

## 2. Principal Opinions of the Kyushu Electric Power Environmental Advisory Council

The 2nd Kyushu Electric Power Environmental Advisory Council was held on August 9, 2002. Various views on Kyushu Electric Power's measures for environmental issues and the "Fiscal 2002 Kyushu Electric Power Environment Action Report" were discussed. The following are some of the principal opinions of the Council:

### (1) Environmental accounting

Although there is a tendency to convert everything to a monetary value, representing things in terms of quantity of substances and activities is an effective way to express value without misleading companies and society.

In light of possible electricity-rate changes, other items such as input of materials and electricity sales, in addition to operating revenue, might be used for comparison in calculating environmental efficiency.

### (2) Environmental education

Whenever a lecture is given in elementary schools, issues such as, "What sort of activities can children engage in that would help the earth?" should be explained in simple terms.

Education for children is critical for the future of the global environment.

Future environmental education needs to include energy in addition to environmental conservation. Kyushu Electric Power should take the lead.

A campaign must be launched to discuss electricity and future energy sources.

By developing appropriate teaching materials, for example, environmental education that stimulates children's awareness of the environmental issues around them should be promoted.

Cooperation systems must be developed with other companies that share a common motivation to support administration and environmental education, in addition to cooperation with academic experts and citizens' groups.

Forestation that fosters CO<sub>2</sub> sink should be utilized effectively for environmental education, beyond activities to protect and plant trees.

### (3) Environment Action Report (draft)

The Action Report should be compiled with a clear understanding in mind of the target readers.

The slogan used on the front cover photograph should be taken up frequently within the report, and would be clearer to readers if explained in the Message from the President.

Images of Kyushu should be more frequent, including on the front cover. A caption should accompany the front cover photograph.

It is important to follow the PDCA cycle at each office in the third-party review, in addition to throughout the company.

Explanations should make people aware of attainable targets, such as how a 1% thermal efficiency improvement will lead to significant CO<sub>2</sub> reduction.

The Environment Action Report is an excellent environmental education material. The contact number list for study tours should be included.

The introduction of new energy sources with less environmental load should be aggressively addressed. Also, basic policies on the optimal combination of energy sources including new energy sources should be stated based on the stance of growth with balance of the 3Es (environment, energy and economy).

The digest version of the Environment Action Report from the last fiscal year was easy to understand, making Kyushu Electric Power seem friendlier.

The digest version would be more approachable if photographs of regular staff were used to describe activity status.

These valuable opinions will be incorporated into Kyushu Electric Power's environmental activities of the future.

### Members of the Kyushu Electric Power Environmental Advisory Council

(Names listed below are in the order of the Japanese syllabary.)

Ei Akagi	: writer
Naohito Asano	: Professor, Faculty of Law, Fukuoka University, and member of the Central Environment Council
Nahomi Ishikubo	: lifestyle journalist
Mami Oku	: Associate Professor, Faculty of Environmental Studies, Nagasaki University
Takao Sawada	: Economic Editor, Seibuhonsha office, the Yomiuri Shimbun newspaper
Satoshi Tsuruta	: Executive director, Japan Environmental Measurement & Chemical Analysis Association
Akira Fukuizumi	: Teacher, Fukuoka Prefectural Shuyukan High School
Kan Yoshida	: copywriter
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