

Feature

Harmonizing Stable Energy Supply with the Environment: The Heart of Social Responsibility for the J-POWER Group

The J-POWER Group's commitment "to ensure constant supplies of energy to contribute to the sustainable development of Japan and the rest of the world" is integral to its corporate philosophy. As the environment surrounding energy issues has changed drastically in the half-century since we entered the energy business, we have adapted to each era, tackling each challenge as it arose. Today we continue our efforts from a broader perspective, with the global situation in mind.

Tracing J-POWER's Initiatives to Ensure Stable Energy Supply

1952-



The Electric Power Development Promotion Law is enacted in July 1952 to overcome a national power shortage. J-POWER, established in September of the same year under that law, begins by launching a large-scale hydropower development program.

1960-



J-POWER embarks on a program of coal-fired thermal power station construction aimed at supporting the domestic coal industry in line with national policy. This marks the beginning of J-POWER's involvement in coal-fired power generation spanning more than four decades.

1970-



Responding to urgent calls for energy diversification in the wake of two oil crises in the 1970s, J-POWER begins construction of the country's first large-scale coal-fired thermal power station fueled by imported coal.

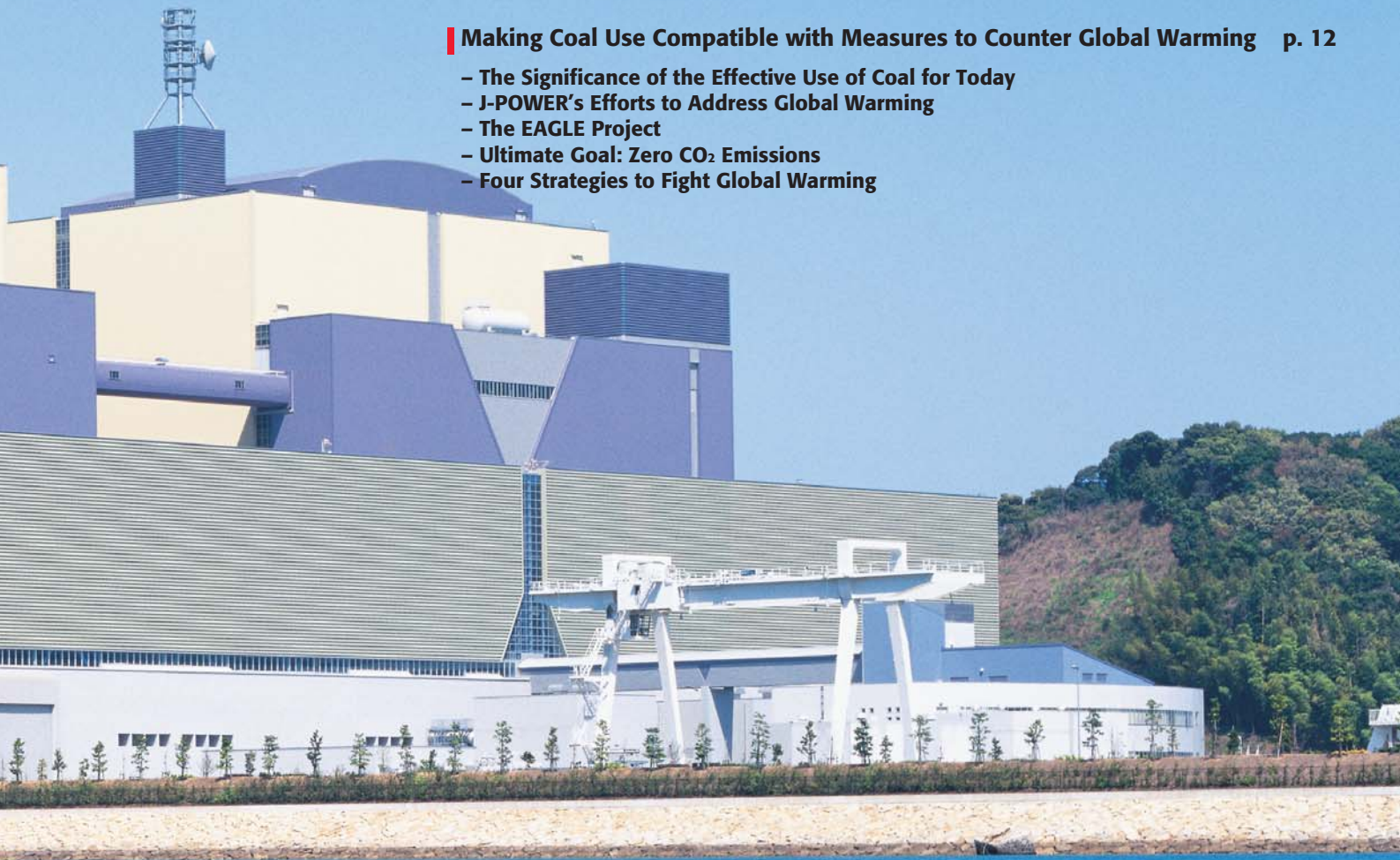
Fulfilling Our Commitment to Stable Supply

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- Central Load Dispatching Center
- Isogo Thermal Power Station No. 2 Unit Construction Office
- Enhancing Reliability of Hydroelectric Power Stations
- Pirris Hydroelectric Project

Making Coal Use Compatible with Measures to Counter Global Warming p. 12

- The Significance of the Effective Use of Coal for Today
- J-POWER's Efforts to Address Global Warming
- The EAGLE Project
- Ultimate Goal: Zero CO₂ Emissions
- Four Strategies to Fight Global Warming



1980-



With the rising dependency on oil-fired power as the base power source, development of nuclear power moves forward, but the summer peak in demand grows more pronounced than ever. To cope with peak load, J-POWER focuses on development of large-scale pumped storage power plants and construction of high-capacity transmission lines.

1990-



While keeping an eye on the continuing growth in electricity demand, J-POWER focuses on improving energy efficiency and addressing environmental problems while undertaking a wide range of domestic and overseas initiatives tailored to the age of internationalization.

2000-



Sensitive to the new climate of energy-market deregulation and environmentalism, the J-POWER Group has pursued a wide range of initiatives, including nuclear power, wind power, gas-turbine combined-cycle, and biomass power in addition to coal-fired power generation and hydropower. We are also developing technology to make coal use even cleaner and more efficient.