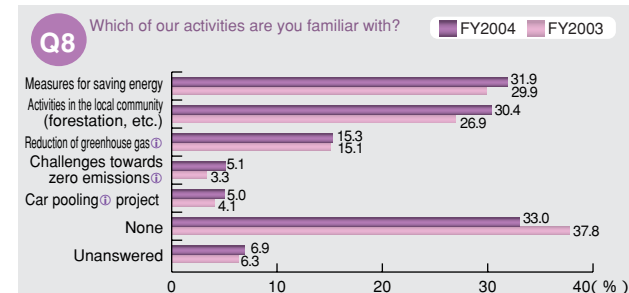
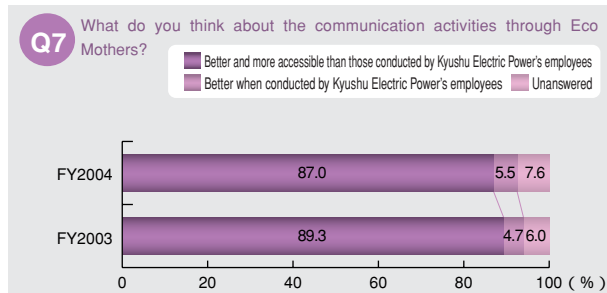
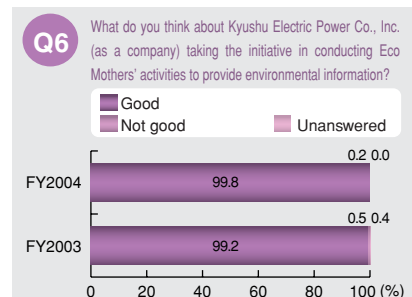
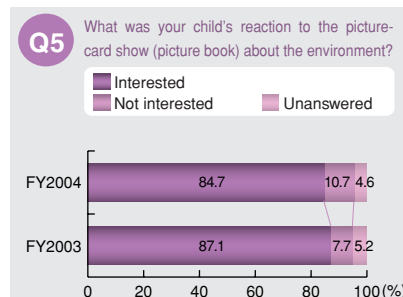
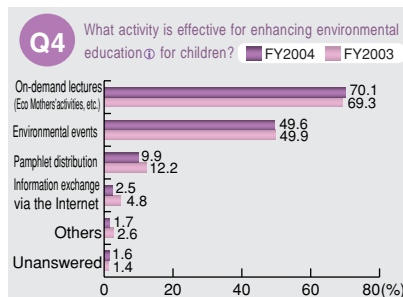
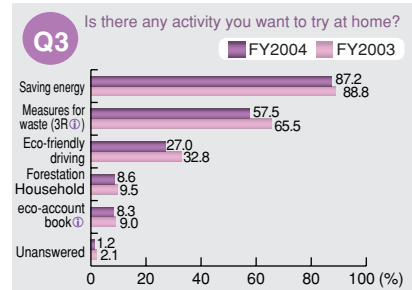
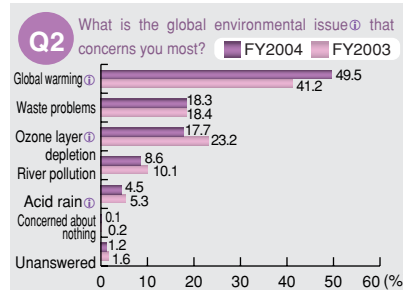
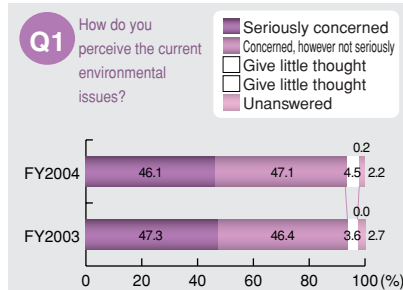


3 Results of Survey on Mother's Awareness and Behavior on Environmental Issues

We conducted surveys on participants in Eco Mothers' activities (or guardians when such activities were held for children). All received opinions are valuable for improving the activities of Eco Mothers and other environmental projects. We distributed 7,553 questionnaires and received 2,434 responses (a response rate of 32.2%).



Questionnaire Results and How They Were Reflected in Our Activities

The results of the fiscal 2003 questionnaire showed significant understanding of environmental information provided by companies (Q6) and high expectations for activities carried out from a familiar perspective such as Eco Mothers' activities (Q4). Thus, in fiscal 2004, we continued the picture-card show and reading to children, while we strived to provide more participatory and experience-oriented activities by improving panel (paper puppet) theater on waste separation, power generation experiments and environmental quizzes.

General comments

Interest in global warming grew considerably partly due to mounting social concerns about the Kyoto Protocol having come into effect. (Q2 41.2 49.5%)
 All answers show lower percentages in Q3: "Is there any activity you want to try at home?" This can be attributable to the listed activities activities already pursued at home.
 People are even more agreeable to environmental information provision by companies. (Q6 99.2 99.8%)
 Improved participatory and experience-oriented activities led to a slightly lower figure of children who showed interest in the picture-card show. (Q5 87.1 84.7%)
 For the activities through Eco Mothers, the majority answered that they were better and more accessible than those conducted by Kyushu Electric Power's employees (Q7). However, some people answered that the activities were better conducted by our employees, because our employees:

- have expertise.
- make the activities more realistic and convincing.
- can answer questions from children.

These indicate requests for more technical communication. Reflecting opinions in the Eco Mothers' activities

In fiscal 2004, in response to the above opinions, the staff of our Environmental Affairs Department joined in an activity for children of all grades at an elementary school that required more technical knowledge, and gave quizzes in collaboration with Eco Mothers. This participation was quite well received.

In fiscal 2005, we will consider collaborating with educational institutions as well as making use of our specialized expertise, while striving to help Eco Mothers improve their skills.

To bring activities closer to people, we will widely publicize them and try to elaborate on them to meet diversified needs.

VOICE

No. 11

Watching an Eco Mothers' activity with children



Take Soccer Club, Kagoshima City
Mrs. Harada and her son

I had an opportunity to enjoy a picture-card show by Eco Mothers. Honestly speaking, I felt hesitant about writing a comment like this, because I realized how ignorant I was. I was taught the chemical symbol CO₂ when I was a student, but I learned so little about it. Being a mother, I was impressed by the activities and easy-to-understand reading facilitated our understanding of natural law, and found them convincing in many ways. Previously, I used an energy-saving tap at home and tried not to use too much water, but I did so simply for economic reasons and not for the natural environment. We living creatures can lead a comfortable life thanks to the proper functions of nature, but we never appreciate it. A proverb says, "One good turn deserves another." It is also true about nature. I believe if each person can face nature with the spirit of this proverb, we can help reduce, even if only a little, CO₂ emissions, which are a major contributor to global warming. A good deed brings a good outcome and a bad deed threatens our lifestyle. I praise the activities of Eco Mothers for bringing this fact to more people and I appreciate the opportunity I was given to learn. I would like to convey this to children, our treasures, who support our future.