

5 Working with Society

Kyushu Electric Power cooperates with local communities through environmental activities such as promotional campaigns, environmental business in alliance with NGOs, as well as global-scale environmental activities including the provision of technical cooperation to developing countries.

1 Communication

Kyushu Electric Power makes concerted efforts to disclose environmental information to the public through its Environment Action Reports, study tours, lectures as well as through the media. The company also maintains communication with the public by listening to their opinions.

Lectures

Every year during Environment Month (June), and the communication promotion campaign (October), lectures and talks about the environment and energy issues are held for the general public. During Environment Month, lectures were held at three offices for the general public with an attendance of about 320 people. Kyushu Electric Power also sent lecturers at 17 different times to give lessons on the environment and energy at elementary and junior high schools, or to local municipality symposiums. These activities attracted approximately 1,000 people in total.



Lecture at Genyo Elementary School (Fukuoka City)

◇ Let's think about recycling in our daily life (Miyazaki Branch Office)

Miyazaki Branch Office invited an outside expert to give a lecture on separating waste and recycling at home, which was attended by 82 participants.



Lecture at Miyazaki Branch Office

Study Tours

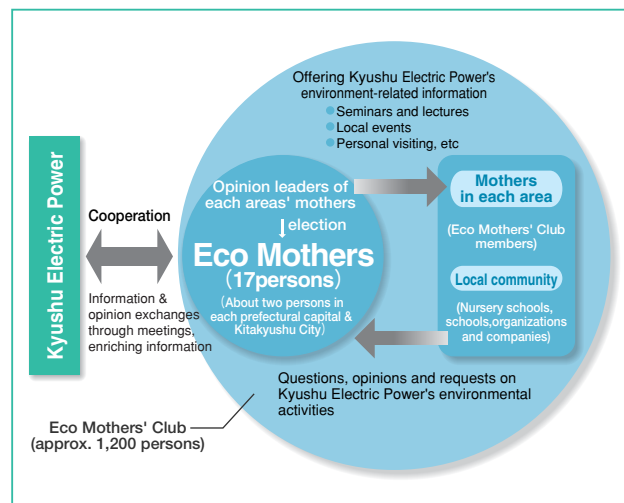
Kyushu Electric Power organizes study tours for the general public to introduce the company's efforts made to deal with environmental issues. The tours usually involve visits to observe facilities at power stations and PR facilities such as Genkai Energy Park. In Fiscal 2002, a total of approximately 150,000 people participated in the study tours to Genkai Nuclear Power Station and Sendai Nuclear Power Station, which were organized to help raise the general public's understanding of the effective use and development of nuclear power as a means of addressing global warming.

Promoting communication on environmental issues by the "Eco Mothers' Club"

Kyushu Electric Power places importance on the communication of environmental issues to mothers who are immediately concerned with such issues, and hold the role of teacher of environmental education at home. As part of this initiative, the company conducted a survey targeted at 1,000 mothers in Kyushu in November 2002. The survey focused on environmental issues and Kyushu Electric Power's environmental activities. As a result, requests were made for environment-related information disclosure, which is useful for pursuing energy saving and an environmentally friendly lifestyle.

See P36 for details

Based on the survey results, the new environmental Publicity system by "Eco Mothers", communicators on environment and energy issues, was started in Fiscal 2003. The "Eco Mothers' Club", with 17 Eco Mothers as its core members (about two persons in each prefectural capital and Kitakyushu City), is an interactive communication network between the company and mothers living in Kyushu. It aims to enhance awareness of environmental issues and contribute to environmental conservation as a community's task, by sharing information on energy and the environment. Kyushu Electric Power reflects the opinions of the club on its environmental activities.



2 Community activities

Kyushu Electric Power is dedicated to promoting environmental activities through the Kyushu Homeland Forestation Program and Car-sharing Project. At the same time, the company organizes Environment Month to support environmental activities through participation in various community programs.

Planting one million trees under the Kyushu Homeland Forestation Program

To commemorate the 50th anniversary, Kyushu Electric Power began the Kyushu Homeland Forestation Program in Fiscal 2001 to plant one million trees at sites throughout Kyushu over the next 10 years. [See Related Information P57](#)

- As public interest on global warming and other environmental issues are increasing, forests' CO₂ absorbing function attracts attention. Other various aspects and functions of forests are also becoming a focal point, so as to ensure full utilization: land conservation (water source cultivation, sediment discharge prevention), species of wild fauna and flora conservation, and as a place for nature-based experiences.
- Under the circumstances, Kyushu Electric Power actively supports the Kyushu Homeland Forestation Program as a company-wide program, aiming to help the greening of the local environment as well as the enhancement of awareness of environmental issues. Under the program, 100,000 trees will be planted each year with the cooperation of local communities, to plant a total of one million trees in 10 years.
- The program is supported by the participation of Green Helpers, volunteers who have basic knowledge and skills on greening.

Environmental education support

Following the intensive interests on environmental issues, there is an increasing need for environmental education, which is organized by cooperating educational institutes, local communities, and business entities. To satisfy such needs through sup-

porting environmental education in community and school activities, Kyushu Electric Power has hosted nature-related classes and programs in the forest surrounding Onagohata dam, Amagase, Oita Pref. [See Related Information P58](#)



Volunteers participating in Forestation of Onagohata



Bird's-eye view of Onagohata Power Station

COLUMN NO.3 "No!" to illegal waste dumping

Cooperation with local authority

Kyushu Electric Power cooperates with local authorities to pursue the efforts of building a recycling-based society. 21 offices of the company, with a total of 71 local authorities, have signed the agreement on illegal dumping. Under the agreement, if employees of the company find illegally dumped waste during their work, they report the fact to an appropriate local authority. This is a practical and effective measure to build a recycling-based society at a local level, as such waste can be found at an early stage and the extent of dumping can also be minimized through these efforts.



Company vehicle with a sticker calling for prevention of illegal waste dumping

Environment Month in FY 2002

Kyushu Electric Power is actively promoting voluntary activities including tree planting and cleaning the community.

◇Tree planting

As part of the greening activities, approximately 4,185 saplings were planted by 20 offices.

- Staff members of the Amagi Customer Service Office, Fukuoka Branch Office, planted 500 *Rhododendron scabrum* at Koganegawa nursery school (Amagi City) with the school toddlers.

◇Voluntary activities

Kyushu Electric Power was involved in various voluntary activities such as cleaning local communities, stocking rivers with fry, and opening community farms at its power station premises to the public.

- 90 offices cleaned roads, rivers and coasts around their offices. 42 offices also joined cleanups led by local governments.



Tree planting (Koganegawa nursery school, Amagi City, Fukuoka Pref.)



Cleanup of Kumamoto Branch Office surroundings



Fry releasing (Mimikawa River, Hyuga City, Miyazaki Pref.)



Planting potatoes (Genkai Nuclear Power Station)

Kumamoto Higashi Customer Service Office and Kumamoto Power System Maintenance Office, Kumamoto Branch Office, jointly conducted cleaning of the surrounding area of the office buildings.

- Four offices stocked rivers with fry. This included the release of 4,500 carps and eels into the Mimikawa River by the Hyuga Power System Maintenance Office, Miyazaki Branch Office.
- Community farms and greenhouses at our premises were opened to the public at three offices. Genkai Nuclear Power Station invited 110 nursery school toddlers of Futaba nursery school and Aoba nursery school (Genkai Town) to pick tomatoes grown in its greenhouse that uses waste heat from the plant, and to experience planting potatoes.

Car-sharing Project

In October 2002, Kyushu Electric Power started a car-sharing project in Fukuoka City by using electric and low-emission vehicles through collaboration with Fukuoka City and environmental NGOs.

[See Related Information P59](#)

Under the car-sharing scheme, people share a car, instead of possessing their own cars, by becoming a member of the organization that takes charge of management and operation of cars. The scheme can help by reducing emissions and relaxing traffic jams. Kyushu Electric Power supports the scheme by covering the cost of introducing approximately 20 vehicles and developing an unattended hiring out system, as well as offering knowl-

edge accumulated through experimental studies on electric vehicles, and conducting analysis of running data of vehicles.



Test run (Research Laboratory)

C O L U M N

NO.4

Awarded by Fukuoka City for distinguished efforts in environmental conservation

Kyushu Electric Power won the Fiscal 2003 Fukuoka City Environmental Conservation Awards. The awarding system, established by Fukuoka City in Fiscal 1998, is aimed to award persons and organizations for their distinguished contribution to pursuing environment-related activities and promotion of nature conservation and greening. The award also focuses on encouraging the citizens to voluntary participation in environmental conservation activities. The award resulted from the positive evaluation of Kyushu Electric Power's concerted efforts within the community, including promotion of environmental education at the Kyushu Energy Hall and through organizing lectures on environmental conservation, Kyushu Homeland Forestation Program, Car-sharing Project and Green Electric Power System.



Awarding ceremony

3 International cooperation

Kyushu Electric Power supports offshore environmental conservation activities through international cooperation efforts with overseas electric utilities, including information exchanges, sending of specialists, receiving trainees here, and through technical support.

Technical cooperation through international exchange agreements

Kyushu Electric Power has entered into exchange agreements with overseas electric utilities aiming to exchange information and opinions on common issues: global environmental problems, development and safety assurance of nuclear power, efficient management, and deregulation. The shared information and opinions are helpful to business operation.

- In September 2002, Kyushu Electric Power entered into a new exchange agreement in the field of transmission system management with Electricité de France (EDF), with which the company has been promoting personnel exchanges since 1996. The two companies share common technical issues on power transmission, including the influence of widespread use of dispersed power sources such as wind and photovoltaic power on transmission systems. The new agreement therefore will help the companies to study the future of power transmission through exchanges of technical information by specialists and joint research.

International exchange agreements

Country	Company/organization	Date of agreement
Korea	Korea Electric Power Corp.	Jan. 1969
China	Szechwan Electric Power Test & research Institute	Apr. 1991
China	Shandong Electric Power Corp.	Apr. 1992
U.K.	Scottish Power Co., Ltd.	Aug. 1993
Australia	Western Power Co., Ltd.	Dec. 1994
France	Electricite de France	Oct. 1996
Thailand	Provincial Electricity Authority	Feb. 2000
Philippines	National Power Corporation	Oct. 2000
Vietnam	Electricity of Vietnam ^{*1}	Jun. 2001
France	Power Transmission and System Management Dept. Electricité de France	Sep. 2002
Taiwan	Taiwan Power Company ^{*2}	Apr. 2003

※1:Entered into an agreement for personnel training program with Electricity of Vietnam.
 ※2:Entered into an agreement for technical exchange in the field of civil engineering with Taiwan Power Company.

International cooperation through JICA and other organizations

Kyushu Electric Power contributes to the transfer of technology and knowledge to developing countries in Asia and the world by sending personnel and receiving trainees through JICA and other organizations.

- In Fiscal 2002, 13 employees were sent to China, Laos and Malaysia, while 68 trainees were received from China, Thailand and Vietnam.

4 Employee Awareness Enhancement

Kyushu Electric Power trains employees and provides varied information on environmental activities to enhance the environmental awareness of each employee.

Training and lectures

In-house training programs are held for employees. The programs feature lectures or talks on environmental issues by lecturers invited from within and outside the company.

- In Fiscal 2002, a total of 151 employees joined three environmental-training programs tailored to different needs in each

department and career.

- A total of 219 employees joined lectures given by the Environmental Affairs Dept. and held at five offices.
- During Environment Month, special lecturers were invited at 21 offices, to which 1,253 employees attended.
- A lecture with the theme of "What we can do for the future generation" was given by an academic expert to 158 employees of the Kumamoto Branch Office.
- At the Head Office, an outside expert gave a lecture under the theme "Environmental management promotion and social evaluation", which 207 employees attended.



Lecture at the Kumamoto Branch Office



Lecture at the Head Office

Fostering specialists for environmental measures

The company helps employees obtain qualifications such as Energy Manager and Pollution Control Manager by establishing systems to assist with correspondence education fees, or by providing allowances for employees who obtain publicly-recognized licenses and qualifications.

- A total of 783 employees were qualified as Energy Managers as of the end of Fiscal 2002, 101 more managers than the previous year.
- The company encourages its employees to obtain the internal qualification of environmental auditor, who monitors whether each office's environmental management system is appropriately operated and maintained, and reports the results and issues to be improved to the management of each office. In Fiscal 2002, 210 employees obtained the internal qualification of environmental auditor by participating in seven training programs. These training programs are offered by lectures dispatched from Kyushu ISO Certification/Registration Organization, which is a group company served as an organization certifying/registering ISO 14001 (environmental management system).

No. of qualified employees (cumulative total)

	FY 2001	FY 2002
Energy Manager	682	783
Pollution Control Manager	500	486
Industrial Waste Intermediate Treatment Facility Engineering Controller	132	131
Industrial Waste Final Disposal Site Engineering Controller	54	52
Internal Environmental Auditor	—	210

Providing information

The company provides employees with environment related information regularly by broadcasting domestic and international environmental news through company televisions, newsletters, and by making full use of the intranet.

◇ Providing information through a newsletter, "Environment Digest"

Contents of the monthly newsletter are as follows:

- Social trends and news on environmental issues
- Information on measures held by the company and other organizers
- Information on environmental events which are newly introduced by the company
- Essays from people engaged in environmental activities



◇ Environmental Affairs Dept. website

The website is utilized as a communication tool with employees to enhance personnel's awareness on environmental issues and to promote environmental activities, as well as to support management and guidance of environmental managers.

- Information on compliance
- Environmental activities conducted
- Enquiry
- Information on environmental issues



Award system

Kyushu Electric Power has established an award system for employees who devote themselves to the local community. The system aims to encourage employees' active commitment to local communities and communication with them.

- In Fiscal 2002, 27 employees received awards. The award-winning contributions included translating correspondences between foster parents and children for the Foster Parents Plan of Japan, a voluntary body dealing with overseas foster parent programs, as well as coaching the Japanese art of archery to boost local sports activities.

Supporting social contribution

Kyushu Electric Power encourages employees' social contribution by setting up a volunteer leave system.

- In Fiscal 2002, an increased number of 345 volunteer leave days were taken company wide, compared to 191.5 days in the previous year. This increase is due to the utilization of the system during the period of the World Cup Soccer Tournament.

■ Use of volunteer leave (FY 2002)

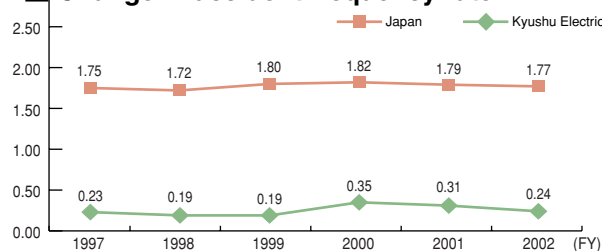
	Social service	Community activities	Sports and cultural activities	Donor (bone marrow donor registry)	Total
No. of people	61	27	49	3	140
No. of days	134	83	119.5	8.5	345

Safety and health

Safety and health of all employees are two fundamental elements for active and sustainable business activities, including environmental activities. Kyushu Electric Power works to create a safe and healthy working environment with the aim of achieving 'zero-accident challenge and individual health management'. The company mainly focuses on the following points:

- ① Preventing operational accidents
- ② Preventing traffic accidents
- ③ Improving the working environment
- ④ Preventing disasters at subsidiary firms and contractor operations
- ⑤ Improving measures for comprehensive health management

■ Change in accident frequency rate*



* Accident frequency rate (AFR) is the number of injuries leading to one or more days off work in 1 million man-hours worked.

COLUMN NO.5 2002 Kyushu Electric Power Environment Action Report won the Green Reporting Award

Kyushu Electric Power's Environment Action Report, published last year, won the Excellence Prix at the 6th Green Reporting Award hosted by Toyo Keizai Inc. Green Reporting Forum. The Awards were established with the aim of enriching both the quality and volume of environmental reports by enhancing companies' awareness on environment-related information disclosure. Kyushu Electric Power is the third to win the Excellence Prix in the power industry following Kansai Electric Power and Chubu Electric Power. Judges made comments that the Report showed efforts to explain the company's general activities on environment preservation in simple



Awarding ceremony



Cover of 2002 Kyushu Electric Power Environment Action Report