

Third-Party Assessments

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It is naturally important for a CSR report to present proper content. At the same time, it may be more important to show a stance that conveys its sense of corporate social responsibility to readers. So, I noticed improvements from that perspective. I saw efforts in many areas of the report to make it easier to read, notably with larger photos and graphs, and there were more graphs than in last year's report.

Overall Structure of Report

The Focus 1 section of the previous CSR report focused on the topic of Ensuring Eternally Stable Supplies of Environmentally Friendly Energy. For this year's report, the company presented a different viewpoint in a section titled, Toward a Low-Carbon Society. In Focus 2 this year, it discussed its safety-first policy, focusing on the high number of accidents last year.

I laud the attempt to alter the structure and contents of the report in line with changes in social issues and immediate challenges for Kyushu Electric Power.

The report also outlines businesses in more detail than the previous one. It also presented its stance on corporate governance, CSR management, and compliance management, and conveyed to readers the weight of corporate management responsibilities.

Nuclear Power Safety

Kyushu Electric Power prioritizes safety in generating nuclear power, the top issue for stakeholders. The company describes its framework for ensuring the safety of nuclear power plants, using a flow chart on page 10 and provides a detailed description in the Safety-First Principle section on page 25. The subject will require full explanations. The company's pluthermal power generation program has attracted a lot of attention as a pioneering effort, but it also presents many safety concerns. I hope that the company takes every opportunity to provide information.

Global Warming Measures

I believe that electric power companies play a major role in tackling global warming, a high-profile issue. In that regard, I believe that Kyushu Electric Power's efforts to deploy renewable energy to combat global warming are convincing to readers. This approach is also evident in the new initiatives started in FY2010. See page 12 for Initiatives for Biomass Power Generation, which covers testing mixed power generation with wood biomass from timber offcuts and other unused forestry resources at the Reihoku Power Station in Kumamoto Prefecture.

Disclosure

Information on business activities is naturally important. But I think that stakeholders would be most interested in disaster and nuclear power information. Kyushu Electric Power therefore made a worthwhile effort on page 19 to show its preparedness to disseminate information during disasters and on page 20 where it presents information on nuclear power generation.

Promoting Work-Life Balance

The report presents work-life balance initiatives from the perspectives of gender equality and fostering the young. Only a few male employees took childcare leave or worked shorter hours, as shown on page 23. I hope to see more powerful initiatives. So, I look forward to seeing the results of new initiatives introduced on page 23, including those started in FY2009. They include including childcare leave periods in years of service for the company and increasing the number of days for maternity leave. Initiatives started in FY2010 included a revised number of days for nursing care leave and a new family care leave program.

Community Contributions

As a corporate citizen, it is a company's responsibility to contribute to communities itself and through its employees. I thus rate Kyushu Electric Power highly for its meticulous support for volunteerism, including through its leave system, subsidies for activities and gaining qualifications, and providing information. More and more people today talk about new public roles. I expect much from Kyushu Electric Power in that regard and look for it to further expand and deploy social contribution initiatives.

The report shows overall that Kyushu Electric Power is steadily cultivating diverse CSR activities. I hope the company will strengthen its framework for soliciting and responding to feedback on a daily basis.

Response to Third-Party Assessments



Yasumichi Hinago,
Director in charge of CSR
Executive Vice President
Kyushu Electric Power Co., Inc.

Kyushu Electric Power asks third parties to assess its CSR report and post their opinions to ensure the objectivity and enhance the credibility of that publication.

Kunihiko Furuya,
 Professor
 Faculty of Law
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This year's CSR report was Kyushu Electric Power's fifth. It newly presented what the company deems its most important CSR issues in the Focus sections. I think that demonstrates the company's sensitivity to what society demands of it as a leading company in choosing to spotlight creating a low-carbon society and safety. It is very timely that the company is focusing on such renewable energy as nuclear, wind, and solar power to minimize CO₂ emissions. I was impressed as a reader with the company's stance on tackling issues to harness such energy. I was also impressed that the company described safety problems in nuclear power generation, a prime concern for people, recording details of accidents. In future reports, I would like Kyushu Electric Power to mention about solar power initiatives for individual homes, which most consumers would be more familiar with.

I considered the following points important in this report.

CSR Implementation Based on a Clear Management Philosophy

In the opening message on pages 3 and 4, President Toshio Manabe listed three key points. The first was about environmentally friendly energy initiatives. The second was about building a sustainable society. The third was about job satisfaction. The report elaborated on these points, in simple prose, in the management philosophy section of pages 5 and 6. Each section explains specific initiatives. Such a consistent structure made the report easy to understand Kyushu Electric Power's overall CSR goals.

We again solicited an evaluation from Director Fumiko Takayama of the Library and Information Center in Oki Town, Fukuoka Prefecture. At the same time, we asked Professor Kunihiko Furuya of the Faculty of Law at Kyushu International University for his views. Both parties made objective analyses and provided thought-provoking points and suggestions.

As Director Takayama proposed, we will properly inform about nuclear power from the perspectives of customers and local residents while maintaining safety as our top issue. For community contributions, we will encourage greater volunteerism among employees, and will think and work with customers and communities, including with government and citizen's groups, by fulfilling our corporate citizenship role.

Professor Furuya mentioned that we should "mention about solar power initiatives for individual homes, which most consumers would be more familiar with." We will look into improving the content in next year's report to include our

Ensuring Transparency

In recent years, the key social demand of companies has been transparency. I believe that this report fulfilled that requirement. Kyushu Electric Power importantly clarified specific initiatives, particularly those concerning safety, corporate governance, compliance, disclosure, and respect for human rights throughout the report.

Compliance Management (page 17)

In the Compliance Management section, I felt that Kyushu Electric Power properly demonstrated its efforts, notably by establishing a Compliance Committee and an internal reporting system. Disclosing the number of consultations and reports, the contents, and number of information leaks (there were 30) was a significant transparency step.

Respecting Human Rights and Caring for Employees (page 23)

This section shows great deal of advanced care for the employees as a leading company, explaining detailed initiatives to promote work-life balance. The company also provided specific numbers concerning such issues as 1) its support for family care, 2) support for women's career development, and 3) its system for employing senior citizens. I laud highly the community care efforts that go beyond caring for existing employees, including providing jobs for people with disabilities. This fulfilled a social responsibility and, at a 1.9% rate, exceeded the legal minimum. I hope that people with disabilities will eventually account for 2.0% of the company's workforce, the legal requirement for public institutions and government offices.

measures in power transmission, transformer, and distribution facilities ahead of the massive deployment of solar power and other renewable energy sources. We will also cover initiatives to build next-generation power systems.

In terms of promoting work-life balance and creating work environments that successfully foster diversity, Kyushu Electric Power considers that supporting such diversity and satisfying and motivating employees will improve labor productivity and invigorate the entire organization. We will continue to push ahead with such initiatives to improve corporate value.

Based on the guidance from our third parties, we will continue to reinforce our involvement in CSR. The next report will present these efforts. We again look forward to feedback from stakeholders.