

# Community Contributions

We act as a good corporate citizen by collaborating with the communities we serve and by contributing to society at large to promote comfortable living and sustainable development.

 Community contributions Web site (in Japanese only): [http://www.kyuden.co.jp/company\\_local-social\\_index](http://www.kyuden.co.jp/company_local-social_index)



The Woods Ensemble Performance  
(cosponsored by the Yukuhashi Sales Office)

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Kyuden Cup Friendly Soccer Tournament  
for middle school students  
(sponsored by the Kitakyushu Branch Office)

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The most popular lesson in Kyushu,  
an E-KIDS Project  
(sponsored by the Fukuoka Branch Office)

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## Managing Community Contribution Activities

### Bolstering Our Community Contribution Activities Structure

We play an active community role in a wide range of fields, in keeping with our Basic Policy for Coexisting with Communities and Society. We set up a liaison committee to coordinate the community and social activities of various departments. The committee established a PDCA cycle to bolster its efforts. We will enhance our management framework to encourage branches to engage in more locally focused activities.

We had two quantitative targets in our customer satisfaction surveys (see page 21). Since customers rated us lower in FY 2007, we will pursue activities that meet social and community needs, while internally and externally disseminating information on our initiatives.

### Basic Policy for Coexisting with Communities and Society

In keeping with the following principles, we act as a good corporate citizen to collaborate with the communities we serve and contribute to society at large, to promote comfortable living and sustainable development.

1. We help create attractive communities and foster future generations in regional promotions, culture and the arts, sports, academia and education, social welfare, health and medicine, international exchanges and conservation. At the same time, we discuss and resolve issues with communities and society.
2. We harness our management resources to use in these initiatives.
3. We communicate with residents by disclosing our activities. We work together with them and the community, and reflect their opinions in our actions.
4. We encourage our employees to participate in community and social activities.

### FY 2007 expenditure on community activities

¥1,556 million

## Collaborating with Communities

We collaborate with communities around Kyushu in regional promotions, culture and arts, and sports to make the region more attractive and help foster today's youth.

### Regional Promotions

#### ● Assisting Local Industries

Each branch office works closely with local municipalities, sponsors community improvement symposiums and holds expositions with local industry promotion centers to cultivate local economic growth.

#### ● Supporting Traditional Craftsmanship

We help maintain and preserve the traditional crafts, which are valuable cultural assets for Kyushu, by cosponsoring and otherwise supporting exhibitions and craft classes around the region.

At the same time, we run a domestic and overseas training program that provides young artisans from Kyushu with financial assistance to refine their craftsmanship. To date, we have funded the training of 30 young artisans in Japan and 16 abroad.

### SAGA Exhibition of Young Potters' Work An initiative of the Saga Branch Office

The Saga Branch Office held an exhibition featuring the work of nine artisans residing in Saga Prefecture, who completed Group-funded domestic and overseas training. In FY 2007, the exhibition was designated as a satellite event for the Saga International Balloon Festa, which Saga City sponsored.



### Kyushu Tourism and Produce Fair An initiative of the Tokyo Branch Office

The Tokyo Branch Office joined together with other Kyushu-based corporations to sponsor a Kyushu tourism and produce fair in Yoyogi Park in Tokyo's Shibuya Ward on Saturday, October 13 and Sunday, October 14, 2007. The fair was a publicity initiative for Tokyo consumers, and highlighted tourist and culinary attractions around Kyushu. Around 100,000 people attended the fair. This very popular event stemmed from a proposal that the Tokyo Branch Office made after discussions with several parties to the Kyushu Tourism Promotion Organization, which represents all prefectures in Kyushu. The branch hopes to hold this fair annually.



### Family Pottery Class An initiative of the Kumamoto Branch Office

The Kumamoto Branch Office holds a pottery class during summer vacations for parents and children in collaboration with Seishokai, a group of local traditional crafts enthusiasts. In FY 2007, 56 parents and children participated in the class.



#### Voice

I trained at the Shigaraki Ceramic Cultural Park in 1997 with sponsorship from Kyushu Electric Power. My goal was to try new design and production processes with a traditional Shodaiyaki kiln. After completing my training, I joined Seishokai to promote traditional craftwork while continuing my pottery efforts. I collaborate with Kyushu Electric Power in various ways in addition to the pottery class. I hope to convey the wonder of traditional Kumamoto crafts with help from the Company.



Etsuko Nishijima  
Chairperson of  
Seishokai

## Culture and Arts Involvement

### ● Orchestral Concerts

We support the Kyushu Symphony Orchestra, the region's sole professional orchestra, by sponsoring concerts that give the community opportunities to experience outstanding classical performances.

### ■ Kyuden Fureai Concert

We hold classical concerts for FYmilies in municipalities with little access to live performances. We also give opportunities to young musicians who placed highly in the Fukuoka round of the Student Music Concours of Japan to perform with orchestras.

### ■ Kyuden Bunka no Mori Concert

We arrange Kyushu Symphony Orchestra concerts around Kyushu which feature FYmous soloists and maestros.



Fureai Concert (sponsored by the Miyazaki Branch Office)

### ● Participating in Local Festivals

Employees from our offices and Group companies assist with local festivals to preserve local cultures and deepen community bonds.



Peiron Boat Championship Tournament (sponsored by the Nagasaki Branch Office)

### ● Ocha-no-ma Essay Contest

Branch offices and local newspapers solicit applications for this literary essay contest.



Some essays submitted for the contest

## FY 2007 Activities

- **Kyuden Fureai concerts: 8 locations, with 5,911 people attending** (we donated the ticket proceeds to local welfare organizations)
- **Bunka no Mori concert: 6 locations, with 8,470 people attending** (we donated the ticket proceeds to local welfare organizations)
- **Participation in community festivals: 3,878 employees**
- **Ocha-no-ma Essay Contest: 6,168 applications**

## The Woods Ensemble Performance Arranged by the School of the Forest

Sponsored by the Yukuhashi Customer Service Office

The Yukuhashi Customer Service Office cosponsors this performance with the School of the Forest, a nonprofit organization. Ensemble members come from the Kyushu Symphony Orchestra.

### Collaborating with Kyushu Electric Power

Voice

The Woods Ensemble performance is now a prime event at the Momiji Gakusha festival, and is very popular among members of the local community. Kyushu Electric Power made it possible for us to stage a full-scale concert.

For example, Kyushu Electric Power employees helped to clean the auditorium and maintain the electrical equipment.

I am very pleased that we can stage this event every year.

It is extremely encouraging for a nonprofit organization like ours to enjoy this level of corporate support, where we can pursue the same goals. I would love to see more instances of ongoing cooperation between companies and nonprofit organizations in the years ahead.



Mr. Shinichiro Funahashi  
Representative of  
the School of the Forest

## Promoting Sports

### ● Supporting Local Tournaments

We support local tournaments for everyone from children to senior citizens to enhance community enjoyment and health, and to popularize and improve sport standards around the region.

#### Tournament sponsorships in FY 2007

Through 82 offices, we supported 106 tournaments in 20 sports in which 47,742 people participated.



Kyuden Cup Boys Nanshiki Baseball Tournament (sponsored by the Kumamoto Branch Office)

## Community Collaboration through the Kyuden Voltex Rugby Team

Voice



Yoshihiro Nakamura

Rugby is Kyushu Electric's symbolic sport. Our rugby team promotes local sports by coaching local boys' rugby teams and participating in various events.

Rugby is very popular in Kyushu. Our players look forward to our events very much, which many people attend.

The Kyuden Voltex Web site outlines our activities. If there is an event near where you live, please come and watch us and get acquainted with rugby and with our players. I hope you have lots of fun being part of our sport.

 [Kyuden Voltex rugby team Web site \(in Japanese only\): http://www.kyudenvoltex.com](http://www.kyudenvoltex.com)



A local children's event organized by the Kyuden Voltex Rugby Team

#### ■ FY 2007 Activities

Rugby classes and events:	12
Cleanups and other activities:	4

## Fostering Today's Youth

We participate in various activities to help foster the young.

### ● Cultural Activities

Each branch office engages in its own locally focused cultural activities, through events such as essay and painting contests and concerts.

### ● Visiting Institutions to Hold Classes, and Holding Experiential Events

Our employees visit schools and other institutions to speak to young people about electric power and ways to conserve energy. Our experiential events feature scientific experiments for children. Both types of initiative aim to raise children's interest in environment and energy issues.



A painting contest (sponsored by the Kagoshima Branch Office)



A guest talk at school (with employees from the Oita Branch Office)

## E-KIDS Project

### An Initiative of the Fukuoka Branch Office

The Fukuoka Branch Office launched this project to cultivate interest among the young in the earth, ecology and energy. Project components include the E-KIDS Science Seminar, which offers the chance to learn about the environment and energy, classes delivered by employees on electricity and the environment, and classes in which we invite famous lecturers that are not in the regular curriculum to talk to children.



E-KIDS Project Web site:  
[http://f.kyuden.co.jp/kids\\_index](http://f.kyuden.co.jp/kids_index)

## Children Plant and Harvest Sweet Potatoes

### An Initiative of the Shin-Oita Thermal Power Station

Our power plants and power system maintenance offices use their facilities more effectively by making them available for free to local residents, and by otherwise communicating extensively with the community.

The Shin-Oita Thermal Power Station annually invites children from local nurseries and kindergartens to plant and harvest sweet potatoes. The children also watch videos about the facility that were produced for young viewers, and learn about electricity. These initiatives have proved to be very popular.



Harvesting sweet potatoes in October

## Producing a Children's Safety Guidebook

### A Kyudenko Initiative

In April 2008, Kyudenko Corporation produced a children's safety guidebook with assistance from the Fukuoka Prefectural Police. The publication includes light hearted illustrations on techniques for children to protect themselves from crime. This was the first publication of its type.

Kyudenko printed and distributed around 48,000 free copies to all first year primary school pupils in Fukuoka Prefecture and held classes on children's safety.

Kyudenko also donated two patrol cars to the Fukuoka Minami Crime Prevention Association in 2007.



Children's safety guidebook

## Supporting Employee Involvement in Community Activities

We support employees who volunteer in community activities by allowing people to take seven days off annually for such events—subsidizing their expenses for those initiatives, supplying them with information through notice boards and providing education.

We maintain a system to commend employees whose activities have contributed to communities over many years.

We additionally offer funding for acquiring qualifications.

	FY 2005	FY 2006	FY 2007
Number of days taken off under volunteer system	296.5	246	262
Number of people commended for community contributions	25	32	37
Number of employees receiving funding for qualifications	40	36	32

## Initiatives through Business Activities

### Technological Development Driving Social Contributions in Key Industries

#### ● Research Laboratory Efforts

The Bioresources Research Center at the Research Laboratory furthers the interests of the agricultural, forestry and fisheries industries through broad research that has two goals. The first is to help people in those industries use electrical energy conveniently and efficiently. The second is to assist those industries to harmonize with the environment and ecosystem.

#### ▼ Main Research Focuses

Agriculture	<ul style="list-style-type: none"> <li>• Hydroponics</li> <li>• Keeping fruit fresh</li> <li>• Using coal ash effectively in agriculture</li> </ul>
Fisheries	<ul style="list-style-type: none"> <li>• Recirculating aquaculture</li> </ul>
Plant functionality	<ul style="list-style-type: none"> <li>• Improving plant functionality</li> </ul>
The environment	<ul style="list-style-type: none"> <li>• Safeguarding the environment</li> </ul>
Using microorganisms	<ul style="list-style-type: none"> <li>• Using microorganisms to purify waste water</li> </ul>

#### Research to Revitalize Mountain Areas

It has been hard to cultivate wasabi, or Japanese horseradish, in Kyushu because the area is warm. We confirmed that it is possible to grow wasabi locally in boxes, a first for Kyushu.



#### Collaborating with Industrial, Academic and Government Bodies

We worked with universities, companies, and agricultural bodies in research that led to growing salt-absorbing ice plant vegetables.



### Working with Academic and Government Institutions to Create an Advanced Regional Communications Infrastructure

#### ● Electronic Communications Department Initiatives

This department is using its expertise in telecommunications technologies to assist advances in information and communications technology and share Kyushu's advances in this area with the world.

A notable example is the department's involvement in the Kyushu Information and Communications Platform Promotion Council—a body of industrial, academic and government interests. The Council is leading efforts to use information technologies in Kyushu and make it possible for anyone to access these networks any time or any place.

The department sent some employees to work with local government bodies to help build broadband information systems. The department's employees are also key members of the Kyushu Economic Federation's Information and Communications Committee—a body reflecting industrial, academic and government interests that is working on the IT Island Kyushu Project.

The department is using a fiber-optic cable between Japan and Korea, and next-generation

Internet technologies, as part of a joint project with the Kyushu University Hospital to bring Kyushu's advanced health care techniques to Asia and the rest of the world through telemedicine.

We will continue to use our information and communications technology infrastructure and expertise to contribute to more providing comfortable lifestyles.



The international telemedicine project in which we are participating drew on advanced information and communications technologies to distribute real-time surgical images to Korea, China, India and other countries.