

Furthering Environmental Activities Resulting from Communication with You



Kyushu Electric Power
Company Inc.

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President

Message from the President

Today's socio-economic system of mass production, mass consumption and mass disposal clearly has made possible various conveniences of everyday human life. However, on the other hand, this system has had a negative impact on the environment. The impact is that the environment's latent natural recuperative action is being threatened now. This is a "global crisis" and to both respond to this situation and find a balance between social development and the concerns of the environment, the conduct of society must be reviewed and a course for a "sustainable society" charted, which would ensure a sharing of the blessings that the environment can offer our future generations.

One of the breakthroughs is the "Kyoto Protocol" that has been designed to reduce greenhouse gases contributing to global warming. However, while activation of the protocol is delayed until its ratification by Russia, carbon dioxide emissions are on the increase. In Japan, for instance, reduction of heat trapping gases is currently a pressing concern. The duty for corporate, administration and private persons is to conserve energy, choose a different heat source, and promote the development of nuclear energy in one's own right.

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Kyushu Electric Power Co., Inc. carries out its business under the Corporate Philosophy: "Kyushu Electric Power shall maintain close contact with the community at all times and act in pur-



suit of valuable social goals." Until our company established the "Environment Charter" in February 2001, our environmental conservation activities have been carried out in accordance with regulatory mandates. Now, the charter promotes self-motivated environmental activities, specifically the disclosing of environment-related information, which is being carried out because of our realization that a rich environment results from the awareness of environmental conservation in doing business.

By expanding and improving environmental activities, the common goal to be attained with local communities is a recycling-based society

In concrete terms, our goals are to:

- Develop the company-wide environment management system.
①
- Reduce carbon dioxide emissions, while focusing on promotion of nuclear power development.
②
- Promote a zero-emissions campaign aimed at ushering in a recycling-based society.
③
- Promote environmental management throughout the Kyushu Electric Power Group Companies.
④
- Drive the "Kyushu Homeland Forestation Program" in collaboration with local communities.
⑤

Further expansion and improvement in environmental activities, along with cooperative efforts among individual company staff, are expected in the near future. Above all, with the guiding principle of the advancement of a recycling-based and sustainable society, we plan to implement energy and environmental education as well as concrete environmental work reflecting a consensus of local communities.

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This "Environment Action Report" is the seventh in the series. Opinions of outside experts and customers have been integrated in the report to make complete its contents and improve understanding on the part of readers. We hope to foster environmental activities through increased communication about the environment with a broader audience in the future. I look forward to hearing your opinions and suggestions.



September, 2003