

# 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 by promoting comfortable living and sustainable development.

## Deploying Social Initiatives that Reflect Community Feedback

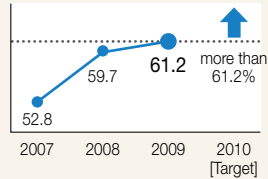
In keeping with our Basic Policy for Coexisting with Communities and Society, we undertake initiatives around Kyushu to help build attractive communities and foster the young.

We gather and reflect feedback from communities on our policies and activities to improve our efforts. We set up quantitative targets in our CSR Action Plan to enhance customer satisfaction and strive to resolving community issues with residents.

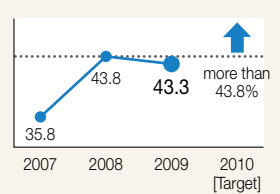
### Quantitative Targets for FY2010 Kyushu Electric Power Group CSR Action Plan

The following presents residential customers' rates of satisfaction based on two survey questions:

1. Local economic and cultural contributions



2. Collaboration in local activities



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

Note 1: Q1. Does Kyushu Electric Power help invigorate the local economy and culture?  
Q2. Does Kyushu Electric Power actively participate in local activities, events, and volunteer activities?

Note 2: Degree of satisfaction: On a scale of 1 to 5, proportions of people responding with 1 (I think so) or 2 (I basically think so).

## Initiatives to Enhance Regional Attractiveness

### ● Participating in Local Festivals

As a part of efforts to preserve local culture and to deepen ties with local communities, employees of each business site and Group company participate in and/or manage local festivals.



Nagasaki Peiron Championship (Nagasaki Branch)

### ● Supporting Traditional Craftsmanship

We help maintain and preserve traditional crafts in Kyushu and promote the traditional craft industry and production areas that are so valuable for Kyushu.



Traditional crafts exhibition and pottery class (Kitakyushu Branch)

### ● Ocha-no-ma Essay Contest

Through joint sponsorship between branches and local newspapers, we solicit essays on various themes relating to people's experiences and events.



Essay collection (Saga Branch)

### ● Revitalizing Local Areas and Supporting their Industries

We undertake activities to help revitalize local communities, including by holding symposiums with municipalities on community development and arranging exhibitions of local products and industries.



Community development symposium in Minamata (Kumamoto Branch)

### ● Supporting Sports

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.

Rugby is Kyushu Electric Power's symbolic sport. Our rugby team continues to invigorate local sport by coaching local boys' rugby teams and participating in events.



Boys' softball tournament (Fukuoka Branch)



Rugby clinic in Oita City



What children's events or other efforts are you making to foster the young?

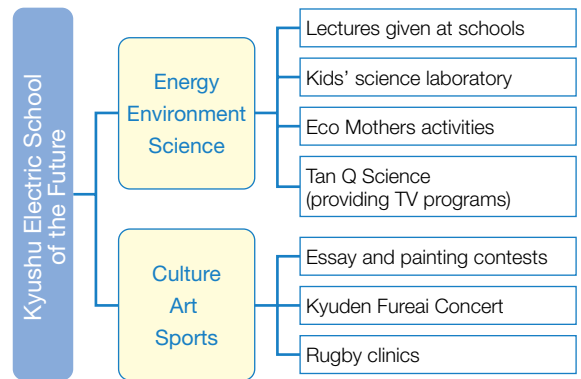


We set up the Kyushu Electric School of the Future, which offers an exciting curriculum for students.

## Fostering The Young

### Kyushu Electric School of the Future for the Young

We provide children around Kyushu with opportunities to learn and gain experience and interest in energy, the environment, culture, art and other subjects.



#### ● Lectures given at schools



We visit schools around Kyushu to hold classes that deepen understanding of energy and environmental issues.

Classes in FY2009  
497 classes  
18,484 participants

Visits to schools to hold classes (Miyazaki Branch office)

#### ● Painting contest (Kagoshima Branch)



In FY2009, we received a record 10,317 entries to our 18th annual painting contest.

We chose 500 winners and exhibited their works at the Kagoshima City Museum of Art and at other locations.

### Kyushu Power Academy Established

We launched the Kyushu Power Academy in June 2009 to built a network of people at universities, technical colleges, and companies around Kyushu, and to cultivate technicians and researchers in electrical engineering in Kyushu and around Asia, and contribute to industrial and academic progress.



First general assembly of Kyushu Power Academy on December 10, 2009

## Initiatives through Business Activities

### HIGHLIGHT

#### Harnessing Convenient Electricity in Agricultural Technologies

The Research Laboratory's Bioresources research center is conducting agricultural productivity improvement studies, such as heat pump applications, and the use of lights, cultivation environment modifications, automated cultivation, and nutriculture technologies. It also explores technologies to keep agricultural products fresh and otherwise support agricultural progress in Kyushu.



Heat pump in orchid greenhouse



Heat pump