publicly-recognized licenses and qualifications<sup>\*</sup>.

- A total of 870 employees were qualified as a qualified person for energy management of Type 1 designated factories<sup>\*</sup> as of the end of fiscal 2003, an increase of 87 managers than the previous year.
- The company encourages its employees to obtain the internal qualification of environmental auditor, a position to monitor whether the environmental management system<sup>\*</sup> at each operational site is appropriately administered and maintained, and report to management the results and the asks for improvement. In fiscal 2003, 286 employees obtained the internal qualification of environmental auditor by participating in seven training programs. These training programs were offered by lecturers dispatched from Kyushu ISO Certification-/Registration Organization<sup>\*</sup>, which is a group company serving as an organization certifying/registering ISO 14001<sup>\*</sup> (environmental management system.<sup>\*</sup>)

### No. of qualified employees (cumulative total)

	FY2002	FY2003
Qualified Person for Energy Management of Type1 Designated Factory <sup>*</sup>	783	870
Pollution Control Manager <sup>*</sup>	486	490
Industrial Waste Intermediate Treatment Facility Engineering Controller <sup>*</sup>	131	137
Industrial Waste Final Disposal Site Engineering Controller <sup>*</sup>	52	52
Internal Environmental Auditor <sup>*</sup>	210	496

### Providing information

Kyushu Electric Power regularly provides employees with environment-related information by broadcasting domestic and international environmental news through company televisions, in newsletters, and by making full use of the intranet.

#### ◇“Environment Digest” newsletter

Contents of the monthly newsletter are as follows:

- Social trends and news on environmental issues
- Information on measures newly introduced by the company

- Information on special environmental events held by the company and other organizers
- Essays from people engaged in environmental activities



#### ◇Environmental Affairs Dept. website

The website is utilized as a communication tool with employees to enhance personnel’s awareness on environmental issues and to promote environmental activities, as well as to support management and guidance of environmental managers<sup>\*</sup>.

- Information on compliance<sup>\*</sup>
- Environmental activities conducted
- Enquiry
- Information on environmental issues



### Award system

Kyushu Electric Power has established an award system<sup>\*</sup> to motivate employees to devote themselves to the local community. The system aims to encourage employees’ active commitment to local communities and communication with them.

- In fiscal 2003, 22 employees received awards. The award-winning contributions included patrolling the community at night to help sound development of the youth, coaching *kendo* (Japanese fencing) to boost its popularity, as well as organizing activities to foster the youth.

### Support social contribution

Kyushu Electric Power encourages employees’ social contribution by setting up a volunteer leave system<sup>\*</sup>.

#### ■Use of volunteer leave (FY2003)

	Social services	Community services	Sports and cultural activities	Donation (bone marrow donor registry)	Total
No. of people	133	19	37	1	190
No. of days	177.5	31.0	74.5	0.5	283.5

## VOICE 6



Billing and Collecting Sec.,  
Miyazaki Customer  
Service Office, Miyazaki  
Branch Office

Ryuta Samukawa

### Designing the environmental activity logotype

In designing the logotype, I chose a four-leaf clover to symbolize the four fields of business which Kyushu Electric Power Group engages in. I also hoped to illustrate the company’s environmental activities to be a measure that brings good luck, as people cherish a four-leaf clover as a good luck charm. All Kyushu Electric Power employees should be aware of environmental issues in each field of work under the company’s comprehensive system for environmental activity promotion. I hope my logotype will further raise the awareness of each staff member. At first, I created it just to entertain myself, but the adoption of my design as the environmental activity logotype has offered me a great opportunity to get involved in the company’s environmental activities.