

Energy and Environmental Education for the Next Generation



We are carrying out activities throughout Kyushu aimed at the next generation to foster interest in energy and the environment.

Environmental Education at Kuju Kyuden Forest in Yufu City, Oita Prefecture

We manage a headwater conservation forest to ensure stable supplies of water for hydroelectricity generation. The rich natural environment of Lake Yamashita (Yufu City, Oita Prefecture) located in this vast forest is the location for an experiential environmental education program run by the Kyuden Mirai Foundation together with our group company, Kyushu Rinsan Co., Inc. A total of 24 sessions with a total of 1,280 participants were conducted in FY2017.

Through this type of environmental education, we aim to raise environmental conservation awareness among children and teach them through classroom lectures about the current global warming situation and the role of forests. The program's objective is to protect the environment in Kyushu into the future. The hands-on program combines a look into the fun of the forestry profession, observing the forest, and working with wood.



Learning how to cut down a tree



Observing the forest, in the midst of nature



Woodworking—the struggle of working with hard wood

Environmental Education for the Next Generation

We offer visiting school talks on energy and environmental issues throughout Kyushu for fun learning.

In FY2017, 529 classes were conducted in elementary and junior high schools, reaching 16,000 children and getting them to think about energy and the environment.



Children fully engaged in a class



Awe-inspiring tour of the Sendai Nuclear Power Station

“Eco-Mother” Activities Support Environmental Education

We carry out “Eco-mother” activities to support environmental education for children and to provide environmental information to their parents and guardians.

These activities involve mothers in various parts of Kyushu visiting nursery schools and others as “Eco-mothers” to read picture books with environmental themes, instilling in young children the importance of valuing the environment.

In FY2017, 200 sessions were held, with the participation of approximately 16,000 children, parents and guardians.

In addition, over the past 15 years, we have conducted more than 3,600 sessions in total, reaching about 250,000 kids and adults.



“Eco-mother” activities communicate the importance of the environment

Kyuden Play Forest Activities Across Kyushu

To foster a love of forests in children, we have been conducting hands-on environmental events we call Kyuden Play Forest in various places around Kyushu since FY2016. In FY2017 we increased the frequency of the events, expanding them to other parts of Kyushu.

At such an event, in collaboration with environmental groups, employees from various companies set up booths in the forest for kids and their families to have fun with things like making their own chopsticks, playing nature games, cutting logs, and more.



Making chopsticks from thinned hinoki cypress



A nature game to generate excitement about contact with plants and forest creatures



Cutting a log with a handsaw