



# Community Contributions

We seek to 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.

## 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 have set up a liaison committee for community and social activities to share information on progress and challenges at business sites.

To continue gathering and reflecting local feedback, we will further improve the committee's PDCA cycle to resolve local issues with communities.

### 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.

### Quantitative Targets for FY2009 Kyushu Electric Power Group CSR Action Plan

One goal of the FY2009 Kyushu Electric Power Group CSR Action Plan is to improve customer satisfaction (see page 22).

- The following presents residential customer rates of satisfaction to two survey questions:

**1. Does Kyushu Electric Power help invigorate the local economy and culture?**

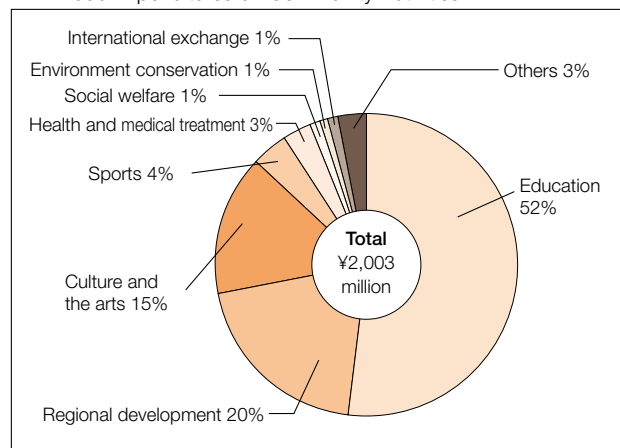
In a FY2008 survey, 59.7% said yes, compared with more than 60% in a FY2006 poll.

**2. Does Kyushu Electric Power engage in local activities, events and volunteer initiatives?**

In a FY2008 survey, 43.8% said yes, the best result to this point.

(We based our targets on the highest positive responses received.)

### ▼ FY2008 Expenditures on Community Activities



### My CSR Efforts Treasuring Customer Communication to Build a Better Community

I work in arts and culture support, notably for the Ocha-no-ma Essay Contest, and in such youth support activities as visits to schools to hold classes. These activities aim to enhance regional cultural standards and educate children while deepening ties with local communities. We publicize our activities through the branch office Web site.

I want to continue participating in these activities to help build a better community and communicate more with the people in it.



Public Relations Group,  
Miyazaki Branch Office

Kiyoe Nishihara

## Good Corporate Citizenship

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

### Initiatives to Enhance Regional Attractiveness

#### Assisting Local Industries


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

**TOPIC** **Reinvigorating Mameda District of Hita City (Oita Branch Office Initiative)**

The office supported a local committee's project for an event to attract visitors to the Mameda district of Hita City. The area is famous for its traditional streetscapes and also its Doll Festival.

In fact, the event was in preparation for that very festival. Our task was to remove the utility poles on Uwamachi Street at Mameda. Subsequently, many visitors from within and outside Oita Prefecture packed the street, wearing kimonos and riding in rickshaws.

We were thrilled to help reinvigorate the Mameda district and promote its great scenery.



**TOPIC** **Town Development Symposium in Tamana (Kumamoto Branch Office Initiative)**

The office held a town development symposium in Tamana, whose Shin-Tamana Station will become a stop on the Kagoshima route of the Kyushu Shinkansen line from spring 2011. The symposium launched debates on necessary initiatives to cope with an expected increase in the local population. The 450 attendees included residents and municipal officials.

In a discussion on Tamana's future needs, panelists presented concepts for the city and initiatives launched in Amakusa and Hitoyoshi. Participants agreed that it is important to publicize the attractiveness of the city to boost the residential population.



#### Supporting Traditional Craftsmanship

We help maintain and preserve traditional crafts that 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 total of 49 young artisans, 32 in Japan and 17 abroad.

**TOPIC** **The 25th Kyushu and Chugoku Traditional Crafts Festival**

We sponsored the 25th Kyushu and Chugoku Traditional Crafts Festival at the Kyushu National Museum in December 2008. We exhibited the works of young artisans who trained under our domestic and overseas program, and made a presentation of FY 2008 trainee at the commemorative ceremony.

Around 15,000 people attended the festival and thoroughly enjoyed it. Our demonstration and do-it-yourself booth was particularly well received by foreign visitors.



**Culture and Arts Involvement**

● **Orchestral Concerts**

We support the Kyushu Symphony Orchestra, the region's sole professional orchestra, by sponsoring the Kyuden Fureai Concert, Kyuden Bunka no Mori Concert and other events that enable communities to experience outstanding classical performances. The Kyuden Fureai Concert is for families in municipalities with little access to live performances. Top-placed young musicians from the Fukuoka round of the Student Music Concours of Japan perform with the Kyushu Symphony Orchestra.



Fureai Concert (sponsored by Kitakyushu Branch Office)

● **Participating in Local Festivals**

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



Matsuura Suigun Festival  
(Participate in Matsuura Power Station)

● **Ocha-no-ma Essay Contest**

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

**FY2008 Activities**

- Kyuden Fureai concerts:  
8 locations, with 4,981 people attending  
(we donated ticket proceeds to local welfare organizations)
- Bunka no Mori concert:  
4 locations, with 6,105 people attending  
(we donated ticket proceeds to local welfare organizations)
- Participation in community festivals: 4,581 employees
- Ocha-no-ma essay contest: 7,375 applications

● **Supporting Local Tournaments**

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



Kyushu Electric Power Cup Boys Soccer Tournament  
(sponsored by Miyazaki Branch Office)

**Tournament sponsorships in FY2008**

Through 79 offices, we supported 103 tournaments in 22 sports in which 46,510 people participated.

**Community Collaboration through the Kyuden Voltex Rugby Team**

Rugby is Kyushu Electric's symbolic sport. We continue to invigorate local sport through rugby by coaching local boys' rugby teams and participating in various events. At the same time, we strive to build strong support from the community.

**FY2008 Activities**

Rugby classes: 13  
Number of participants: approximately 2,300



Rugby class

## Fostering Today's Youth Initiative

### ● Cultural Activities

Each branch office engages in its own locally focused cultural activities, such as by holding 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.



Painting contest  
(sponsored by the Kagoshima Branch Office)



Guest talk at a school  
(with employees from the Ainoura Power Station)

### Guest Speakers Demonstrate their Expertise

My school requests guest speakers from Kyushu Electric Power every year. They put together interesting and innovative curriculums and materials based on their expertise. Our students love to attend these classes, probably because the speakers put in so much effort. They naturally enjoy the experiments and handicrafts, but they also listen attentively to the guest speakers, deepening their understanding of energy resources and environmental issues. We teachers are grateful to these speakers and the opportunities they give children to absorb the rich content they offer.

Incidentally, with revisions to nationwide teaching guidelines for public elementary schools, from this school year all students from third-grade have to learn about electricity in science classes. So, we are looking forward even more to classes by guest speakers who are electric power experts.

### Opinion



Educator,  
Omuta City Meiji Elementary School  
Tetsuo Miyashita

#### TOPIC

### Music Classes from Members of London Symphony Orchestra (Fukuoka Branch Office Initiative)

The Fukuoka Branch Office launched its E-KIDS project to cultivate interest among the young in the earth, ecology and energy.

The office arranged guest music classes in 2008 as part of that initiative. Five members of the famed London Symphony Orchestra visited elementary schools in Fukuoka to perform and to provide instrumental instruction.



#### TOPIC

### Increasing Interest in Energy and the Environment through Television Programs that We Sponsor

The Public Relations Department uses the mass media to boost interest in, and deepen understanding of, energy and the environment among children.

- **Tan Q Science (produced by Television Nishinippon Corporation)**  
This children's program answers common questions about energy and science in an easy-to-understand format, using images, graphics and experiments.



In January 2009, the program won the 39th Takayanagi Memorial Planning Award, which is for outstanding contributions in popularizing science and technology on television.

- **Aya-chan's Eco Diary (produced by Fukuoka Broadcasting Corporation)**  
This series of dramas presents energy-saving and environmental ideas from a fourth-year girl called Aya-chan.



## Group Company Initiatives

### ● Accepting JICA Trainees

An initiative of Tobata Co-operative Thermal Power Company, Inc.

This associate company accepts trainees from the Japan International Cooperation Agency.

Trainees from Vietnam, India and China focus on the following subjects based on the theme of energy conservation:

1. Classes on the thermal efficiency of thermal power facilities
2. Written work on heat efficiency of boiler and turbine
3. Visits to thermal power facilities



### ● Assisting Young Academic Researchers

An initiative of Kyudenko Co., Inc.

This associate company has supported young people researching advanced technology since 2000. It has assisted 28 researchers to date with grants of ¥1 million each. They report on the results of their work at technology symposiums.

#### Research Themes Supported in FY2008

- Establishing fracture mechanics assessment methodologies for the influence of rolling contact fatigue on delamination
- Research into the characteristics of linguistic expressions in standard texts to help create good landscapes
- Research into matrix converter modulation techniques and analytical features



## Supporting Employee Involvement in Community Activities

We support employee volunteerism by allowing people to take seven days off annually for volunteer activities, subsidizing their expenses for those initiatives, supplying them with information through notice boards and providing the requisite education.

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

We additionally offer funding for acquiring qualifications.

	FY2006	FY2007	FY2008
Number of days taken off under the volunteer system	246	262	278
Number of people commended for community contributions	32	37	30
Number of employees receiving funding for qualifications	36	32	47

### TOPIC

## Helping Operate Oita International Wheelchair Marathon

(Oita Branch Office initiative)

This race debuted in 1981 to commemorate the International Year of Disabled Persons. It is one of the largest events of its kind in the world, attracting numerous athletes and participants. Under the motto of "Start by doing what you can," we have helped with traffic control and site operations for this event since 1994.

### Opinion

### Assisting with Event Operations



People from the office, particularly colleagues from the Property Department, have helped with operations for the Oita International Wheelchair Marathon since 1994. It is famous around the world, with contestants in each disability category covering 42.195 kilometers. We assist with traffic control to prevent any interference with the athletes. I would like to continue contributing to the community through such future events.



Property Department,  
Property Planning Group,  
Oita Branch Office

Kentaro Mieno

## Initiatives through Business Activities

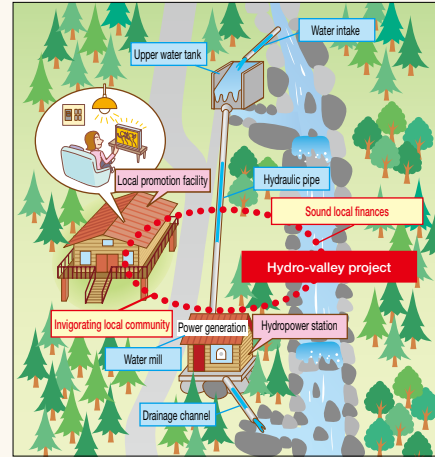
### ● Revitalizing Communities through Micro-Hydropower Generation

The Civil Engineering Department draws on its business expertise to support local governments considering hydro-valley projects to harness local natural energy and reinvigorate communities.

Hydro-valley projects create local employment through projects to construct hydropower stations generating anything from tens to hundreds of kilowatts. The power sources can be mountain streams, irrigation channels and canals. Another local economic benefit is that these stations can promote distinctive industries.

Various government subsidies are available for hydro-valley projects, including those for research and construction. Such backing can reduce initial investments.

We provide detailed support to local governments needing hydropower expertise, helping them to survey prospective sites for micro-hydropower stations and apply for hydro-valley project development surveys from the New Energy Foundation. Group companies also provide support for designing and installing power facilities. We assisted with seven such projects in FY2008.



Conceptual diagram

### ● Harnessing Convenient Electricity to Foster Agricultural Technologies

The Research Laboratory's Bioresources Research Center is working on heat pump applications for agriculture, technologies to keep agricultural product fresh and nutriculture to support agricultural progress in Kyushu.

#### ● Applying Heat Pumps to Agriculture

We are studying the use of heat pumps to air-condition greenhouses. Heat pumps already serve extensively in energy conservation in both industry and households.

For agricultural use, we plan to draw on the collaboration of marketing units and external partners to design an optimal hybrid heat pump system that incorporates a heavy oil boiler. We will also look into enhancing the efficiency of heat pump units.



Heat pump in a mandarin greenhouse

#### ● Technologies to Keep Agricultural Product Fresh

We are employing low-temperature and controlled atmosphere storage that features low oxygen and high-carbon gas concentrations, to accommodate shipping variations for specialty fruits and vegetables from Kyushu and to handle the preharvest month shipments.

Treating fruits at 35°C can greatly reduce the acidity of citric fruits and ensure shipment stability for high quality items.



Equipment for storing agricultural products

#### ● Nutriculture

We are researching cultivation technologies to provide nutritional water for liquid fertilizers in aquaculture systems. Using cultivating equipment that incorporates this technology, people can grow their own vegetables without conventional gardens.



Growing strawberries with the nutriculture system