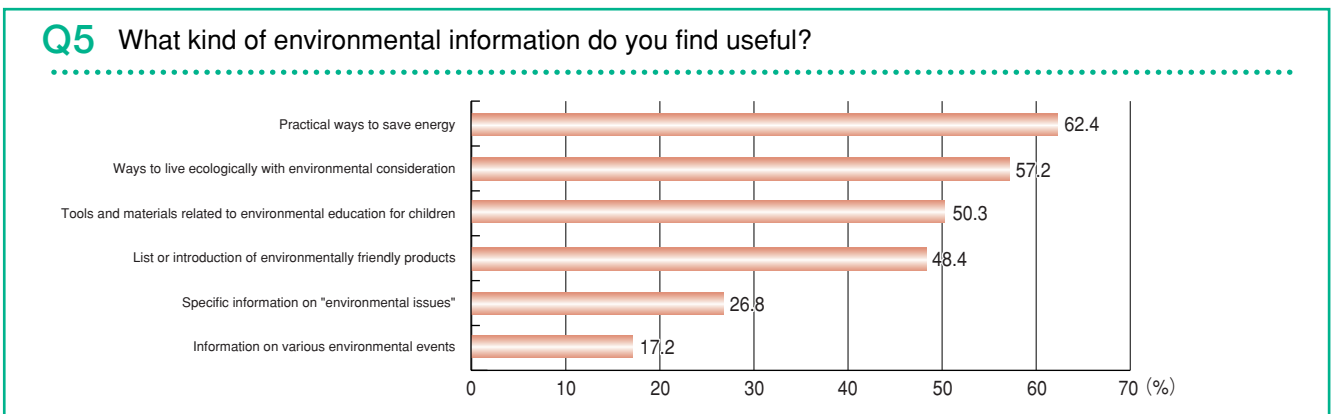
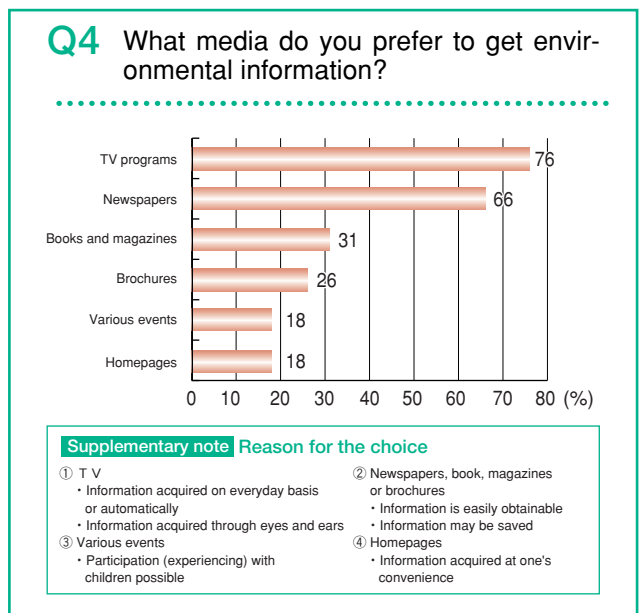
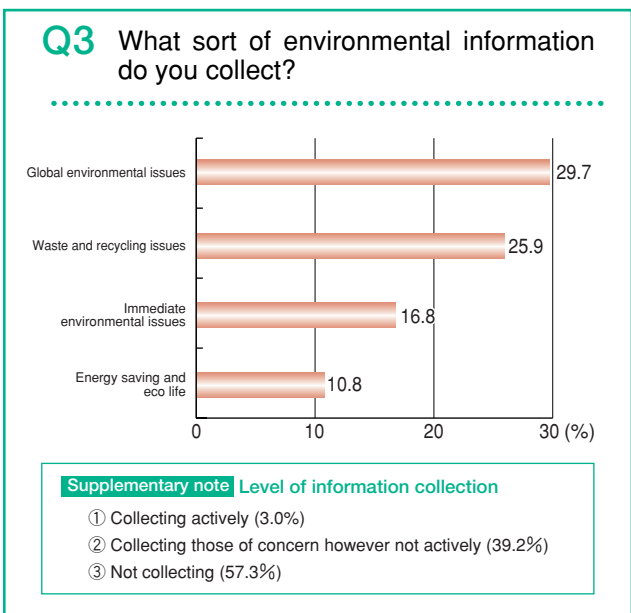
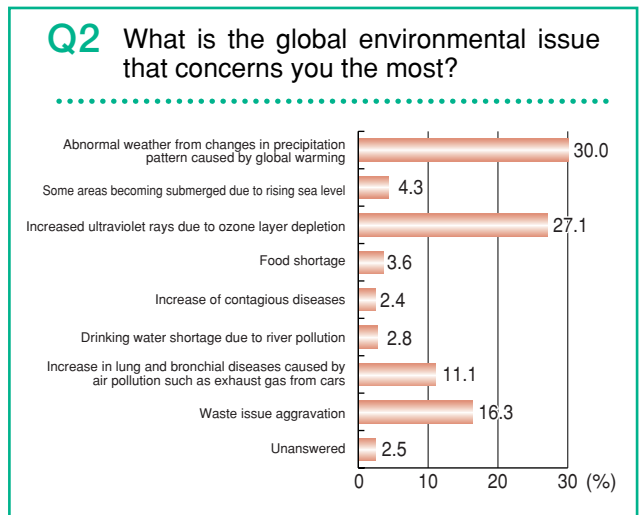
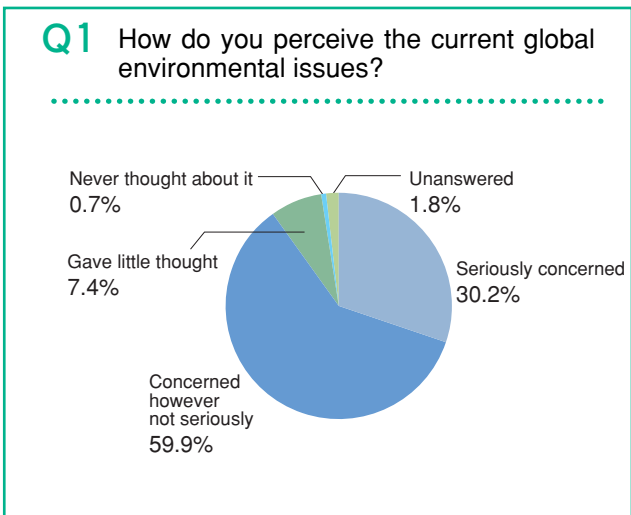
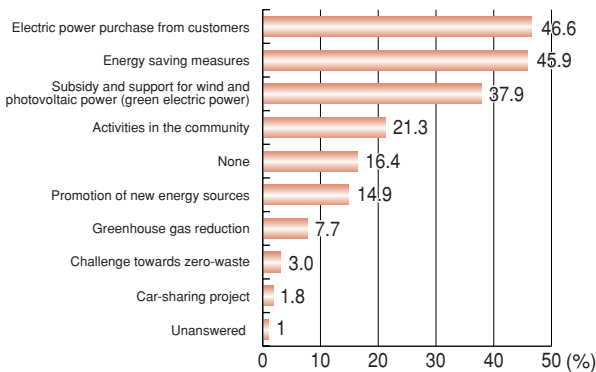


3 Awareness and Actions of Mothers on Environmental Issues

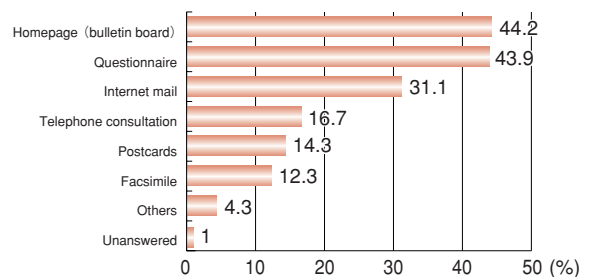
Kyushu Electric Power conducted a survey on mothers living in Kyushu in November 2002, and received valuable opinions. 1,000 questionnaires were sent out, 676 of them have been returned (response rate of 67.6%). The main results are as shown below.



Q6 Which of Kyushu Electric Power's activities were you aware of?



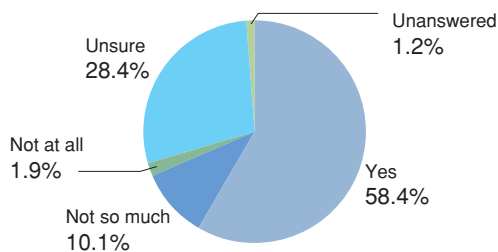
Q7 Which method do you want enhanced for communicating opinions and questions on environmental activities?



Supplementary note

- | | |
|---|--|
| ① Homepages | ② Questionnaires |
| • It can be accessed anywhere, anytime. | • A questionnaire encourages respondents to think of more questions. |
| • Communication is simple, easy and immediate. | • It is easier to accept even without interest |
| ③ E mail | ④ Telephone |
| • Access is simple and easy and can be made from cellular phones. | • It is easier to communicate one's thoughts through conversation. |

Q8 Do you think that Kyushu Electric Power is an environment-conscious company?



Supplementary note

- Half of those who answered, "Yes" did so after reading the enclosed brochure.
- Most of those who answered "Not so much" or "Not at all" did so due to concern or mistrust towards nuclear power generation or the impact on the environment from power plant constructions.

Reason for choosing mothers for the questionnaire

- Mothers are usually the ones responsible for children's environmental education in the household.
- Mothers feel more involved in environmental issues.
- Mothers have various opinions which they hear by word of mouth.

Findings from the questionnaire

- Environmental information must be offered so that recipients can easily obtain.
- The improvement of simple communication tools is needed.
- The keywords for information are "connected to the area", "simple" and "easy to understand".
- Examples of activities for immediate environmental issues are requested.
- In order to enhance people's interest and corporate image, it is essential to "inform" people how Kyushu Electric Power tackles the measures.

C O L U M N NO.6 1st Meeting of Kyushu Electric Power Eco Mothers' Club

The Eco Mothers' Club network is considered to be one of the pillars of the future activities for environmental public relations. Upon establishment of the network, a meeting with eco mothers from the respective area was held on July 12, 2003. This being the first such experience, voices of mothers expressed mixed feelings including anxiety and aspiration, such as, "We don't know what will happen (with the club) until we actually start the activities", and "We must first acquaint ourselves with the matter". Some other opinions are listed below.



1st Meeting held on July 12, 2003

- There are many aspects to "ecology". We hope to engage in undertakings that lead our children to ecological activities.
- People should be informed that both mothers and children could get involved in activities. We would start from familiar activities such as kitchen garbage disposal and recycling news and build on them to broaden our view to global environment.
- While conveying information on environmental issues, we want to let people know what we can do in our immediate

surroundings.

- We want to send a message that we cannot survive without learning to live in harmony with the natural environment.
- We are the pipeline between Kyushu Electric Power and children and their families. We hope to convey messages from both sides and think together.
- Today's activities had me thinking what we can pass onto the next generation.

Kyushu Electric Power plans to implement environmental activities that are closely connected to the local area by thinking together with Eco Mothers.