



For a Sustainable Society

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Shokawa cherry tree, Gifu Prefecture

This tree was transplanted in 1959 in conjunction with the construction of Miboro Dam (see page 62).

The Social Activities We Are Involved in Have a Close Relationship to the J-POWER Group Corporate Philosophy.

This section reports on the positioning of the five agendas contained in our corporate philosophy and provides specific examples of initiatives in each area. The agendas are:

- Building Community Trust
- Partnering and Collaborating with the Public
- Corporate Activities Rooted in Sincerity and Pride
- Continuously Refining Knowledge and Technologies
- Meeting Challenges with Skills and Enthusiasm

Building Community Trust

- Safety and peace of mind are major preconditions for maintaining corporate activities that enjoy the trust of local communities both domestically and overseas. To this end the J-POWER Group complies with local laws and ordinances, shows respect for different cultures and customs, conducts corporate activities in accordance with international standards, and publicizes and opens its facilities to local residents, among other efforts. Employees also participate in a variety of activities that benefit local communities.

Safety and Peace of Mind

The J-POWER Group has been involved in power generation for the past half-century as a wholesale power supplier, and throughout that time we have provided a stable supply of electric power.

Maintaining the safety of our facilities and ensuring they inspire peace of mind in local residents is a major precondition for ensuring the stable supply of power.



Inspection at the Aso-Nishihara Wind Farm in Kumamoto Prefecture



Inspection of insulators on the Matsushima Thermal Line in Nagasaki Prefecture




Inspecting the Kumano Main Transmission Line in Nara Prefecture

Facilities Maintenance

The J-POWER Group possesses various types of facilities for power generation, supply, and transformation as well as for communications, civil engineering, and construction. To ensure stable supplies of power, it is essential that high-quality maintenance work is conducted in order to maintain the functions of these facilities, prevent malfunctions and accidents before they occur, and minimize environmental impact.

Through on-the-job experience and other training programs, we work to maintain and improve the facilities maintenance techniques we have cultivated in these areas to date with the goal of improving overall facilities maintenance. In addition, we precisely monitor the status of equipment and use a computerized maintenance manage-

ment system (CMMS)  and other information technology to help ensure reliable maintenance work is carried out.

Moreover, we make improvements to facilities maintenance on an ongoing basis by developing optimal maintenance plans and conducting reliable maintenance work on the basis of sharing and utilizing data that has been collected from prior work and remote equipment monitoring. We also make improvements by checking on the substance of maintenance work and the status of facilities. This process includes revising rules and work manuals as needed.

Emergency Response

In readiness for the event of a disaster or accident, the J-POWER Group makes necessary preparations, develops prevention and response systems, and regularly conducts training drills.

● Disaster Prevention System

In the event that major damage is incurred by our facilities due to a natural disaster such as an earthquake, typhoon, or heavy snowfall, emergency response headquarters will be established at our head office and other organizations. We have a system in place to facilitate a Group-wide response to emergencies, limit the extent of damage, and promote a quick recovery.

● Disaster Prevention Drills

Each of our power stations runs drills several times a year that simulate a variety of potential accidents and natural disasters. The drills are designed to ensure appropriate actions are taken whenever an emergency occurs. General disaster prevention drills are conducted with coordination between the head office and local bodies. These drills have incorporated simulations since fiscal 2004. The general disaster prevention drill for fiscal 2005 was run in December.



General disaster prevention drill

Power Station Pipe Inspections

In light of the accident involving a pipe rupture at a nuclear power plant in August 2004, since September 2004 we have conducted pipe inspections on sections downstream of orifices, the site of the accident, and other similar areas at all J-POWER thermal power stations (including the Onikobe Geothermal Power Station). In accordance with the Electricity Utilities Industry Law, we sequentially inspected 5,793 areas in conjunction with our regular power station inspections. The inspections were completed in June 2006.

There were 12 confirmed areas that did not meet thickness requirements, but they all have since been made secure by replacing the pipes.

Based on the results of these inspections and other data, we intend to conduct appropriate pipe management and otherwise do our utmost to maintain safe operations.

Interacting with Local Residents

Participation in Traditional Performing Arts

Employees who live in the local community or are involved in corporate activities there participate in traditional local events, playing an important role in preserving and respecting local history and culture.

Participation in Traditional Performing Arts

Organization	Location	Event
J-POWER Kitahon Power Administration Office J-POWER North Regional Control Center J-POWER Hokkaido Transmission Line Maintenance Center J-POWER Hokkaido Telecommunication Engineering Center JPHYTEC Kitahon Interconnection Office JPHYTEC Hakodate Office KEC Corporation Hakodate Business Office	Hokkaido	Togeshita Inari Shrine Festival
J-POWER Ohma Main Transmission Line Project Construction Office	Aomori Prefecture	Tanabu Shrine Festival
J-POWER Towa Power Administration Office JPHYTEC Towa Office	Iwate Prefecture	Hanamaki Festival
J-POWER Kitayamagawa Power Administration Office JPHYTEC Kitayamagawa Office	Nara Prefecture	Maintenance of terraced rice paddies
JP Business Service Corporation	Tokyo	Fukugawa Hachiman Festival
J-POWER Isogo Thermal Power Station JPec Isogo Company Kaihatsu Hiryo	Kanagawa Prefecture	Kanagawa Yamato Awa Dance
J-POWER Takasago Thermal Power Station	Hyogo Prefecture	Ebisu Shrine River Festival; 9th Takasago Moon Viewing Noh Performance; Sone Tenmangu Autumn Festival
J-POWER Tachibanawan Thermal Power Station JPec Tachibanawan Company KEC Corporation Tachibanawan Business Office JP Business Service Tachibanawan Office	Tokushima Prefecture	Awa Dance (Anan Summer Festival)
J-POWER West Regional Control Center J-POWER Shikoku Telecommunication Engineering Center JPHYTEC Saijo Office JPHYTEC Shikoku Office KEC Corporation Saijo Business Office	Ehime Prefecture	Saijo Festival
J-POWER Matsushima Thermal Power Station	Nagasaki Prefecture	Nagasaki dragon boat races
J-POWER Wakamatsu Operations & General Management Office	Fukuoka Prefecture	Waita Gion Festival



JP Business Service



J-POWER Kitahon Power Administration Office



J-POWER Ohma Main-Transmission Line Project Construction Office



J-POWER West Regional Control Center



J-POWER Matsushima Thermal Power Station

Community Activities

Opening Facilities to the Public

We open our nationwide power stations, research labs, and other facilities on certain days in each region to provide the opportunity to the general public to see and learn about them.

Organizations Opening Facilities to the Public

Hiroshima Prefecture

J-POWER Takehara Thermal Power Station
J-POWER Group



Takehara facility opened to the public for a daylong event

Nagasaki Prefecture

J-POWER Matsuura Thermal Power Station
JPec Matsuura Company
JP Business Service Matsuura Office
KEC Corporation Matsuura Business Office
J-POWER Matsushima Thermal Power Station



Event held at Matsuura in 2005

Okinawa Prefecture

J-POWER Ishikawa Coal-Fired Power Station
JPec Ishikawa Company
JP Business Service Ishikawa Office
KEC Corporation Okinawa Business Office

Miyagi Prefecture

J-POWER Onikobe Geothermal Power Station
JPec Onikobe Office

Niigata Prefecture

J-POWER Koide Power Administration Office
JPHYTEC Koide Office, et al.

Hyogo Prefecture

J-POWER Takasago Thermal Power Station
JPec Takasago Company
JP Business Service Takasago Office
KEC Corporation Takasago Office

Tokushima Prefecture

J-POWER Tachibanawan Thermal Power Station

Fukuoka Prefecture

J-POWER Wakamatsu Operations & General Management Office
Wakamatsu J-POWER Group



Thermal power simulator tour

Fukushima Prefecture

J-POWER Shimogo Power Administration Office
JPHYTEC Shimogo Office, et al.

Saitama Prefecture

J-POWER East Regional Headquarters
J-POWER Kawagoe Power Administration Office
J-POWER East Regional Transmission Line Maintenance Center
J-POWER Kantou Telecommunication Engineering Center
JPHYTEC East Regional Company
JPHYTEC Kawagoe Office

Tokyo

J-POWER Head Office



Tsugaru shamisen concert and photo exhibit held in the first-floor lobby

Kanagawa Prefecture

J-POWER Isogo Thermal Power Station
J-POWER Isogo Thermal Power Station No. 2 Unit Construction Office
JPec Isogo Company
JP Business Service Isogo Office
KEC Corporation Isogo Business Office
Kaihatsu Hiryo

Activities of J-POWER Takasago Thermal Power Station (Hyogo Prefecture)

Website: www.bansyuu.com

J-POWER Cup Soccer Tournament

The J-POWER Cup Soccer Tournament has been held every year since fiscal 2001. In fiscal 2005 it was held on November 12. Eight youth teams participated, with all the games hard fought.



J-POWER Cinema Club

Twice a year, in spring and fall, we invite senior citizens' clubs in Takasago to attend a movie free of charge and go on a tour of the power station. In fiscal 2005, some 160 people participated.



J-POWER Community Concerts

J-POWER has held classical music concerts in 93 locations around the country since 1992 to express our appreciation to local residents living in the areas where we operate for their ongoing understanding and cooperation.

We have also held smaller-scale community concerts at 70 welfare facilities, schools, and other locations around Japan as a part of our public service activities.



J-POWER Wakamatsu Operations & General Management Office (Fukuoka Prefecture)



J-POWER Towa Power Administration Office, JPHYTEC Towa Office (Iwate Prefecture)

Local Events

We are committed to setting down roots in local communities and fulfilling our role as a good corporate citizen that contributes to the development of the community. Given this commitment, we participate in local events, provide support for them as a sponsor, and otherwise participate in community life.



J-POWER Ishikawa Coal-Fired Power Station (Okinawa Prefecture)
Maeganeku dragon boat races



J-POWER Tachibanawan Thermal Power Station (Tokushima Prefecture)
Anan marine festival sand sculpture contest



J-POWER Kitahon Power Administration Office (Hokkaido)
Flower planting campaign



J-POWER Koide Power Administration Office, JPHYTEC Koide Office (Niigata Prefecture)
Uonuma summer snow festival



J-POWER Isogo Thermal Power Station, JPec Isogo Company, JP Business Service Isogo Office (Kanagawa Prefecture)
Yokohama spring flower and plant fair

Local Environmental Conservation (Forest Conservation, Cleanup Activities, Planting Campaigns)

The Japanese government has designated June as Environment Month, during which we reexamine how companies and society should interact with the environment and consider ways, at the workplace and local levels, to help create a society in which energy production and the environment coexist in harmony. We conduct activities during the month on this basis.

Type of event	Content and offices participating
Lectures, instructional/educational meetings, etc.	Lectures organized: 8; Instructional/educational meetings: 11; Study groups: 18; Lecture attendance: 11;
Awards	Environment awards: 2
Panel exhibitions	Environmental panel displays: 4; Environmental exhibitions: 3
Slogan recruitment	Slogan offering: 1
Video screenings	Environmental education video screenings: 10
Posters, information provision, etc.	Display of Environment Month posters featuring the president's message: all domestic organizations; Distribution of pamphlets: 1; Exhibition on theme of Environment Month: 1
Forestry volunteering, nature walks	Forestry volunteer programs: 4; Nature walks: 3
Beautification activities	Beach cleanup: 7 total; Neighborhood cleanup: 43 total; Workplace environment improvement: 47 total; Tree and flower planting, Establishment of planters, distribution of seedlings: 16 total
Recycling activities	Recycling promotion activities: 10
Activities against global warming	Activities promoting energy-saving: 10; Campaign to encourage drivers not to leave car engines idling: 13; Campaign to encourage drivers to leave their cars at home: 1
Surveys	Environmental surveys: 8 total; Environmental inspections: 6
Site visits	Visits to environment-related sites: 10
Other	Non-smoking hours: 4; Environmental awareness-raising: 4; Opening facilities to the public: 1



Coinciding with Environment Month, a message from the president is posted at every organization and office in an effort to raise the environmental awareness of employees.



**J-POWER Totsukawa Power Administration Office
JPHYTEC Totsukawa Office
(Nara Prefecture, Wakayama Prefecture)**
Cleanup along Kumano Ancient Road, a World Heritage site



**J-POWER Kochi Power Administration Office
JPHYTEC Sameura Representative Office
(Kochi Prefecture)**
Forest and lake enjoyment days



**J-POWER Minami-Kyushu Power Administration Office
JPHYTEC Minami-Kyushu Office
(Kumamoto Prefecture)**
Flower bed maintenance with the Kodabe Senior Citizens' Club



**J-POWER Onikobe Geothermal Power Station
JPec Onikobe Office (Miyagi Prefecture)**
Forest and lake enjoyment days



J-POWER Tachibanawan Thermal Power Station (Tokushima Prefecture)
Shokawa cherry tree planting

Partnering and Collaborating with the Public

- As the business domain of the J-POWER Group inside and outside of Japan has expanded and as the scope of our interactions with society has increased, it has become necessary to carry out initiatives in recognition of our stakeholders and their diversity.
- In order to bring about ongoing, stable growth, it is essential that we fulfill specific roles and responsibilities as a good corporate citizen with respect to societal problems that we are involved in through our business activities.

Energy and Environmental Education

The J-POWER Group aspires to help bring about a society in which energy production and the environment coexist in harmony. To this end the awareness of each individual must be raised. As an activity intended to raise the awareness of society as a whole, we provide opportunities for children, who will play an important role in making sustainable development a reality, to interact with energy and the environment alongside our employees.

Looking ahead, we intend to enhance programs in collaboration with organizations outside the company.

Hands-On Learning

Organization	Location	Description	Participants
J-POWER Isogo Thermal Power Plant	Kanagawa Prefecture	Shiomidai Elementary School challenge day (educational crafts to learn about electricity)	36 elementary school students
J-POWER Sakuma Power Administration Office JPHYTEC Sakuma Office JPHYTEC Chubu Tenryu Office KEC Corporation Sakuma Business Office	Shizuoka Prefecture	Computer classes	24 total
J-POWER Takasago Thermal Power Station JPec Takasago Company	Hyogo Prefecture	"Try it!" week	5 junior high school students (accepted)
J-POWER West Regional Transmission Line Maintenance Center	Okayama Prefecture	Electricity class	37 elementary school students
J-POWER Takehara Thermal Power Station J-POWER Group	Hiroshima Prefecture	Internship for junior and senior high school students	4 interns (accepted)
J-POWER Kouchi Power Administration Office	Kochi Prefecture	Bamboo shoot harvesting	22 elementary school students
J-POWER Tachibanawan Thermal Power Station JPec Tachibanawan Company	Tokushima Prefecture	Sweet potato harvesting	Approx. 40 kindergarteners
J-POWER Wakamatsu Operations & General Management Office Wakamatsu Research Institute JPec Wakamatsu Environmental Research Center	Fukuoka Prefecture	Class on rooftop gardening (organism survey, heat island phenomenon, global warming, food cultivation and harvesting, etc.) *Held eight times per year	Total of approx. 320 elementary school students



J-POWER Kouchi Power Administration Office



J-POWER West Regional Transmission Line Maintenance Center



J-POWER Tachibanawan Thermal Power Station
JPec Tachibanawan Company

Energy and Natural Science Classes

Organization	Location	Description	Participants
J-POWER Kamishihoro Administration Office	Hokkaido	Kamishihoro lifelong learning rally	40 elementary school students
J-POWER Ohma Nuclear Power Project Construction Preparation Office	Aomori Prefecture	Participation in school classes (tours of geological formations, etc.)	407 elementary school and junior and senior high school students
		Science classroom	71 elementary and junior high school students
J-POWER Isogo Thermal Power Station JPec Isogo Company	Kanagawa Prefecture	Environmental panel exhibit	
J-POWER Matsuura Thermal Power Station	Nagasaki Prefecture	Science Partnership Program (Promoted by the Ministry of Education, Culture, Sports, Science and Technology)	36 junior high school students
Wakamatsu J-POWER Group	Fukuoka Prefecture	Children's science classroom *Held as part of a local community exchange fair	



J-POWER Ohma Nuclear Power Project
Construction Preparation Office



J-POWER Matsuura
Thermal Power Station

Facility Tours

The local organizations of the J-POWER Group invite people of all generations, including local kindergartners, elementary school students, and members of neighborhood associations and senior citizens' clubs, on tours during which we explain our power stations and other facilities. Around 550 people nationwide participated in the tours during fiscal 2005.



J-POWER Takasago Thermal Power Station
JPec Takasago Company (Hyogo Prefecture)
J-POWER tour during summer vacation



J-POWER Shizuoka Transmission Line Maintenance Office
Tour of J-WIND Tahara Wind Power Station

Volunteering

Volunteer Activities

The J-POWER Group considers fulfilling its social responsibilities to be indispensable to bringing about a better society. For this reason, we provide support for the volunteer activities of employees by providing special leave when they volunteer or participate in local events. Thirteen employees took a total of 26 special leave days in fiscal 2005 to participate in volunteer activities.

Looking ahead, we plan to develop a system to make it easier to take the leave days and to create an environment that makes it easy for employees without volunteer experience to participate.

Organization	Location	Description	Participants
J-POWER Kitahon Power Administration Office J-POWER North Regional Control Center J-POWER Hokkaido Transmission Line Maintenance Center J-POWER Hokkaido Telecommunication Engineering Center JPHYTEC Kitahon Interconnection Office JPHYTEC Hakodate Office KEC Corporation Hakodate Business Office	Hokkaido	Cleanup along National Route 5 (Togeshita region)	20
J-POWER Kamishihoro Power Administration Office J-POWER Kamishihoro Transmission Line Maintenance Office JPHYTEC Kamishihoro Office JPHYTEC Tokachi Office KEC Corporation Kamishihoro Business Office	Hokkaido	Cleanup of roads around business offices	40
J-POWER Kamishihoro Power Administration Office	Hokkaido	Cleanup of Otofuke River	3
J-POWER Ohma Main-Transmission Line Project Construction Office	Aomori Prefecture	Higashidori tree-planting festival; Ohata tree-planting festival; Mt. Kamafuse cleanup climb	7 in each event
J-POWER Okukiyotsu Power Administration Office JPHYTEC Okukiyotsu Office	Niigata Prefecture	Yuzawa region snow removal volunteering	9
J-POWER Forest Club	Tokyo	Forest conservation activities	40
J-POWER Hashimoto Transmission Line Maintenance Office	Wakayama Prefecture	Flower planting volunteering	All affiliated employees
J-POWER Kiwa Power Administration Office J-POWER Hashimoto Transmission Line Maintenance Office J-POWER Kansai Telecommunication Engineering Center JPHYTEC Kiwa Office JPHYTEC Kansai Office KEC Corporation Hashimoto Business Office	Wakayama Prefecture	Kiwa River bank cleanup	16
J-POWER Takasago Thermal Power Station JPec Takasago Company	Hyogo Prefecture	Drama performance by the Genkai Club	300
Wakamatsu J-POWER Group	Fukuoka Prefecture	Bamboo thinning (sponsored by NPO)	5
		Beach cleanup (Kitakyushu clean campaign) *Conducted twice	100 total
		Cosmos cultivation	15
		Acorn cultivation (Part of Kitakyushu's greenbelt plan)	50



J-POWER Hashimoto Transmission Line Maintenance Office



J-POWER Ohma Main-Transmission Line Project Construction Office



Wakamatsu J-POWER Group

Using Volunteer Leave to Participate in a Tree-Planting Tour in the Philippines

Mihoko Kitayama
Business Solutions Department,
JP Business Service



For two years in a row starting in 2004 I participated in overseas tree planting tours sponsored jointly by the labor union and OISCA-International for the sake of helping preserve the environment. And now, having witnessed environmental destruction first-hand, I have a strong conviction to first do what I can in my local area.



Since returning to Japan I have participated in NGO volunteer activities as an individual and have

studied public service activities, and am now utilizing those experiences as a member of the organization in the initiatives being advanced by the Group.

The volunteer leave program does not simply allow an individual to volunteer; I think it is also extremely meaningful in that it allows greater contribution to society with the encouragement of the company. As someone who has participated in the program, I would like to create ways to make it easier for more employees to take advantage of it.

Collection & Fundraising

We participate in a broad range of volunteer activities that include collecting spare change in foreign currencies and other items and providing disaster recovery assistance.

Type	Organization	Location	Description
Collection of spare change in foreign currencies	J-POWER International Power Business Dept. J-POWER Corporate Planning & Administration Dept. Office Support Center	—	Donation to UNICEF's Change for Good program (spare foreign currency collection): Equivalent of ¥39,376 in currency from 35 countries collected in 2005
Other items	Onikobe Geothermal Power Station JPec Onikobe Office	Miyagi Prefecture	Deposit of items (used stamps, Bell Mark coupons, used prepaid phone cards)
	J-POWER Takasago Thermal Power Plant	Hyogo Prefecture	Donation of sales on appreciation day to the charity fund of the Takasago Social Welfare Council
			Deposit of items (used stamps, Bell Mark coupons, used prepaid phone cards)
	J-POWER Takehara Thermal Power Station J-POWER Group	Hiroshima Prefecture	Donation to the Wakatake Works (a small-scale workshop for people with mental disabilities)
J-POWER Matsuura Thermal Power Station	Nagasaki Prefecture	Donation of used books to local libraries	
Disaster recovery assistance			U.S.: Donation of 1 million yen (through Nippon Keidanren) for the victims of Hurricane Katrina
			Indonesia: Donation of 1 million yen (through Nippon Keidanren) for victims of the earthquake in central Java

Collecting Spare Change in Foreign Currencies

Employees of the J-POWER Group travel overseas on business over 1,000 times a year, so we have them donate spare change and small bills that cannot be converted back to yen when they return home to Japan.

The money is collected in a donation box and presented to the Japan Committee for UNICEF to contribute to UNICEF's Change for Good program. The money goes to helping support and improve the health, nutrition, sanitation, and education of children around the world.



President Nakagaki donating to UNICEF

Overseas Relations

India

We helped provide power to a school built by VVK, an NGO providing living assistance for ethnic minority groups in the Purulia District of West Bengal in India. We also donated refrigerators and couches to a state-run medical clinic.




J-POWER Purulia Pumped Storage Project Office (Purulia District, West Bengal, India)

Corporate Activities Rooted in Sincerity and Pride

- The J-POWER Group is a multinational energy company that engages in corporate activities not only in Japan but in many countries around the world. We are supported by a diverse range of stakeholders, including shareholders, customers, suppliers, and local communities. Accordingly, we operate the company premised on sincerity in order to earn the trust of our stakeholders.
- For this reason the J-POWER Group proactively discloses information on management and the company, engages in dialogue with external organizations, and maintains an appropriate relationship with the government.
- The J-POWER Group recognizes that it has a social responsibility to properly understand the importance of individual rights and interests, protect the personal information of customers, suppliers, and others, and maintain their trust. We act in accordance with this recognition.

Respect for Human Rights, Prohibition on Discrimination

Human Rights Training

The J-POWER Compliance  Code mandates that the company constantly work to maintain a healthy workplace environment, to respect the rights of each individual, and to entirely refrain from actions that lead to discrimination.

Fiscal 2005 Human Rights Training

- New manager training, new section manager training
- Training for group employees at the Takehara Thermal Power Station (Hiroshima Prefecture)

Respect for Privacy

As a company that works to promote compliance activities based on our Corporate Philosophy, the J-POWER Group complies with regulations related to protecting personal information. Management and all employees recognize the importance of managing personal information and handling it properly. We have established a basic policy for the protection of personal information as well as policies for the handling of personal information on our website.

Policy for the Protection of Personal Information Privacy (Basic Policy)

The J-POWER Group recognizes that it has a social responsibility to properly understand the importance of individual rights and interests, protect the personal information of customers, suppliers, and others, and maintain their trust. We strive to act as follows in accordance with this recognition.

- Because leakage, alteration, loss, improper use, disclosure without permission, and other such acts with respect to personal information possessed by the company damage the trust put in the J-POWER Group by society and exert a substantial impact on the promotion of our business activities, executives and all employees recognize the importance of managing personal information and their responsibilities with respect thereto and take sincere actions in this regard.
- Executives and all employees uphold laws and ordinances related to protecting personal information and relevant internal regulations, and they properly handle personal information possessed by the company.

Communication

In order to become a more trusted and familiar member of society and to promote good relations with local communities, the J-POWER Group publicizes its environmental conservation efforts and other activities and communicates various types of information through our public relations initiatives.

Environmental Report

The J-POWER Group has published an environmental report each year since fiscal 1998. Since fiscal 2005 it has been published as the Environmental Management Report. It is also available on J-POWER's website at: www.jpowers.co.jp/english/index.html.



Public Relations Media

J-POWER's corporate activities are introduced to the public through advertising in newspapers and magazines, on public transportation, and in other media.

Newspaper Advertisements

Every Sunday from October 2005 to January 2006 we introduced our business activities and publicized our goal of enabling the harmonious coexistence of energy production and the environment in conjunction with a column on environmental issues in "be on Sunday," a Sunday supplement put out by the *Asahi Shimbun* newspaper.

A number of these ads are featured in this report (see pages 5-7, 19, 33, and 62).



Advertisement that ran in the *Asahi Shimbun* newspaper on January 15, 2006

Magazine Advertisements

From April 2005 to March 2006 we published advertisements entitled "J-POWER's Power Employees" once a month in the *Shukan Bunshun* and *Shukan Shincho* magazines. Each ad introduced the expanding scope of J-POWER's business operations, especially our environmental reclamation initiatives (products and technologies), while also spotlighting one employee.



Television Commercials

Television commercials showing how our business activities aim to achieve the harmonious coexistence of energy production and the environment are broadcast during the NTV television program “Sound Sonority,” sponsored by J-POWER.

“Sound Sonority” –brought to you by J-POWER

Saturdays 9:54 to 10:00 p.m. on NTV

In the music world, “sonority” is used to describe full and resonant tones. This program is based on the concept of presenting sounds from Japan’s natural environment that can only be heard in certain places, bringing viewers a sense of both comfort and the power of nature.



Web

We strive to keep interactive communication open with the public through our website, www.jpowers.co.jp/english/, which features information on contacting us via e-mail or telephone.



“Contact Us” page on J-POWER’s website

Reports and Brochures

Each year we publish a corporate brochure and an annual report for distribution to the public to explain our activities. Two additional brochures explaining our business, which is not always well known to the public, are produced for distribution at power stations and various events: *Oshiete J-POWER* (Tell Me about J-POWER) and *J-POWER wa chikara mochi* (Powerful J-POWER), which is aimed at children.



Corporate brochure



Annual report



Oshiete J-POWER
(Tell Me about J-POWER)

J-POWER wa chikara mochi
(Powerful J-POWER)



Public Relations Magazines



Global Edge

Published four times per year; approx. 6,000 copies

Global Edge is themed on "the harmonious coexistence of energy production and the environment" and features interviews with opinion leaders from various fields, as well as contributions from them. It also introduces the technologies and business activities of the J-POWER Group.



J-POWER News

Published around four times per year; approx. 9,500 copies

J-POWER News is a public periodical that seeks to make the J-POWER Group's latest business developments widely understood. It is actively used as a tool for providing information on business and sales activities.

Group-Wide In-House Magazine



J-POWERs

Published on the 15th of each month; approx. 12,000 copies

The purpose of *J-POWERs* is to communicate top management insights and share information pertaining to developments in Group management as well as to stimulate communication among Group employees.

Communication outside the Organization

Communication with Non-Profit Organizations



In November 2005 a working group consisting of 14 people from J-POWER's various organizations and group companies discussed the types of public service activities the J-POWER Group should engage in following privatization.

As a part of the discussion process, a workshop was held with the help of the NPO Partnership Support Center, which resulted in a host of ideas and proposals that will serve as springboards for future activities.

Communication with Students

As a part of our environmental communication activities, we held an environmental seminar in September 2005 for the student group REFORM, which is made up of students from multiple universities. We introduced the environmental initiatives of the J-POWER Group and had a discussion session with the students, during which many provocative questions were posed. The questions touched on whether carbon dioxide was really causing global warming, the issue of wind farms disrupting scenery and creating noise, and whether environmental impact following power station construction is tracked. The seminar was so productive that it went beyond its scheduled time. We acutely realized once again that discussion truly serves to deepen understanding on both sides. The seminar will help in our future communication and disclosure activities.

