Harmony with Society

The J-POWER Group is committed to bringing about a sustainable society through its core operations at the local and global levels.

Partnering with Local Communities

Our corporate activities are supported by community members in areas where our power stations and other facilities are located. As a good corporate citizen, every J-POWER employee strives to maintain harmony with the community by earning the trust and goodwill of local residents.

Community Activities

Local Environmental Conservation Activities

Environmental conservation is one of the priority public service activities engaged in by the J-POWER Group. We participate in forest conservation, planting campaigns, and cleanup activities in and around worksites across the country.

● J-POWER Forest Club

This volunteer club is made up of around 30 members of the J-POWER Group. It conducts activities in collaboration with the Japanese Alpine Club's Society for Naturalization of Takao's Forests.

Community Interaction

J-POWER engages in various activities to help local community members better know the company and deepen trust. These activities include participating in local events and performances of traditional arts and having days when our power stations and other facilities are opened to the public.

J-POWER Community Concerts

WEB http://www.jpower.co.jp/concert/index.html
(available in Japanese only)

We have held classical music concerts since 1992 to express our appreciation to local residents living in the areas where we operate for their ongoing understanding and cooperation. In fiscal 2006, we held three community concerts and six smaller-scale concerts.

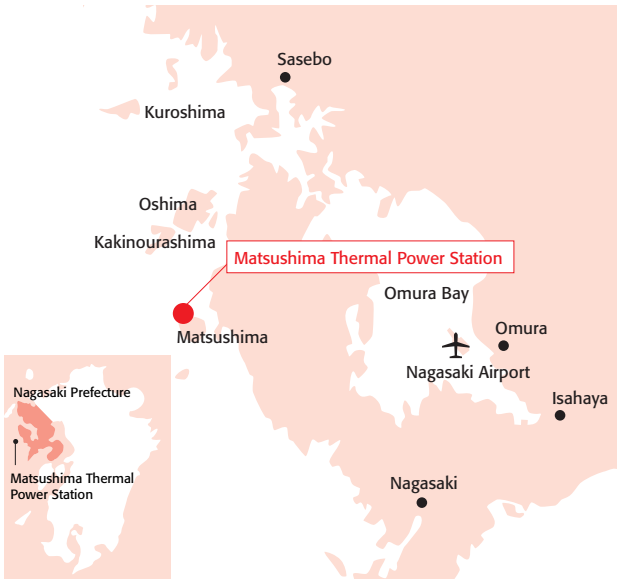
Living with Peace of Mind on an Isolated Island (Matsushima Thermal Power Station, Nagasaki Prefecture)

The Matsushima Thermal Power Station is located on the island of Matsushima in Oseto-cho of the city of Saikai in Nagasaki Prefecture. Power station maintenance workers live and work on the small island, which is 16 kilometers around, together with its approximately 700 residents.

This isolated island is located some distance away from emergency medical facilities, so J-POWER participates in Nagasaki Prefecture's "Doctor-Heli" program (Note) in order to bring safety and peace of mind to the island's residents. We provide a site on the grounds of the power station as an emergency helipad, which is maintained in partnership with local residents. Maintenance was performed on the site in January 2007. Volunteer employees from the J-POWER Group teamed with residents to cut the grass and prepare the area for use in an emergency.

Cutting grass at the helipad

Note: Under this program, special helicopters equipped with emergency medical equipment and carrying doctors and nurses trained in emergency medicine fly directly to sites where emergency medical assistance is needed on the request of a fire department or other medical dispatcher. The doctors and nurses perform emergency medicine on patients while transporting them from the site to an emergency medical center. The program has been supported by grants from the national government and the prefectures.
The Doctor-Heli program makes it possible to transport emergency doctors and nurses from a medical center in Nagasaki Prefecture to Matsushima Island in just 15 minutes.



Support for Energy and Environmental Education

Raising the awareness of every individual is a crucial element in bringing about a society that harmonizes energy with the environment, the goal of the J-POWER Group. We provide opportunities for many people to interact with energy and the environment in various ways. Such activities lead to higher awareness of these issues among the general public.

Science Classes and Support for Energy and Environmental Education

● Learning About the Environment through Rooftop Gardening (J-POWER Wakamatsu Operations & General Management Office: Fukuoka Prefecture)

We utilize management resources to provide opportunities for local elementary school students to learn about energy and the environment. Seven programs were conducted in fiscal 2006 for two schools.

Children planting rice in the rooftop garden on our office building

● Excursion to the Ohma Geological Formations (J-POWER Ohma Nuclear Power Project Construction Preparation Office: Aomori Prefecture)

We conduct an excursion to geological formations in the Ohma area for local elementary and middle school students (116 students participated in fiscal 2006). By not only learning about geology in the classroom but also directly touching geological formations and rocks, the students acquire a greater familiarly with the subject.

J-POWER employees observing rock formations with elementary school students

Collaborating with Non-Profit Organizations

J-POWER provides support for hands-on energy and environmental education programs through collaboration with non-profit organizations (NPOs) to deepen relations with residents and provide education that encompasses both energy and the environment.

● Kazenoko Juku Wind School (J-POWER, Asahi Beer, Green Power Aso: Kumamoto Prefecture)

In October 2006 we held a hands-on environmental class for local elementary school students. The goal of the class was to deepen understanding of wind generation mechanisms and roles as well as local grassland recovery and tree planting initiatives by providing the children the experience of feeling the wind. It was conducted with the cooperation of the Japan Environmental Education Forum, the NPO Commu-Net Association, and local educators.

The participating students experienced the direction of the wind by closing their eyes and feeling it and the strength of the wind by using furoshiki (wrapping cloth). After this, the students were given a tour of the facilities and taught about the mechanisms of power generation. Discussions were also held on what everyone can do to protect nature and the environment locally and globally.

The children took away a variety of impressions, making such comments as, "the wind was 'heavier' than I thought," "windmills are surprisingly big," and "I learned that wind power helps prevent global warming."

Children experiencing the wind

● Satoyama Woodland Education (Nishi Tokyo Power Administration Office: Tokyo)

The Nishi Tokyo Power Administration Office conducts a woodlands educational program using land owned by the company. In December 2006 we invited children from local elementary schools and conducted a program centered on tree planting and featuring a history lesson and observation of nature and a tour of transformer facilities in order to teach the importance of the local environment and culture. The children planted sawtooth oak trees, the main tree in the woodlands area, and other tree varieties. With the help of the local NPO Midorinoyubi (Green Thumb), we also taught the children about the woodlands and gave them a history lesson about Fuda Path, which was once used by the commander and other leaders of Shinsengumi, a group of samurai warriors organized by the Tokugawa government to protect Kyoto at the end of the Tokugawa era, when they traveled to a village to give sword lessons.

J-POWER Group employees planting trees with children

Initiatives as a Global Citizen

The corporate philosophy of the J-POWER Group calls on us to contribute to the sustainable development of Japan and the rest of the world. Based on this philosophy, we have developed our international power business. We provide support for the international community by drawing on experience and networks acquired through providing power services worldwide for over 40 years.

Educational Support for Ethnic Minority Groups in Purulia, India

Staff at the J-POWER Purulia Pumped Storage Project Office supervise a pumped storage power generation project in the Purulia District of West Bengal, India. The office staff had wanted to contribute to the local community in ways other than building dams and power stations, so a local resident introduced us to VVK, a local non-governmental organization (NGO).

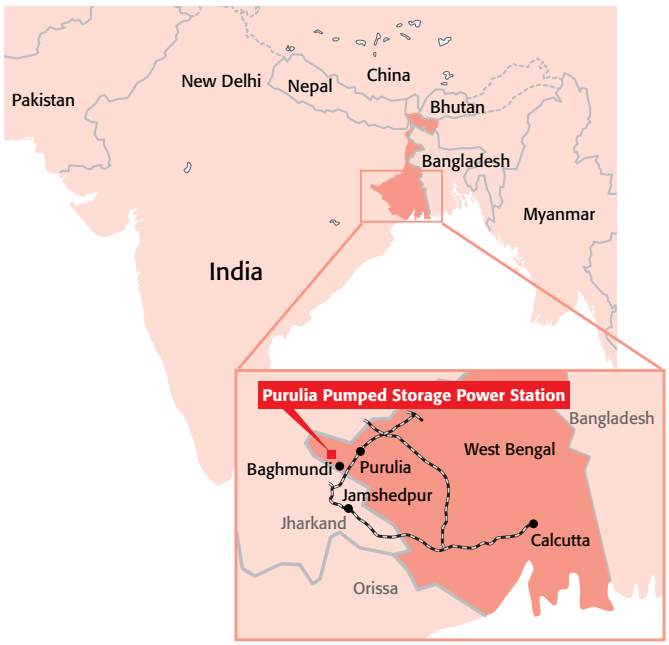
Helping Power Schools

VVK helps tribes impoverished by caste restrictions (specifically, ethnic minority groups living in highland areas) support themselves through education, and has established a school located about five kilometers from our office. The school focuses not only on book learning but also on agricultural techniques, like vegetable and medicinal herb cultivation, that directly lead to better living conditions for the tribe. Some graduates of the school have even returned to serve as teachers.

We told VVK members that we agreed with their philosophy and activities and wondered if we could do anything to help. They responded by saying that the school needed electricity, so in July 2005 we helped provide the school with power. Additionally, a new schoolhouse was scheduled to be built to enable the school to accommodate more children, but a lack of funding was proving problematic. We talked with the Consulate-General of Japan in Calcutta about the project and helped VVK make a request for grassroots assistance.

Grassroots Assistance Discovers Latent Local Need

The Consulate-General of Japan in Calcutta is responsible for four states and receives about 100 requests for grassroots assistance every year. The criteria are demanding, so only a handful of those requests are approved per year. The new schoolhouse project passed the screening without a problem and funding was granted. J-POWER received thanks for the project from the consulate: "We inevitably end up focusing on cities when searching for potential aid recipients, and we get almost no information from outlying regions. However, we now plan to increase assistance for remote areas. The information we received from J-POWER served to put us in touch with latent local need, so the schoolhouse project had added significance in this regard." J-POWER plans to actively support the school in its operations and other areas where we can be of assistance.



Local residents and J-POWER employees participate in a ribbon-cutting ceremony before breaking ground on the new schoolhouse

A Compost Project in Indonesia

The JPec Wakamatsu Environmental Research Center conducts research on composting organic waste, primarily food scraps. In 2004 the city of Kitakyushu and the Kitakyushu International Techno-cooperative Association requested our help in connection with composting technologies and compost system construction in Surabaya, Indonesia, and we began activities for this project.

Project Utilizes Local Characteristics

A field study conducted in June 2004 found that household garbage is collected by the city without being sorted and disposed of in landfills. Some of the garbage is thrown out in outdoor receptacles, rivers, open spaces, and elsewhere. A majority of the garbage is food scraps. The garbage rots immediately in the heat, producing foul odors and other problems, so the situation needed to be rectified as quickly as possible.

In conducting local activities it is important to do so in line with local characteristics in order to make the activities sustainable. First of all, we researched and collected native bacteria for composting (Note) and created a fermentation bed from optimal bacteria. Using indigenous bacteria makes it possible for them to be procured locally.

The cooperation of local residents in initiatives is also crucial. We considered the local culture and customs and made containers for composting the food scraps using baskets readily available at local hardware stores, which enabled local residents to begin compositing activities at a low cost. If every household were to begin using the composters, garbage would be eliminated completely in one to three days and converted to fertilizer.

It was not easy to change the habit people had of throwing garbage away outside. We worked together with local engineers, members of the NGO Pusdakota, and others to popularize composting. We were also able to obtain the help of a local women's association, which further accelerated the process. Being able to see improvement in living conditions with their own eyes is translating into sustained participation by local residents. The project is becoming firmly established in the local area and has started to spread to surrounding areas as well.

Note: Indigenous bacteria are put into the fermentation bed to decompose food scraps into compost.

From Project Promotion to Sustainable Cycle

In addition to this project, we also developed efficient composting technology to facilitate the maturation of immature compost and food scraps collected at a community compost center run by a local NGO. Composting had taken three months with existing technologies, but this was shortened to 10-15 days, improving the efficiency of the center, drastically reducing the occurrence of foul odors and harmful insects, and substantially improving the surrounding environment. The compost center purchases compost collected by local residents.

This composter has become widely known as the Takakura Home Method (THM), named after an employee involved in local technical guidance. As of 2007 it is being used in 7,000 households. The city of Surabaya has plans to expand the technology to 200,000 households in the next four years (one million people and one-third of all households). The project is also drawing interest from nearby regions and surrounding countries facing similar challenges.

The composting project in Surabaya was selected by Japan's Ministry of the Environment for the 2006 Environment Minister's Award for Global Warming Prevention Activities in the International Contribution category. We have also received a certificate of appreciation from the mayor of Surabaya.

Local residents listen to a J-POWER Group employee explain the composter