



CSR in the Chubu Electric Power Group

As an enterprise engaged in business with a large public interest component, Chubu Electric Power Group considers the trust of the public to be our very foundation.

We are therefore committed to fulfilling our corporate social responsibility (CSR) by good faith efforts to meet the expectations of all stakeholders in our business activities and by disclosure of information about those efforts to meet our obligation of accountability.

These ideas are a promise we make as embodied in our “Chubu Electric Power CSR Declaration.”

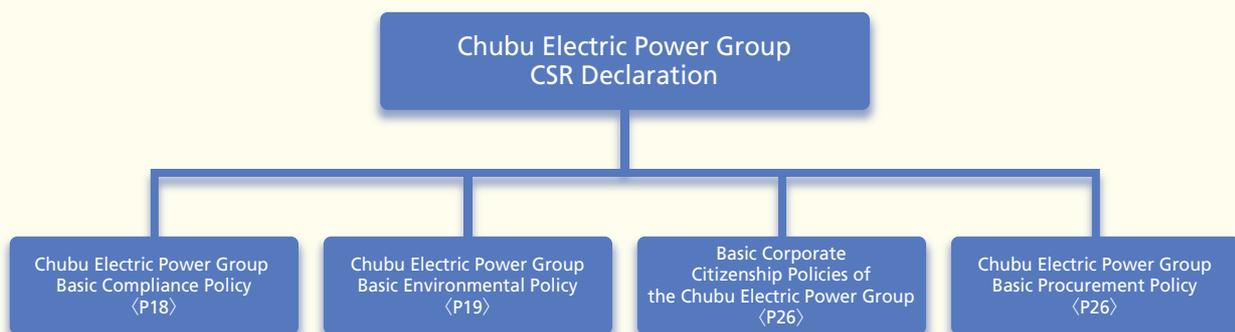
Chubu Electric Power Group CSR Declaration Fulfilling our responsibilities and meeting society’s expectations

Chubu Electric Power Group, as a group of sustainably growing businesses meeting the wide range of energy needs, contributes to the development of a sustainable society by giving top priority to safety and striving to both provide a stable supply of energy and protect the global environment. We aim to accomplish these goals by allowing the individuality of Group companies to be fully expressed while achieving group synergy in enterprises within our core competence in energy.

Managing our businesses in a fair and sincere manner by observing national and international laws, regulations, and social rules, and by respecting corporate ethics; and Giving priority to dialogue with all our stakeholders and maintaining high levels of transparency and openness in our business activities.

Customers	We are committed to providing our customers with safe, reliable, convenient, and affordable energy services, as well as other services of value that meet their needs.
Shareholders and Investors	We are striving to maintain and increase profits for our shareholders and investors through efficient management and effective investment.
Local Communities	We are determined to contribute to sustainable local development in partnership with local communities.
Business Partners	We promise to deal fairly with our suppliers as equal business partners.
Employees	We respect individuals and are endeavoring to create a cheerful and motivating workplace.

Declarations/policies on social responsibility



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Editorial Policy

CSR report 2011 provides an account of the Chubu Electric Power Group's corporate social responsibilities toward achieving a sustainable society. Through this report, we aim to communicate our efforts to our stakeholders, and at the same time heighten motivation within the Group to strengthen our CSR initiatives.

The CSR Report consists primarily of information on Chubu Electric Power Group environmental, social and other CSR initiatives and their results. The initiatives reported herein mostly took place in fiscal year 2010 and are of strong concern to our stakeholders and of critical importance to the Group.

Scope of this report

Organizations

Chubu Electric Power Co., Inc., and Group Companies

Period

Fiscal year 2010 (April 2010 through March 2011)
(This report also includes information regarding some important events and activities that occurred outside the above period.)

Guidelines Used as References

GRI, Sustainability Reporting Guidelines 2006
Ministry of the Environment, Environmental Reporting Guidelines (2007 Version)
ISO 26000

Date of Previous Report / Date of Next Report

September 2010 / September 2012

CSR in the Chubu Electric Power Group

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Corporate Profile

We will cherish our ties with you as our partners in building a sustainable society as we aim to become the top corporate group in energy services.

We offer our prayers for those who lost their lives in the Great East Japan Earthquake that occurred in March, and we offer our heartfelt best wishes to all who suffered the effects of the disaster.

Shutdown of the Hamaoka Nuclear Power Station

Chubu Electric Power shut down the Hamaoka Nuclear Power Station in May of this year at the request of the Prime Minister. Hamaoka Nuclear Power Station was designed with sufficient margin to withstand not only the anticipated Tokai Earthquake, but also one the size of the historic Ansei Tokai Earthquake of 1854. In addition, we completed construction to increase seismic tolerance with target ground motion of approximately 1,000 gal in 2008. We have confirmed safety regarding tsunami like those following the Ansei Tokai Earthquake, the Hoei Earthquake, which is thought to have consisted of a triple sequence of Tokai, Tonankai, and Nankai earthquakes, and other such earthquakes that have caused major damage in the region.

However, nuclear power is a business that stands entirely on the trust it earns from society. For us, therefore, responding genuinely to your uncertainties and gaining your greater trust is our top priority, and we have decided to cease operation of all units at the Hamaoka Nuclear Power Station until we have completed further tsunami countermeasures.

This shutdown will result in great inconvenience in the short term to residents of the site region as well as to our customers, shareholders, and other stakeholders. We respectfully request your understanding, however, as we intend to do everything in our power to promptly implement the recently formulated tsunami countermeasures and further heighten the safety of the Hamaoka Nuclear Power Station, while at the same time providing thorough explanations that will contribute to the sense of security of local residents and society at large.

Measures to provide a stable supply of energy this summer

Providing a stable supply of electric power requires having a reserve power margin approximately 8-10% of anticipated peak demand. The Hamaoka Nuclear Power Station shutdown has made it difficult for Chubu Electric Power to secure adequate supply capability.

We have therefore established an Electric Power Supply and Demand Task Force, which is examining and implementing measures to help assure a stable supply of electric power. In addition to measures on the power supply side, we are asking customers with large factories and other such facilities to change their days of operation. With their cooperation and related measures, we expect to secure a reserve margin of 6-7%.

We realize that this is an imposition on our customers, but we request that you cooperate in saving electricity by setting your air conditioners to appropriate temperature levels and other such actions.

Addressing the issue of global warming

We electric power companies use large amounts of oil, coal, liquefied natural gas (LNG), and other fossil fuels in order to supply electric power. As a result, we emit large amounts of greenhouse gases. We are therefore engaged in active efforts to introduce renewable energy sources, as well as nuclear power, as sources of electricity that do not emit greenhouse gases in the process of generating power.

In fiscal year 2010, this company's first industrial mega solar generation (large-scale solar power generation) facility will begin commercial operation in Iida City, Nagano Prefecture. Chubu Electric Power has also started commercial operation of eight new wind power generation units in Omaezaki City, Shizuoka Prefecture. In addition, at the Hekinan Thermal Power Station (a coal-fired thermal power station), we have begun mixed combustion of woody biomass fuels.

The realization of a low-carbon society is a common global issue for the sustainable development of humankind. The Chubu Electric Power Group will continue striving to expand our adoption of renewable energy in the future with the aim of further reducing greenhouse gases.

Our fundamental corporate social responsibility and Management Vision 2030

The Tohoku-Pacific Ocean Earthquake and accompanying tsunami caused a tight electric power supply-demand situation in Eastern Japan as well as serious incidents at the Fukushima Daiichi Nuclear Power Station operated by the Tokyo Electric Power Co., Inc. These events have caused us to feel keenly

how crucial it is to fulfill our public mission as an electric power company to deliver a safe and stable supply of the energy that is indispensable in people's lives and so to contribute to the development of society. It also caused us to realize anew that fulfilling this mission is the fundamental corporate social responsibility of the Chubu Electric Power Group.

This year, which is the 60th anniversary of our founding, we intend to take another clear look back at the starting point of our business as we look ahead into the future. We have embodied the hopes and concerns in which we find value transcending historical eras in the Chubu Electric Power Group Corporate Philosophy. We have formulated our vision of the corporation we aim to be in 2030, on the basis of that philosophy, as the Chubu Electric Power Group Management Vision 2030.

No matter what the historical era, we are committed to fulfilling our unvarying mission (in other words, our corporate social responsibility), which is to provide a stable supply of energy. At the same time, we also intend to become the top corporate group in energy services, responding to our customers' expectations by providing new value that surpasses the services we have offered to date.

Strengthening interactive relationships with our stakeholders

As we aim to be the top corporate group in energy services, what we consider to be of particular importance is our ties with our stakeholders.

Our intentions go beyond the occasions for providing high-quality energy through marketing activities, and extend also to environmental protection programs, education for the next generation, cultural and sports activities, and other such occasions for contributing to society. We intend to build our relationship of trust with you so that we can be partners in constructing a sustainable society across the full range of our activities.

This CSR Report presents a detailed summary of major CSR activities by the Chubu Electric Power Group during fiscal year 2010. As we intend to improve future editions of the report, we hope you will read through this material and share your candid views and comments with us.



A handwritten signature in black ink that reads "Akihisa Mizuno" with a small circle at the end of the line.

Akihisa Mizuno
President & Director
Chubu Electric Power Co., Inc.

Feature Article 1

Supply and Demand Measures in Response to the Suspension of Operations at Hamaoka Nuclear Power Station

In May 2011, Chubu Electric Power suspended operations at all reactors at the Hamaoka Nuclear Power Station at the request of the Prime Minister. The suspension of operations will lead to a significant shortfall in supply capacity for meeting maximum electric power demand, and will cause the reserve margin necessary to ensure supply stability (usually 8% to 10%) to decline. This situation has prompted the president of Chubu Electric Power to establish an Electric Power Supply and Demand Task Force, which he personally heads, to investigate and enact measures to ensure power supply stability. Beyond supply-side measures alone, customers, particularly large-scale factories, have lent their cooperation by changing their days of operation and shifting from peak load times. Although this still does not meet the adequate reserve margin of 8–10% that is the usual criterion for stable supply, these efforts have allowed us to retain a projected reserve margin of 6–7% during the summer.

Supply-side Measures

We are striving to improve supply capacity through the following measures in order to compensate for the loss of 3,617 MW of power supplied by the now suspended Hamaoka Nuclear Power Station.

Items	Agenda	Extra supply capacity
Changing and shortening periodic inspection times for thermal power equipment	<ul style="list-style-type: none"> Change periodic inspection times at Shin-Nagoya Thermal Power Station Unit No. 7-2 (divide up times) Change periodic inspection times and shorten inspection process at Shin-Nagoya Thermal Power Station Unit No. 7-4 Change periodic inspection times for Kawagoe Thermal Power Station Unit No. 4-4 (divide up times) Change periodic inspection times of Yokkaichi Thermal Power Station Unit No. 3 Shorten process at Kawagoe Thermal Power Station No. 2 	Up to 1,260 MW
Purchase of electric power from other businesses	<ul style="list-style-type: none"> Purchase of power from businesses with large-scale generator facilities 	30 MW
Terminating supplementation of electric power from Chubu Electric Power	<ul style="list-style-type: none"> Stop the supplementation of electric power to the 50 Hz region 	Up to 750 MW
Resuming operations of thermal power units under long-term planned shutdown	<ul style="list-style-type: none"> Postponing the long-term planned shutdown of Taketoyo Thermal Power Station Unit No. 3 	375 MW
	<ul style="list-style-type: none"> Resumed operations at Taketoyo Thermal Power Station Unit No. 2 on July 31 Resume operations at gas turbines of Chita Daini Thermal Power Station Unit No. 2 on August 3 	Up to 529 MW
Changing work stoppage times at hydroelectric power stations	<ul style="list-style-type: none"> Change work stoppage times at Nikengoya, Kitamatado and Miho Hydroelectric Power Stations, etc. 	Up to 30 MW
Urgently expanding operating capacity of Mie Higashiomori Line connecting to network of Kansai Electric Power	<ul style="list-style-type: none"> Provisionally expand the operating capacity of the connecting line from Kansai Electric Power to Chubu Electric Power (+280 MW) 	—
Focusing inspections on power stations, related power transmission and transformer equipment, etc	<ul style="list-style-type: none"> Before the start of summer, focus our inspections on power stations, related power transmission and transformer equipment, etc. to ensure supply stability 	—
Additional procurement of fuel (LNG and oil)	<ul style="list-style-type: none"> LNG: We expect to be able to secure the additional volume of LNG, mainly from Qatar, that we require (about 3.2 million tons) Oil: We expect to be able to secure the additional volume required (approximately 1.3 million kl) through oil companies and trading companies 	—

Demand-side Measures

We are pursuing the following specific measures in cooperation with customers.

Items	Agenda
Asking private power plants to increase output	<ul style="list-style-type: none"> Requests to our customers (large factories, etc.) to increase generation using private generators between 13:00 to 16:00 from Monday to Wednesday are expected to decrease the power supplied by Chubu Electric by approximately 60 MW.
Expanding supply and demand adjustment contracts (planned adjustment contracts)	<ul style="list-style-type: none"> Requests to our customers (large factories, etc.) for measures including increasing the number of days for adjustment on planned adjustment contracts (contracts that change factory holidays from weekends to weekdays) have enabled us to ensure an additional adjustment capacity of approximately 90 MW.

We ask for your cooperation in saving electricity at peak times.

Electric power demand reaches its peak on summer weekday afternoons. Many of our customers are cooperating in saving electricity by changing their operating days so that days off are moved from weekends to weekdays, changing their work hours, or other such measures.

As a result, we expect to be able to provide power with a suitable reserve power margin on Thursdays and Fridays. Despite the various measures we have devised on the supply and demand sides, however, we anticipate that the power supply-and-demand situation will continue to be severe from 13:00 to 16:00 on Monday to Wednesday. We sincerely regret the inconvenience, but we must request our customers' cooperation in saving electricity.

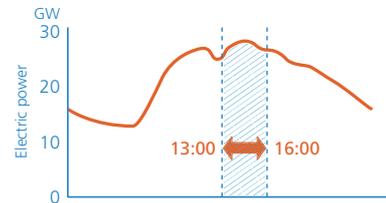
We are providing daily updates on the supply-and-demand situation on the Chubu Electric Power website. (Chubu Electric Power "Electricity Forecast" until September 30.)

Peak electric power demand this summer is from 13:00 to 16:00 on Monday, Tuesday, and Wednesday. During these times, please cooperate in saving electricity to whatever extent is reasonable.

Chubu Electric Power "Electricity Forecast"

Notices of electricity demand and supply conditions are provided on our website (www.chuden.co.jp) and by other means.

One Day's Electricity Use



* Actual figures for Chubu Electric Power past day of maximum power demand

Weekly Supply Reserve Margin



Thoroughgoing efforts to save electricity at the Chubu Electric Power Group

We are rigorously implementing the following electricity-saving measures at all business offices of Chubu Electric Power and Group companies.

Chubu Electric Power Business Offices	All Chubu Electric Power and Group Company Business Offices
<p>The following measures are being implemented from 13:00 to 16:00 on Monday to Wednesday, July to September.</p> <ul style="list-style-type: none"> • Shutdown of air conditioning equipment All the business offices are divided into three groups, each group to shut down for one hour during the above time period. • Turn off lighting in areas illuminated by windows 	<ul style="list-style-type: none"> • Strictly set air conditioning temperature to 28°C • Reduce operation of lights and elevators • Stop supplying hot water to restrooms • Start summer light clothing campaign earlier in the season, etc.

Feature Article 2

For Your Peace of Mind

Tsunami Countermeasures at Hamaoka Nuclear Power Station

We have verified the Hamaoka Nuclear Power Station's level of safety against tsunamis, taking into account tsunami events that have had a major impact on the area in the past, such as those from the Ansei-Tokai (in 1854) and Hoei (in 1707) earthquakes. Additionally, we have completed emergency safety measures that considered the accident caused at the Fukushima Daiichi Nuclear Power Station of Tokyo Electric Power Company, Inc. by the Great East Japan Earthquake on March 11, 2011. Because we take society's increased concerns about the safety of nuclear power very seriously, we have decided to enact tsunami countermeasures, announced on July 22, 2011, intended to enhance the safety of the Hamaoka Nuclear Power Station.

Approach of Tsunami Countermeasures

The ability to "shut down, cool and contain" is essential to ensuring a nuclear power station's safety. In the case of the Fukushima Daiichi Nuclear Power Station, the ability to cool the reactor was compromised due to the total failure of AC power at the site ("complete loss of AC power"). Furthermore, the station experienced a loss of its ability to cool reactor facilities using seawater ("loss of seawater cooling function"). Essentially, the loss of cooling functions was the cause behind this serious nuclear accident. Under the current tsunami countermeasures, we have decided to take two sets of "flooding prevention measures," namely 1) measures such as building a breakwater to prevent flooding on the station grounds, and 2) measures to prevent flooding in buildings if there is flooding on the station grounds. In addition, we will "strengthen emergency countermeasures" to ensure multiple and diverse cooling functions so that reactors can be reliably and safely brought to cold shutdown even in the event of "complete loss of AC power" and "loss of seawater cooling function," problems that occurred at the Fukushima Daiichi Nuclear Power Station.

Flooding Prevention Measures

Flooding prevention measure 1 Prevent flooding on the station grounds	Measures such as building a breakwater to prevent flooding on the station grounds
Flooding prevention measure 2 Prevent flooding in buildings	Maintain seawater cooling function and prevent flooding in buildings if there is flooding on the station grounds

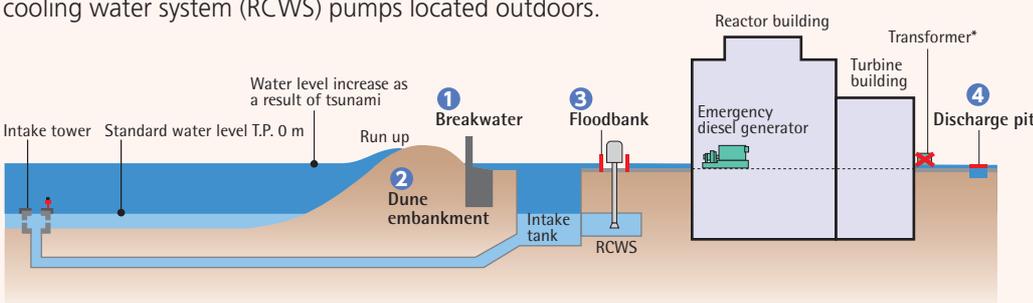
Strengthen emergency countermeasures

Ensure cooling function	Ensure cooling function in scenario that assumes complete loss of AC power and loss of seawater cooling function
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Outline of Tsunami Countermeasures

Flooding prevention measures 1: Prevent flooding on the station grounds

Prevent flooding by tsunami on station grounds, mitigate impact of overflow onto station grounds from water intake systems, etc., and maintain function of reactor cooling water system (RCWS) pumps located outdoors.



* We are assuming that outdoor transformers would become unusable if there is flooding on the grounds; we do not assume the station will get power from outdoor transformers right away even if external power is restored.
T.P.: Tokyo Bay mean sea level. This is the sea level taken as a standard for height above sea level throughout Japan.

Flooding prevention measures

- 1 Build breakwater (T.P. + 18 m at crown) on the seaward side of station
- 2 Raise dune embankment in front of grounds and embankments on east and west sides

Overflow countermeasures

- 3 Build floodbank (height: 1.5 m) in the seawater intake pump area, etc.
- 4 Close discharge pit and discharge channel opening

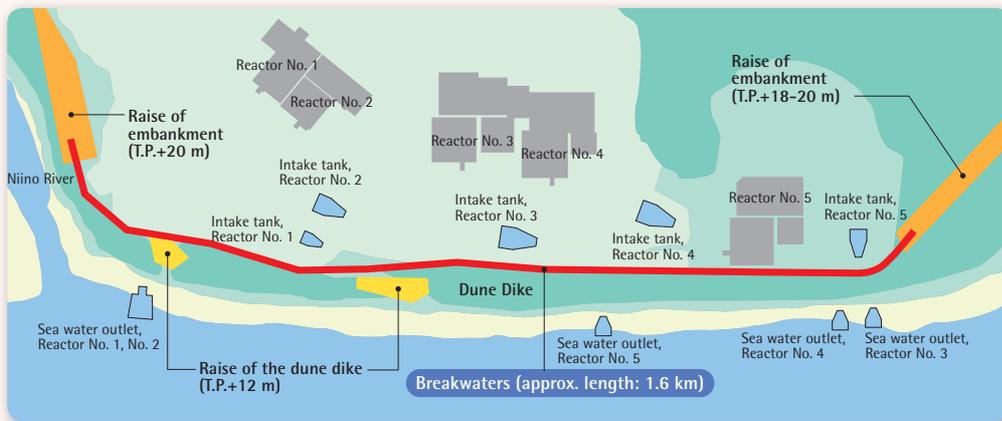
Build a breakwater

We have investigated events such as the combined Tokai/Tonankai/Nankai earthquakes and anticipate that the tsunami run-up height at the Hamaoka Nuclear Power Station would be about T.P. + 8 m. We have decided that the breakwater to be built on the seaward side of the station grounds is to be T.P. + 18 m, in light of the height of the dune embankment in front of the Hamaoka Nuclear Power Station (T.P. + 10–15 m), which should hold following an earthquake, and the run-up height of the tsunami that hit the Fukushima Daiichi Nuclear Power

Station (around T.P. + 15 m).

This breakwater will be built along the grounds for Reactors No. 1 to 5, a total length of approximately 1.6 km. Both ends will be joined to embankments built up to a height of T.P.+18–20 m in order to prevent the intrusion of tsunamis from the front and sides of the grounds. We created a virtual tsunami model of a magnitude 9 earthquake (the same as the Great East Japan Earthquake), and test results indicated that the height would be about T.P. + 10 m.

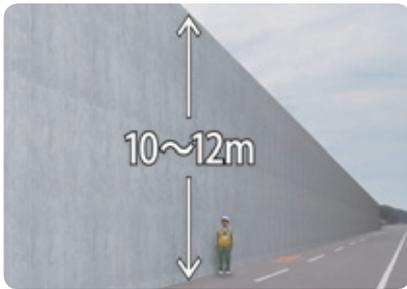
Conceptual view of breakwaters and other measures in place



Chubu Electric Power will continue to devise necessary and appropriate measures in the light of new findings from studies of the accident at the Fukushima Daiichi Nuclear Power Station, the investigation by the Central Disaster Prevention Council, and so on.

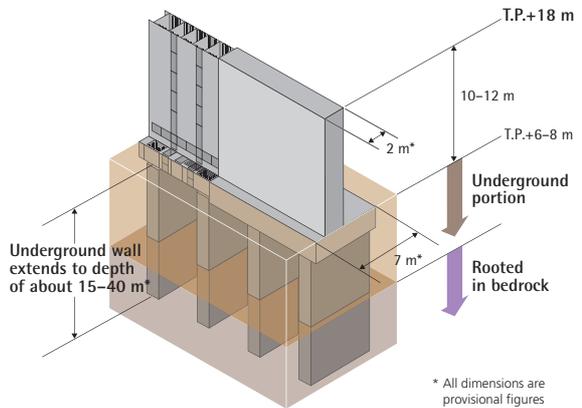
This breakwater will be built on the solidly rooted foundation of a steel-reinforced concrete underground wall that extends down into the bedrock. The plan calls for the wall portion to be built

Image of the breakwater



in a compound structure of steel, a steel frame, and steel-reinforced concrete in an L shape. This structure has adequate strength against earthquakes and tsunamis.

Breakwater cross-section

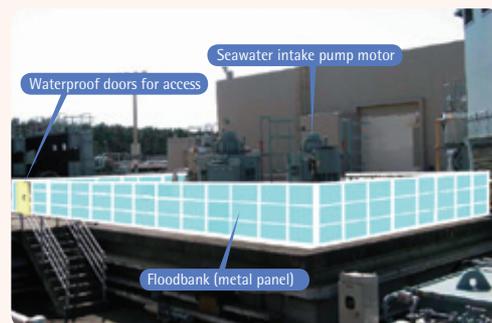


* All dimensions are provisional figures

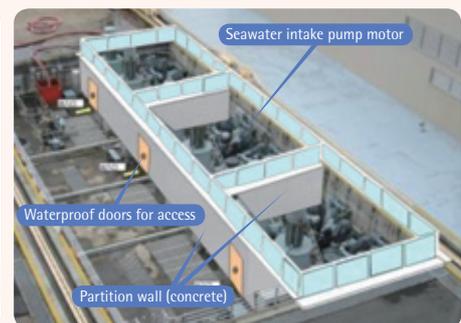
Build a floodbank for seawater intake pump area

The rise in sea level that occurs with a tsunami causes seawater to overflow from the intake tank and any other facilities that are connected to the ocean by tunnels. In order to prevent flooding of the seawater intake pumps that are located outdoors, a floodbank 1.5 m high will be built around the pump area.

Conceptual view of floodbank built for seawater intake pump area



Reactor No. 4



Reactor No. 5

Flooding prevention measures 2: Prevent flooding in buildings

Establish substitutes for function of reactor cooling water system (RCWS) pumps that are located outdoors and prevent flooding in buildings so that there is no impact on important safety equipment related to cooling functions

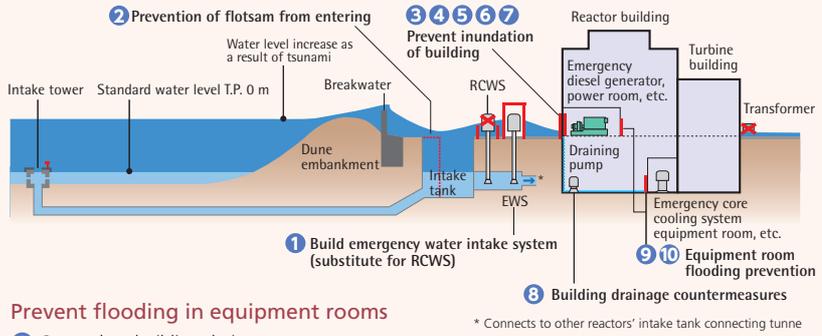
(water injection, heat removal and power sources) for the reactor core and spent fuel in buildings, even if water were to overflow the breakwater and flood the station grounds.

Maintain seawater cooling function

- 1 Build emergency water intake system (EWS)
- 2 Measures to prevent flotsam from entering intake tank

Prevent flooding in buildings

- 3 Enhance reliability of waterproofing doors in building exterior walls
- 4 Measures to prevent flooding from air intakes/vents (openings) in building exterior walls
- 5 Measures to prevent flooding from building through-holes
- 6 Close underground pipe/duct inspection openings, entry doors, etc.
- 7 Reinforce building structure



Prevent flooding in equipment rooms

- 8 Strengthen building drainage countermeasures (install drainage pump)
- 9 Install additional watertight doors, reinforce others
- 10 Measures to prevent flooding from equipment room through-holes

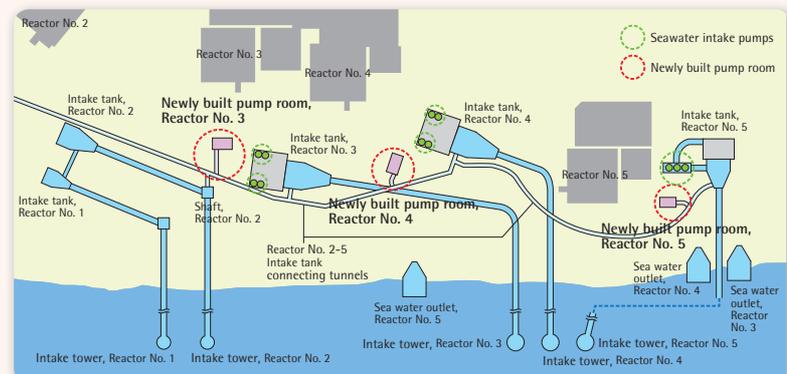
* Connects to other reactors' intake tank connecting tunnel

Build emergency seawater intake system

A new emergency seawater intake system is being built in readiness against flooding that makes the outdoor seawater intake pumps unusable. This system has pumps installed indoors within a waterproofed structure to substitute for the function of the outdoor seawater intake pumps.

The connecting tunnels that link with each reactor's intake tank will also be used to diversify the water intake sources. Seawater will therefore be available from the other reactors' intake tanks.

Conceptual image of emergency seawater intake system (EWS)

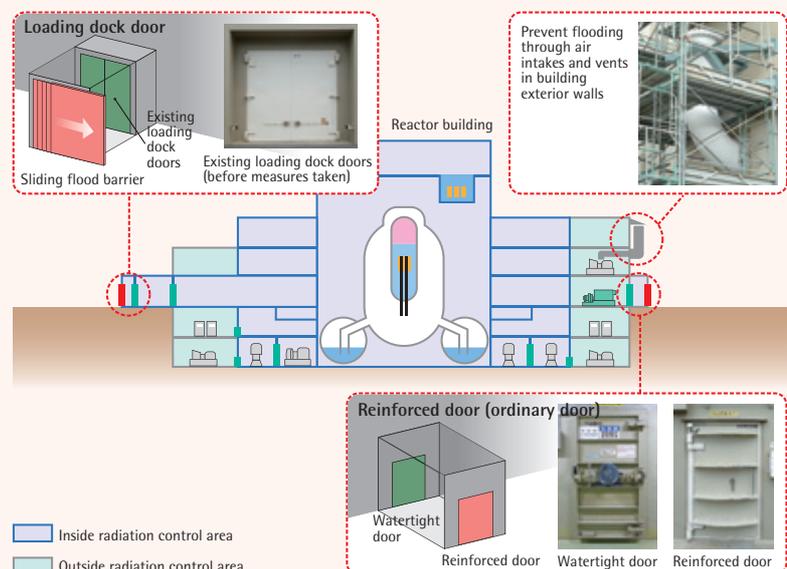


Prevent flooding in buildings

Steps will be taken to prevent flooding inside reactor buildings even if the grounds are flooded. The purpose is to prevent impact on important equipment there, including emergency diesel generators that provide power for seawater intake pumps. Our measures will heighten reliability under tsunami conditions. Specifically, doors will be replaced with watertight doors and new reinforced doors will be installed to provide dual doors. We are also installing a sliding flood barrier in front of the loading dock doors.

In addition, air intakes and vents will be modified to have a snorkel-type shape.

Measures to prevent flooding in buildings



Inside radiation control area
Outside radiation control area

Strengthen Emergency Countermeasures: Ensure cooling function

We have devised worst-case hypothetical situations based on the unlikely event of a simultaneous loss of essential equipment similar to what occurred at the Fukushima Daiichi Nuclear Power Station, namely the loss of seawater intake pumps and the emergency diesel generators used to power them. To cope with this contingency, we will provide multiple and diverse alternative means of cooling, namely by ensuring water spraying, heat removal and power supply, so that reactors can maintain a stable hot shutdown state and subsequently be reliably and safely brought to cold shutdown.



Secure water injection functionality

- Alternative for cooling devices that enables operation of high-pressure core spray system (HPCS).
- Secure portable power pumps, etc.

Secure heat removal functionality

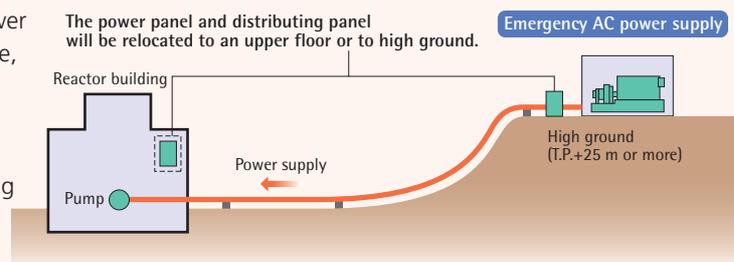
- Install nitrogen tanks to operate containment vessel venting valves.
- Enable remote operation of containment vessel vent, etc.

Secure power supply

- Put emergency AC power equipment (gas turbine generators) on high ground.
 - Install emergency generator on building roof, etc.
- Other, miscellaneous measures**
- Deploy heavy equipment such as bulldozers, etc.

Install emergency AC power equipment (gas turbine generator)

In readiness against situations where the outside power supply and emergency diesel generator are not usable, emergency AC power equipment will be located on high ground in the power station grounds, where there will be no impact from a tsunami, and where it will promptly supply power to the reactor core cooling system equipment.



Diversify means of the injection

Measures include installation of an additional air-cooled heat exchange, which cools the pump for the high-pressure water injection system, and steps to make it possible to receive power from the emergency AC generator. This enables operation of the high-pressure water injection system (the equipment that injects water under high pressure into the reactor core) even when regular AC power and seawater cooling functions have been completely lost.

In order to secure sources of water for water injection, additional water tanks will be installed, methods for water intake directly from the Niino River, which runs next to the power station, will be put in place, and other such steps for diversification of water sources will be taken.

Chubu Electric Power intends to implement these tsunami countermeasures with the objective of completing them by December 2012, thereby improving the safety of the Hamaoka Nuclear Power Station. We will also do everything in our power to explain these measures in detail in order to provide local communities and society at large with a sense of reassurance.

Considering the lessons learned from the accident at the Fukushima Daiichi Nuclear Power Station, and envisioning the simultaneous occurrence of earthquake and tsunamis with a nuclear disaster, we intend to work on reviewing and strengthening the Chubu Electric Power disaster management systems, including those of our Group companies. We will coordinate closely with local governments and other such bodies regarding the appropriate responses to provide local residents in time of disaster, and we will take positive action to cooperate by sharing knowledge and observations and so on.

Voice on Site



Yusuke Kajikawa
Executive Officer,
Chubu Electric Power
General Manager,
Hamaoka Nuclear
Power Station

We are committed to the goal of making ourselves the world's safest power station.

Our goal is to become the world's safest power station, and all the station personnel are working as one to complete the reinforcement construction work for tsunami countermeasures as soon as we can. Furthermore, we will provide thorough explanations of the status of our progress with the countermeasures so that the residents of local communities and society at large can feel a greater sense of security.

Feature Article 3

Chubu Electric Power Group Management Vision 2030

February 2011 marked the 60th anniversary of the founding of the Chubu Electric Power Group. At this juncture, we intend to take another clear look back at the starting point of our business as we look ahead into the future. The hopes and concerns in which we find value transcending historical eras are embodied in the Chubu Electric Power Group Corporate Philosophy, and we have formulated the Chubu Electric Power Group Management Vision 2030 on the basis of that philosophy.

Chubu's Corporate Philosophy

Chubu Electric Power Group delivers the energy that is indispensable for people's lives and so contributes to the development of society.

- Sincere and Sustained Effort** We make a constant and sincere effort to fulfill our unchanging mission and earn the trust of our customers and society.
- Creativity and Spirit of Challenge** We continually act with creativity and an enthusiasm for new challenges in order to pursue excellence in our services and meet the expectations of our customers and society.
- Independence and Cooperation** We work together as individuals showing respect for one another to create a vibrant and dynamic corporate culture.

Putting Corporate Philosophy into Action



Formulation of our corporate philosophy, management vision, and other such statements involved holding discussion sessions to exchange views at a variety of levels

Voice on Site



Daisuke Uchino

Chubu Electric Power
Business Strategy Group,
Corporate Planning & Strategy Division
(Now with the Nuclear Power Construction Group,
Civil & Architectural Engineering Department)

Produced as the cumulative result of 30 or more discussion sessions

We formulated the Chubu Electric Power Group Corporate Philosophy and Management Vision 2030 after holding 30 or more discussion sessions, starting in April 2010, to exchange views at the management level and a variety of other levels in the corporation. I brought together the views everyone gave us and put them in organized form, then used them to reevaluate

the raison d'être of the Chubu Electric Power Group. The results took the form of our corporate philosophy. In addition, by describing what we want to be in the year 2030, I took part in the task of deciding management's direction for the future. Going forward, it is crucial that all of us as individuals take the corporate philosophy as a foundation in handling our everyday work. Therefore we are also considering other steps, such as distributing a pamphlet explaining this philosophy and taking measures to encourage broader adoption and better understanding of it.

Chubu Electric Power Group Management Vision 2030

The Chubu Electric Power Group's business environment is changing rapidly, and it is becoming difficult to predict the near future with any confidence. Given these current conditions, we have examined what we should value in order to earn the trust of our customers and society, and what we should change in order to meet their expectations. We set a goal of what we should aim for accordingly, and defined four missions for achieving our goal.

What We Aim for

To be a corporate group that satisfies all energy-related needs and keeps growing

- Under the basic principle of "satisfying all energy-related needs," we aim to be "the top corporate group in energy services" that can be chosen by customers, by pursuing optimal energy use together with our customers.
- To ensure sustainable growth, we will create new corporate value by launching businesses overseas, making best use of managerial resources and know-how we have cultivated in our domestic electric power businesses.

4 missions toward realization "What We Aim For"

Mission 1

Ensure stable supply of low-carbon, high-quality energy at reasonable prices

In any era, we will contribute to the development of communities and society and work to realize a low-carbon society, by ensuring stable supply of high-quality energy, indispensable for our customer's lives and industries, at reasonable prices.

Mission 2

Become "the top corporate group in energy services"

We aim to be "the top corporate group in energy services" by pursuing optimal energy use together with our customers.

Mission 3

Increase revenues through active overseas business deployment

To ensure sustainable growth in the future, we aim to increase revenues by accelerating deployment of overseas businesses, making the best use of our managerial resources.

We will also strengthen our management foundation by improving technological capability and brand appeal through overseas businesses, and further enhance domestic energy services.

Mission 4

Establish a business base that ensures growth

To respond to the trust and the expectations of our customers and society, we will make further efforts to fulfill our social responsibility and enhance "human resources/organizations," "comprehensive group ability" and "technology research & development," which are basic elements of business activities.

Feature Article 4

Working for Realization of a Low-Carbon Society

Promoting Renewable Energy Power Generation

The Chubu Electric Power Group is pressing forward with the adoption of renewable energy power generation as a measure to realize a low-carbon society.

We are also working to advance more widespread adoption of renewable energy through the purchase of surplus power from solar power generation, wind power generation, and other such sources.



Aoyama Kogen Wind Farm

Wind Park Kasadori

C-TECH CORPORATION
Tsu City and Iga City, Mie Prefecture

Wind Park Misato

C-TECH CORPORATION
Misato-cho, Tsu City, Mie Prefecture

Aoyama Kogen Wind Farm

● 80 MW (2 MW × 40) expansion
AOYAMA KOGEN WIND FARM CORPORATION
Tsu City and Iga City, Mie Prefecture



Woody Biomass Fuel Mixed Combustion Facility
(Hekinan Thermal Power Station)

Mega solar power generation

Chubu Electric Power aims to introduce 15-20 MW of mega solar power generation by fiscal year 2020.

In January 2011, we began commercial operation of Mega Solar Iida, our first mega solar facility to be operated as a business.

We are also moving ahead with development at the two locations of Mega Solar Taketoyo and Mega Solar Shimizu.

Solar Power Generation Facilities	Output	Start of operation	CO ₂ emissions reduction effect
Mega Solar Iida (Iida City, Nagano Prefecture)	1.0 MW	January 2011	Approximately 400 t/year
Mega Solar Taketoyo (Taketoyo-cho, Chita-gun, Aichi Prefecture)	7.5 MW	October 2011 (scheduled)	Approximately 3,400 t/year
Mega Solar Shimizu (Shimizu-ku, Shizuoka City, Shizuoka Prefecture)	8.0 MW	FY2014 (scheduled)	Approximately 4,000 t/year

Tokuyama Hydroelectric Power Station

Ibigawa-cho, Ibi-gun, Gifu Prefecture

Mega Solar Iida

Iida City, Nagano Prefecture

Irozawa Hydroelectric Power Station

Generating power from previously unused head
Iida City, Nagano Prefecture

Mega Solar Taketoyo

Taketoyo-cho, Chita-gun, Aichi Prefecture

Hekinan Thermal Power Station

● Woody Biomass Fuel Mixed Combustion
● Sewage Sludge Fuel Mixed Combustion
Hekinan City, Aichi Prefecture

Susado Hydroelectric Power Station

Generating power from previously unused head
Azumino City, Nagano Prefecture



Mega Solar Iida

Higashigouchi Hydroelectric Power Station

Generating power from residual flow discharge
Aoi-ku, Shizuoka City, Shizuoka Prefecture

Mega Solar Shimizu

Shimizu-ku, Shizuoka City, Shizuoka Prefecture

Omaezaki Wind Power Station

Omaezaki City, Shizuoka Prefecture

■ In operation

■ Under construction or in planning

From the Partner

Promoting the Shift to Green Energy by Public Cooperation



Mr. Takahiko Sawayanagi

Manager, Water Supply and Environmental Department, Iida City

As an Environmental Model City, Iida City has promoted the utilization of locally produced energy sources, such as solar power and woody biomass utilization, through cooperation with our residents and local enterprises.

The measures we have taken so far in connection with solar power generation include the Residents' Cooperative Solar Power Generation Project and the Sunshine Zero Yen System. Now we have joined with the Chubu Electric Power Company in jointly establishing a still larger undertaking, Mega Solar Iida. This project will serve to advance the shift to green power utilization among our residents. At the same time, it also allows us to show the people how sunlight is turned into electricity and put to use.

It is our hope that the Chubu Electric Power Company will actively promote the adoption of renewable energy in addition to providing a stable supply of electric power.

Wind Power Generation

Second-phase construction of eight units was completed at Chubu Electric Power's Omaezaki Wind Power Station in January 2011. A total of 11 units (22 MW) are in commercial operation. Our Group companies are also actively involved in the wind power generation business, and C-TECH CORPORATION and the AOYAMA KOGEN WIND FARM have a total of 47 units (69 MW) in commercial operation. The AOYAMA KOGEN WIND FARM is also proceeding with preparations to install an additional 40 units (80 MW).

Wind Power Generation Facilities		Output	Start of operation
Chubu Electric Power	Omaezaki Wind Power Station	22 MW (2 MW × 11)	Phase 1: Feb. 2010 Phase 2: Jan. 2011
C-TECH CORPORATION	Wind Park Misato	16 MW (2 MW × 8)	Feb. 2006
	Wind Park Kasadori	38 MW (2 MW × 19)	Phase 1: Feb. 2010 Phase 2: Dec. 2010
AOYAMA KOGEN WIND FARM	Already installed	15 MW (0.75 MW × 20)	Mar. 2003
	Additional installation	80 MW (2 MW × 40)	FY2016 (scheduled)

Hydroelectric Power Generation

Chubu Electric Power has hydroelectric power stations at 183 locations generating 5,219 MW. We work to put water resources to effective use.

The Susado Hydroelectric Power Station (240 kW), which utilizes the previously unused head from an erosion control dam, went into operation in September 2010.

We are also proceeding with development of the Tokuyama Hydroelectric Power Station (153.4 MW), with the aim of starting operation in fiscal year 2014.

Topics

Nagaragawa Hydroelectric Power Station Reaches 100th Year of Operation

The Nagaragawa Hydroelectric Power Station (4,800 kW; Tachibana, Mino City) started commercial operation in 1910, and celebrated its 100th year in 2010. During that century, it has undergone restoration after flooding damage from the Ise Bay typhoon, repair due to deterioration, and other such work, and is still continuing to provide a stable supply of power to the region.



Main building today

The power station has red brick buildings that preserve the appearance of the Meiji era, and these structures were designated registered tangible cultural assets by the Agency for Cultural Affairs in 2000 and 2001. In 2007, it was certified a Heritage of Industrial Modernization site by the Ministry of Economy, Trade and Industry.

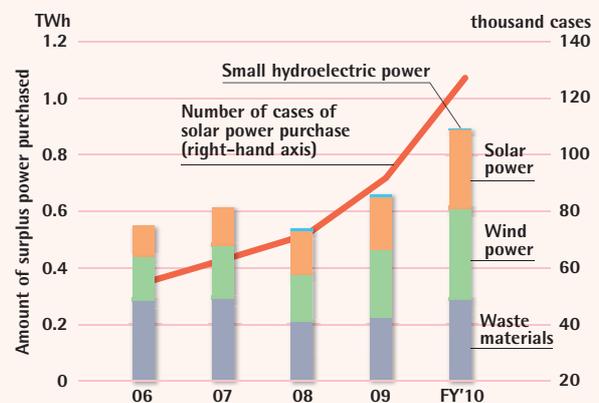
Biomass Power Generation

Since September 2010, Chubu Electric Power has been carrying out mixed combustion with woody biomass fuels at the Hekinan Thermal Power Station, which is coal-fired. Approximately 3% of the fuel used for power generation is made up of woody biomass. Limiting the amount of coal used as fuel is anticipated to have a CO₂ emissions reduction effect of 200,000-300,000 tons per year. We also have a joint project in planning with METAWATER Co., Ltd., to convert sewage sludge to fuel at the Kinuura East Purification Center. This is scheduled to begin operation in fiscal year 2012.

Purchases of Surplus Power

We are working to promote the widespread adoption of renewable energy by purchasing surplus power from solar power generation, wind power generation, and other such sources.

A system for purchasing surplus power from solar power generation was adopted in November 2009 for the purpose of achieving a low-carbon society with the participation of all the people of Japan. Electric power companies are purchasing surplus solar-generated power at prices set by the national government.



Research for Realization of a Low-Carbon Society

Chubu Electric Power is engaging in operational testing of various methods for the effective use of energy in homes and communities. The testing is being conducted with Toyota Motor Corporation and other parties in Toyota City, which the national government has designated a Next-Generation Energy and Social System Proving Region. We are also engaged in research on various other projects for the realization of a low-carbon society. These include field testing of remote reading of new model electric meters.

Feature Article 5

Compliance Violations and Steps Taken to Prevent Recurrence

Summary of Unauthorized Construction and Related Activities at the Azuri Hydroelectric Power Station and Actions Taken in Response

Chubu Electric Power carried out piping and tubing removal work at the Azuri Hydroelectric Power Station (4,800 kW; Choshi, Okawara-cho, Toyota City). We realized that we had gone ahead without conducting the prior consultation with the supervisory agency that is necessary with that kind of work. However, we did not report to the supervisory agency that the work had been done, but instead carried out restoration work to return the removed piping and tubing to the way it had been.

We also created fictitious construction job names to carry out the restoration work, and were using improper methods to fund the construction expenses.

We offer our most profound apologies, to our customers first of all and to everyone else who relies on Chubu Electric Power and gives us their support, for having caused such an incident to happen.

Chubu Electric Power will take rigorous measures to prevent recurrence of such a situation, and every one of our employees will pour their full effort into business activities that our customers can feel a sense of security about and place their reliance on.

The following report gives an outline of this matter and our measures for prevention of recurrence.

Situation Revealed by Anonymous Tip

In June 2010, the Toyohashi River Office received an anonymous tip that work had been done on cooling water piping at the Azuri Hydroelectric Power Station without going through the application procedure. Chubu Electric Power then received a confirmation inquiry from the River Office. That is how the matter was revealed.

Overview of Unauthorized Work and Related Matters at Azuri Hydroelectric Power Station

Work Implemented Without Prior Consultation

When construction is to be carried out at a hydroelectric power generation facility, the River Office is supposed to be consulted in advance on whether or not the construction requires an application under the River Law.

In June 2008, we consulted in advance with the Toyohashi River Office regarding the necessity or otherwise of following application procedures for maintenance work on the No. 2 Hydraulic Turbine at Azuri Hydroelectric Power Station. The work involved replacement of the turbine shaft bearings and removal of related cooling water piping that became unnecessary as a result.

At that time, the division in charge of the work had formed the mistaken impression that if they did advance consultation on the primary work of replacing the shaft bearings, then it would

not be necessary to consult in advance on the secondary work of removing cooling water piping.

Consequently, they did not provide an advance explanation of the secondary work of removing cooling water piping. As a result, the River Office determined that the application procedure was not necessary.

Fictitious Job Names Used to Fund and Cover up Construction Work

The maintenance work in this case was begun in October 2008 and completed in March 2009. In September 2009, a case occurred of a defect in the application procedure for maintenance work at another hydroelectric power station. In the process of dealing with this matter,* we received a finding from the River Office to the effect that advance consultation is required when modifications are made to piping and tubing through which river water flows. We realized that we had not consulted with the River Office in advance about the work to remove cooling water piping.

As it happened, however, we did not report the newly discovered unauthorized construction work (removal of cooling water piping) to the River Office nor did we consult with them about it. We kept the facts concealed, created false job names to fund the construction costs, and carried out restoration work to return the piping to its original condition. (Construction began in October 2009 and was completed that November.)

* **Dealing with the defective application procedure:** For inlet valve (the equipment that sends water into the turbine) replacement work at the Mayumi Hydroelectric Power Station (Shitashiro, Kawate-cho, Toyota City), the operating method specification was changed from hydraulic with water as the medium to hydraulic with oil as the medium, which meant that water was no longer needed to control operation. We found that the work had been carried out without consulting in advance as to whether application was required under the River Law. The Toyohashi River Office issued instructions for prevention of recurrence to Chubu Electric Power regarding this matter, and we formulated a corrective action plan that we have submitted.

Results from Investigation of Similar Incidents

The Toyohashi River Office was consulted in advance about work to add a drainpipe to generator cooling water piping at the Koshido Hydroelectric Power Station (9,200 kW; Aza Iwanami, Hiratobashi-cho, Toyota City) in January 2010. It had been mistakenly thought that this work had not been carried out, however, so we followed the pattern set in the case of Azuri Hydroelectric Power Station. We left the work carried out unreported, and did no advance consultation as required, but instead carried out restoration work (removal of the piping).

Formulation and Deployment of Recurrence Prevention Measures

After this incident was revealed, an investigating committee was set up in the Electric Power Facility Security Committee, which is subordinate to the Compliance Committee.

An investigation in detail was then carried out into the circumstances of unauthorized construction and related matters as well as their causes. A search was further made to ascertain whether or not other, similar improper handling had occurred, and measures for prevention of recurrence were formulated and implemented.

Organizational Diagram of the Investigating Committee



Formulation and Implementation of Recurrence Prevention Measures

We committed ourselves to sure, steady implementation of the following measures, including improvement of operational practices and upgrading of education in the River Law.

- Improve descriptive documentation on construction
- Tighten coordination among units concerned
- Reinforce education on water utilization rules*
- Reevaluate methods for making revisions to water utilization rules widely known

The effectiveness of these various measures was verified by the

Electric Power Facility Security Committee. Going forward, we intend to continue acting on these measures.

* **Water utilization rules:** These rules include the substance of permissions, conditions for permissions, and other such matters related to water utilization.

Raising Consciousness in the Workplace

One reason for the occurrence of this incident was a somewhat easygoing attitude toward compliance on the part of individuals here. Other reasons include a lack of awareness at the management level and a workplace climate that did not welcome the expression of questions or doubt.

Consequently, Chubu Electric Power addressed the issues raised by conducting educational programs geared to different employee levels. These included messages sent out from top company management, the creation of discussion materials (pamphlets) for all employees, and programs of discussion held in every workplace.

There are also further improvements we plan to make to our recurrence prevention measures so that this kind of incident will never happen again. These are in the charge of our Compliance Committee, which includes outside attorneys among its members. Our aim is to eradicate the kinds of judgment and action that undermine our credibility and trust, and we do this using action checkpoints we call the Four Questions as a basis for heightening individual awareness, enhancing our institutional climate, and improving our organizational foundation.

Action Checkpoints: The Four Questions

These provide direct, clear points of attention for keeping judgment and action in accordance with compliance.

Individuals can use these for a self-check process if they ever feel uncertain of their judgment about compliance.

- Is your action following your own conscience?
- Is your action socially acceptable?
- Are you closing your eyes to any compliance violations around you?
- Can you feel comfortable and confident talking to everybody about your actions?

Other Cases of Compliance Violation

Improper Handling of Meters that Have Exceeded their Period of Verified Validity

In January 2011, it was found that the Matsumoto Customer Service Office of our Nagano Branch had, during the period from March 2004 to December 2006, improperly handled certain meters that were being used to measure high-voltage electricity delivered to some of our customers. These meters continued to be used after they had exceeded the period of verified validity prescribed in the Measurement Act. It was found that 67 such cases had occurred. (The maximum period by which the validity period had been exceeded was six years and 10 months.)

In the course of meter replacement work, talks are held with customers to arrange power stoppage and construction work. In cases when customer agreement on power stoppage had not been obtained, those meters were simply put through system processing as having been replaced within the period of verified validity even though the actual replacement work had not been carried out.

We have already explained these circumstances to our customers who had any of the meters in question. We have finished discussions regarding the amount of electricity these customers used during the time when their meters had exceeded the period of verified validity, and we have completed replacement of the meters.

Chubu Electric Power conducted further investigation to find any other, similar incidents throughout the company. The results have confirmed that there were no other cases of meters having exceeded their period of verified validity.

In order to keep this kind of incident from ever occurring again in the future, we will apply recurrence prevention measures. These include redoubling our efforts to thoroughly educate employees and making explicit rules to cover negotiation regarding power stoppages for meter replacement work.

To Ensure Stable Supply of Low-Carbon, High-Quality Energy

Aiming for a Stable Supply

Efforts in the Power Generation Divisions

Working for Reliable Operation

Our power generation divisions monitor and control power stations and dams 24 hours a day to ensure a stable supply of electricity for our customers.

Assuring the Soundness of Power Generation Facilities

To keep our power stations in good condition, we routinely patrol, inspect and repair our equipment to prevent problems from occurring.

Efforts in the Power System Divisions (Transmission and Transformation)

Building and Servicing Facilities for Flawless Power Transmission

The electricity created in a power station is delivered to the customer by power transmission lines and substations. We are appropriately building such distribution facilities to keep up with power station construction and increasing demand.

Also, though the amount of construction work is increasing due to improvements at older facilities, we are working to smooth out workloads over the coming years and throughout individual years and conducting these improvements systematically.

Flawless Operation and Maintenance

In order to deliver a stable supply of electricity of high quality (i.e., with little fluctuation in voltage and frequency) matched to fluctuating demand, the central load dispatching center and the load dispatching control center adjust electric power production and monitor and control electricity flow on a 24-hour basis.

Distribution facilities are also subject to regular observation and inspection so that faults in the facilities can be detected early.

Efforts in the Power Distribution Divisions

Preventing Power Outages

The electricity coming through our transmission lines and substations passes into distribution lines and finally reaches customer homes, factories, etc. Power distribution lines are strung in large numbers in locations close to our customers. Since a fault in just one location can lead to power outages across a wide area, we employ every means possible to maintain and control these facilities.

Measures for Disaster Management

Readiness for Major Earthquakes

Several major earthquakes, termed the Tokai, Tonankai and Nankai earthquakes, have the potential to occur within the Chubu Electric Power service area. We are working to strengthen measures against large-scale earthquakes of this kind, for example by protecting equipment from earthquakes and setting up an emergency system that will automatically issue instructions in case of earthquakes with a seismic intensity of 'weak 5' or greater.

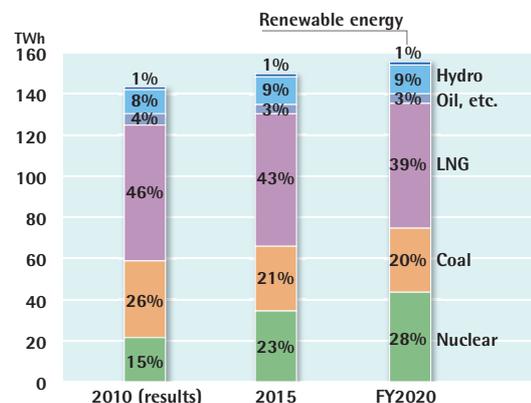
A Tokai earthquake is considered highly probable in the future, but as soon as an alert or prediction bulletin is issued, or a warning is declared, Chubu Electric Power will announce a company-wide earthquake alert system, establish an Earthquake Disaster Management Headquarters, and take all necessary measures such as performing special patrols and inspections of equipment. Presently we are incorporating new knowledge learned from the Great East Japan Earthquake and working with Group companies and business partners to strengthen all systems required under our business continuity plan.

Seeking Optimum Power Source Composition

Optimum Power Source Composition

Chubu Electric Power comprehensively looks at the supply stability, environmental friendliness and economy of nuclear, thermal, hydroelectric and other power sources and continuously endeavors to find the optimum power source composition ("best mix") combining the characteristics of these sources in a balanced way.

Composition of Generated Electricity



Percentages shown are for amounts of electric power to meet Chubu Electric Power demand "Renewable energy" includes biomass mixed combustion at Hekinan Thermal Power Station Source: Overview of the Electric Power Supply Plan for FY2011

Increase in the Thermal Efficiency* of Thermal Power Stations

Thermal power can respond flexibly to fluctuations in power demand and is indispensable to a stable supply of electric power.

An increase in the thermal efficiency of thermal power stations could result in reduced fuel use and CO₂ emissions. Chubu Electric Power is working to maintain and enhance thermal efficiency by introducing high-efficiency combined-cycle power generation* and effectively operating high-efficiency thermal power stations, and we are additionally striving to increase economy and lower carbon outputs by practicing precise management day to day.

***Thermal efficiency:** The percentage of thermal energy of an input fuel that actually converts to electricity.

***Combined-cycle power generation:** Technology that combines gas turbines and steam turbines to generate electricity.

Introduction of High-efficiency Combined-cycle Power Generation

Construction of the Joetsu Thermal Power Station

The Joetsu Thermal Power Station (Joetsu City, Niigata Prefecture) is scheduled to begin sequential operation from fiscal year 2012 to fiscal year 2014. It will use high-efficiency combined-cycle power generation equipment and will further reduce fuel consumption and CO₂ emissions.

Nishi-Nagoya Thermal Power Station Group No. 7 Update Plan

At the Nishi-Nagoya Thermal Power Station (Tobishimamura, Ama-gun, Aichi Prefecture), we are pursuing a plan to replace equipment in operation since 1970 with high-efficiency power generation equipment (scheduled to start operation in fiscal year 2019).

Voice on Site

Towards the Start of Operations at Joetsu Thermal Power Station

I assure safety, processes and quality and do machinist work as part of the construction of Joetsu Thermal Power Station. As we get ready to begin operating, I perform test operations of the various equipment to try to verify and improve

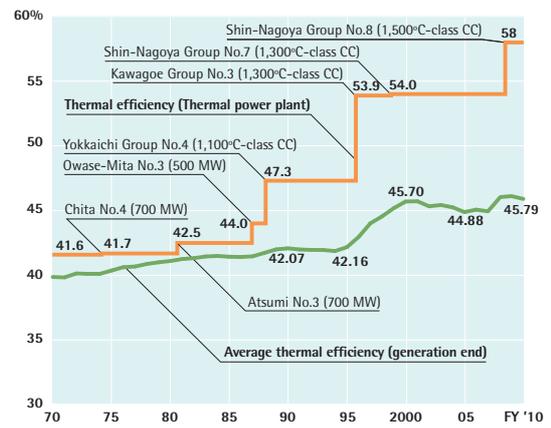


performance with the hope of delivering dependable, high-quality electricity.

Katsuya Mogami

Chubu Electric Power
Joetsu Thermal Power Station

Thermal Efficiency of Power Generation Facilities and Total Thermal Efficiency (LHV basis)



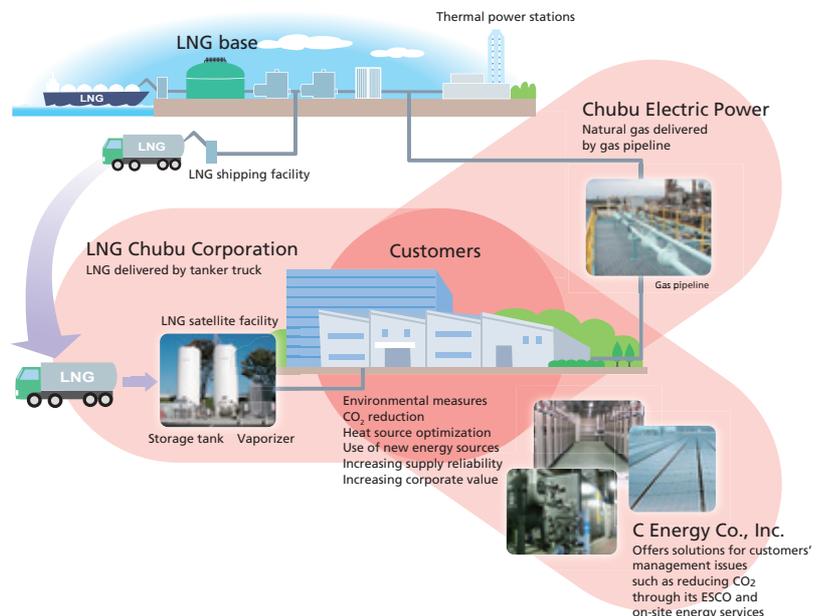
(Note) The term "CC" in parentheses is an abbreviation for "combined-cycle."

Become "the Top Corporate Group in Energy Services"

With the growing awareness of the environment, we are transitioning from heavy oil to natural gas as a fuel.

The Chubu Electric Power Group works together to provide optimal energy services to businesses with a combination of gas, LNG, on-site energy and more and to help our customers conserve energy and cut costs and CO₂ emissions.

Gas and LNG sales in fiscal year 2010 grew to approximately 650,000 tons. We will continue to expand our gas and LNG sales business by responding accurately to customer needs.



CSR Promotion

Chubu Electric Power has established the “CSR & Business Reform Promotion Group” in the Corporate Planning and Strategy Division to promote CSR initiatives, while the “CSR Promotion Council,” whose membership includes the heads of all company divisions, deliberates on important CSR concerns and undertakes CSR improvement activities.

CSR Promotion System



Initiatives to Promote CSR

Each business site promotes CSR by its own methods.

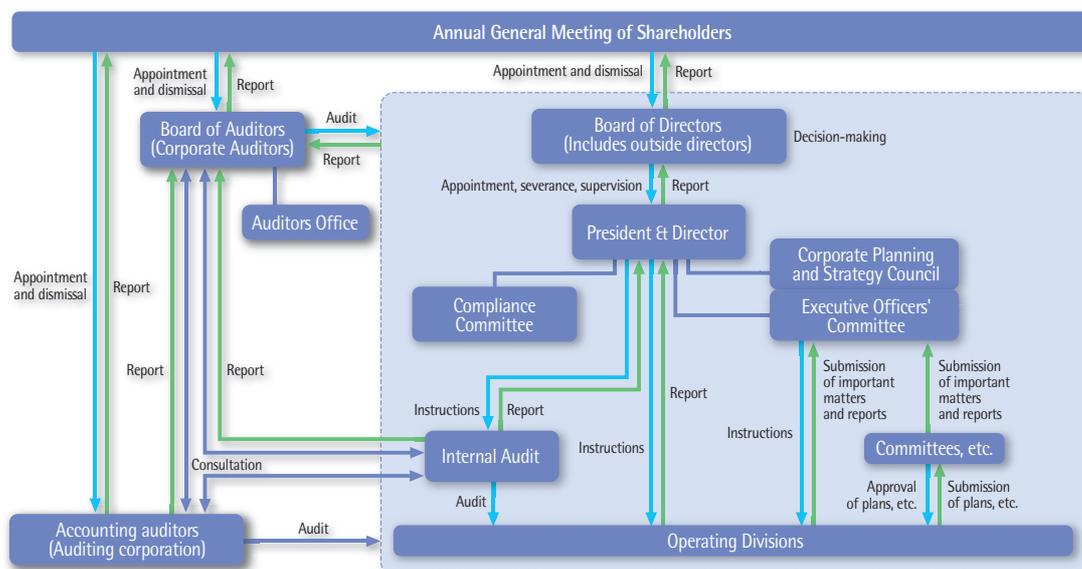
Example from Ichinomiya Customer Service Office

The Ichinomiya Customer Service Office, part of the Nagoya Regional Office, holds monthly workplace discussions, where the office director and employees use the CSR Report and other resources to trade views. This is an opportunity for participants to gain a shared awareness that each person's faithful performance of his or her duties is the very essence of CSR, and when everyone performs this way, it builds a foundation for trust from the community. The discussions also help staff learn about initiatives of other workplaces and confirm the great public benefit that the Chubu Electric Power Group produces. Through initiatives such as these, office members gain confidence and a sense of responsibility in their own actions and practice communication with customers.

Corporate Governance

We are committed to keeping Chubu Electric Power a corporation that our stakeholders trust and choose above others. To that end, we are making every effort to raise corporate governance to a higher level of enhancement with fairness and transparency as central priorities.

Chubu Electric Power's Corporate Governance Framework (Schematic diagram)



Internal Controls

Chubu Electric Power adopted a “system to ensure the proper conduct of business operations” as our basic stance on the establishment of an internal control system, and we prepare and operate an internal control system as prescribed by this system.

Systems Ensuring Proper Business Operations of the Company

Excerpt of Overview

By putting fairness and transparency at the center of our business and making the following systems function effectively, we endeavor to keep Chubu Electric Power a corporation that earns the trust of our shareholders, customers and other stakeholders.

1. Business management system
2. Risk management system
3. Compliance system
4. Auditing system
5. System to ensure the proper conduct of business in the Chubu Electric Power Group

Information Security

We established the Chubu Electric Power Group IT Promotion Council in January 2011 to pursue optimization of the business-critical IT infrastructure for the Group as a whole. Following this, we declared a “Joint Statement on Information Security” (April 2011) on which to base our “information security measures” initiatives.

Joint Statement on Information Security (excerpt)

Comply with the law

Comply with relevant laws, including relevant laws essential to each company’s business

Control and protect information

Perform appropriate control of information in possession and build technical and operational security measures

Establish systems

Establish a united Group information control system

Provide training

Continuously raise awareness by providing training to executives, employees, etc.

Compliance

The Chubu Electric Power Group works together as a Group to promote compliance with laws, internal rules and corporate ethics.

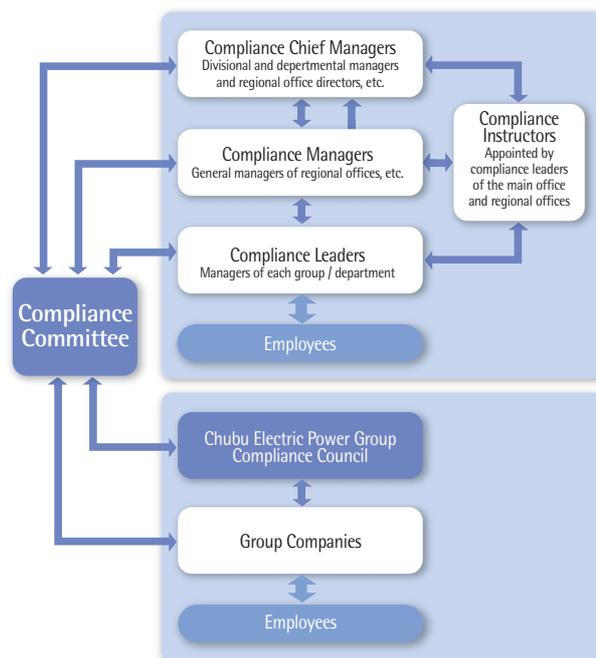
Chubu Electric Power Group Basic Compliance Policy

The Chubu Electric Power Group has adopted the following basic policy on compliance in keeping with our CSR Declaration. The continued existence and development of an enterprise depends most of all on winning the trust of society, including customers, community and shareholders. Understanding that “without compliance there is no trust, and without trust there is no growth,” the Chubu Electric Power Group fosters a corporate culture of action with compliance, and aims to be a “good corporate citizen” trusted and supported by society. To achieve this, we act in accordance with the following principles.

- **Thorough Compliance**
We comply with the law, internal rules and corporate ethics.
- **Fair and Sincere Corporate Activities**
We treat our customers, business partners and local communities fairly.
- **Proper Information Management and Disclosure**
We handle information strictly and make timely information disclosures
- **Establishing a Sound Corporate Culture**
We respect human rights and provide for a sound business culture.
- **Maintaining a Healthy Relationship with the Government and Authorities**
We are careful to refrain from activities that would cast doubt on the propriety of our business activities.
- **Proper Management and Utilization of Assets**
We administer and use our assets in a proper fashion and as intended.
- **Environmental Conservation**
We strive to protect the global environment.
- **Assuring Safety, Hygiene and Security**
We strive to maintain a safe and healthy work environment and ensure security.

Chubu Electric Power has built a Group-wide compliance promotion system under the direction of the Compliance Committee, which is headed up by the Chubu Electric Power President. Leaders of each organization set directions for that organization and individual departments and workplaces conduct their respective initiatives voluntarily.

Compliance Promotion System



Environmental Policies and Promotional Framework

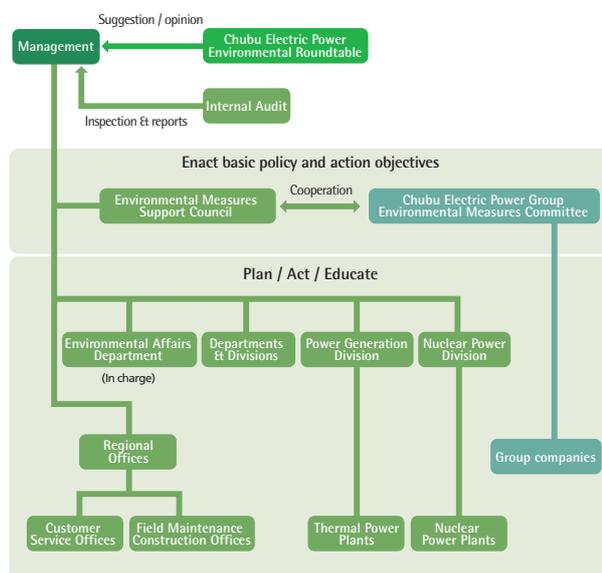
Chubu Electric Power Group Basic Environmental Policy

The Chubu Electric Power Group has adopted the following basic policy on environmental protection in keeping with our CSR Declaration.

As a member of the energy industry, the Chubu Electric Power Group practices responsible environmental management and contributes to the development of a sustainable society by working to protect the global environment with employees who act on their own initiative.

- 1 **We aim to achieve a low carbon society.**
 - We promote nuclear power and renewable energy, both of which are zero emissions power sources.
 - We promote the efficient use of resources and energy.
- 2 **We endeavor to coexist with nature.**
 - In our business activities, we are conscientious regarding diverse ecosystems.
- 3 **We aim to achieve a recycling society.**
 - We practice the three R's (reduce, reuse, recycle) to minimize our burden on the environment.
- 4 **We strengthen our connections to local communities and the world.**
 - We contribute to society by fostering human resources capable of spontaneously acting in eco-friendly ways.
 - We endeavor to deepen communication concerning the environment and energy and to raise environmental awareness.

Regime for Protecting the Global Environment



Environmental Measures Support Council

The Council, chaired by the General Manager of the Environmental Affairs and Plant Siting Division and having heads of each department as members, engages in discussion and coordination of basic policies, action targets and specific measures related to protection of the global environment.

Chubu Electric Power Environmental Roundtable

We have established and run this roundtable as a forum for the General Manager of the Environmental Affairs and Plant Siting Division to receive advice and suggestions from experts in environmental issues.

Achieving a Low-Carbon Society

Promotion of Global Warming Prevention Measures

The three pillars of CO₂ emissions reduction for the prevention of global warming are nuclear power, renewable energy sources, and energy conservation. As an involved party in the energy industry, Chubu Electric Power is actively promoting measures from the supply and demand perspectives of electric power, such as those described below.

Supply perspective: Use energy sources that emit less CO₂

- Promote nuclear power generation
- Promote the adoption of power generation using renewable energy sources
- Improving thermal efficiency of thermal power

- Participate in CO₂ reduction projects in developing countries

Demand perspective: Energy conservation

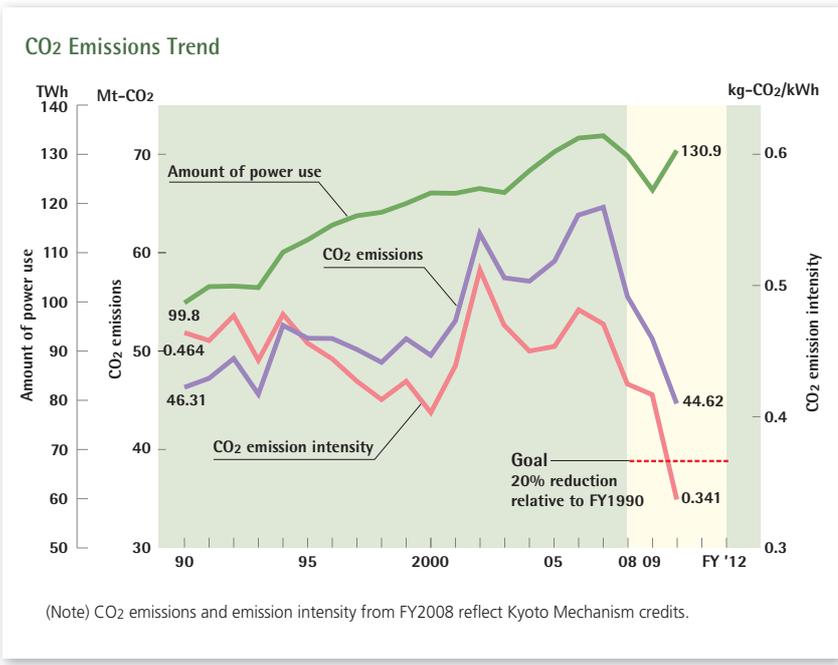
- Heighten awareness of energy conservation (advocate eco-friendly lifestyles)
- Develop proposals and technologies for more efficient energy utilization

Reduction of CO₂ Emissions

Although we were impacted by shutdowns at Hamaoka Nuclear Power Station because of the Suruga Bay earthquake, our CO₂ emissions intensity (i.e., CO₂ emissions per kWh of power generated) for fiscal year 2010 was 0.341 kg-CO₂/kWh after applying Kyoto Mechanism credits, etc. (actual emissions intensity 0.473

kg-CO₂/kWh), which is a 26.6% reduction compared to fiscal year 1990. CO₂ emissions totaled 44,620,000 tons (actual emissions 61,940,000 tons). Chubu Electric Power aims to reduce CO₂ emissions per kilowatt-hour (CO₂ emission intensity) by 20% relative to fiscal year 1990 during the first commitment period (fiscal year 2008 to fiscal year 2012) of the Kyoto Protocol. At the request of the Japanese government, we suspended operations at Hamaoka Nuclear Power Station, making it difficult to achieve our targets, but we will continue to devote ourselves to making emissions improvements on both the supply and demand sides.

More information about initiatives to promote renewable energy and increase thermal efficiency of thermal power may be found on pages 11-12 and 16 of this publication.



Global-Scale Initiatives on Climate Warming and Power Demand

Environmental Projects outside Japan

The technical capabilities, know-how, and other management resources fostered by Chubu Electric Power to date will be used effectively. We will contribute to environmental protection in developing countries, and will pursue warming countermeasures on a global scale. To that end, we are actively promoting the Clean Development Mechanism (CDM*), Joint Implementation (JI*), and other such environment-related projects. In fiscal year 2006 we joined a CDM project to generate biomass power from oil palm empty fruit bunches as fuel in eastern Sabah, Borneo, Malaysia (two locations, 10 MW each). The project started operating in fiscal year 2008.

* **Clean Development Mechanism:** In CDM projects, a developed country joins a GHG emission reduction project in developing countries, and may count part of the resulting reduction as its own.

* **Joint Implementation:** Under JI, a developed country jointly implements a project for reduction of GHG emissions, and may count part of the resulting reduction as its own.



Oil palm empty fruit bunch power generation project in Malaysia

Promoting More Efficient Energy Use By Customers

Chubu Electric Power offers a variety of energy services in response to customer needs, supports prosperous lifestyles and the development of industry, and works to protect the global environment.

Heat pumps, a renewable energy technology, use heat from the air, greatly reducing CO₂ emissions. We will continue actively promoting heat pump applications, especially those using the Eco Cute, to help achieve a low-carbon society.

Popularizing High-Efficiency Air Conditioning Systems

As part of offering energy solutions for corporate customers, we have promoted an energy-saving and environmentally friendly electric heat pump air conditioners. In fiscal year 2010, 1,179 units, corresponding to about 129 MW, were put into use.

Popularizing Eco Cute

Water heating accounts for about one-third of residential energy consumption. We are working to expand the diffusion of Eco Cute. Eco Cute reduces energy consumption from water-heating and is also budget- and environment-friendly.

Thanks to our customers, the cumulative number of Eco Cute units installed in the Chubu Electric Power service area reached about 420,000 by the end of fiscal year 2010.

Coexisting with Nature / Creating a Recycling Society

Protecting Biological Diversity

Protecting Biological Diversity in our Business

As we build the Tokuyama Hydroelectric Power Station, we are working to protect raptors and rare plants. We study the home range and breeding status of the mountain hawk-eagle (*Nisaetus nipalensis*) to ensure that this raptor is protected. Following the instructions of specialists from the Japan Falconiformes Center, we carry out construction work so that it does not affect the birds' breeding. As a result, the raptors successfully bred in 2010. We additionally found rare plants such as Taiwan moss (*Taxiphyllum alternans*) in the construction zone, and following expert instructions, we transplanted these species outside the zone and later confirmed that they had become established.



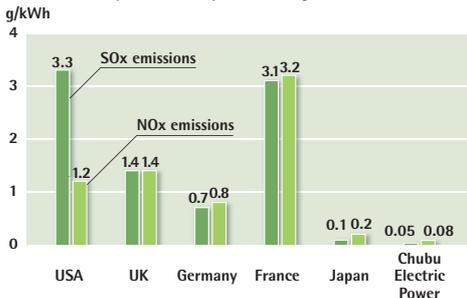
Transplanting Taiwan moss

Protecting the Global Environment

Air Pollution Prevention Measures

Our thermal power stations are implementing a number of measures to prevent air pollution, such as expanding the use of LNG (which generates no sulfur oxides [SOx]), use of fuel oils containing low levels of sulfur, installation of sulfur and nitrogen scrubbers, and adoption of burners capable of reducing NOx (nitrogen oxides) production from combustion. Through these efforts, SOx and NOx emissions from our thermal power stations are among the lowest in the world, based on quantity per unit power output. We have also installed high-performance dust collectors, and are taking other steps to minimize soot emissions.

Comparison of SOx and NOx emissions per unit thermal power output in Major Countries



Source: Basics of Energy Learned from Graphs and Charts, the Federation of Electric Power Companies of Japan
Chubu Electric Power: FY2010; Japan: FY2009; Others: calendar 2005

From the Partner

Japan Falconiformes Center

The Japan Falconiformes Center works to conserve raptor habitats and rescue protected birds from injury and illness. At the request of Chubu Electric Power, we have provided the utility with rare raptor survey counts and advice on how to protect the birds during various construction projects. Chubu Electric Power employees in charge of their sites have a strong awareness of environmental protection, and there are also employees who have learned some specialized knowledge of raptors through their work, so when they do construction, they take steps to protect raptors, starting in the planning stage and continuing after completion.



Mr. Keiya Nakajima

Japan Falconiformes Center
Director

Creating a Recycling Society

Practicing the 3 Rs

Chubu Electric Power pursues its various initiatives in keeping with the 3 Rs: reduce (limiting waste, including waste from contractors), reuse and recycle. Waste generated by our facilities amounted to 1,777 kt in fiscal year 2010. The amount of waste sent to external landfills was 53 kt, a reduction of 87 kt from the previous fiscal year. We maintained the ratio of external landfill waste at less than 1%. We will continue to study effective uses of external landfill waste, and make every effort to achieve our target of reducing wastes.

Industrial Waste, Waste By-Products and Amount Recycled (FY2010, unit: kt)

	Amount generated	Amount recycled	External landfill waste
Coal ash	1,175	1,172	3
Heavy and crude oil ash	1	1	0
Gypsum	324	324	0
Sludge (including solidified sludge)*1	133	32	41
Waste plastic	4	1	2
Metal scrap	38	38	0
Glass and ceramic scrap	3	0	2
Construction debris	87	82	4
Other*2	10	8	1
Total	1,777	1,659	53

*1 In-house landfill waste (used as fill): 57 kt

*2 Industrial waste specified as toxic, waste oil, etc.

(Note) Totals may not match because figures have been rounded down.

Collaborative Initiatives

Environmental Management and Education

Chubu Electric Power Group ECO Points Program

We are implementing the ECO Points program to encourage independent, environmentally aware actions by the employees of Chubu Electric Power and Group companies as well as their families. This program gives points for everyday environmental activities, and by the end of fiscal year 2010, over 11,200 employees, etc. had participated.

Initiative results are compiled every half-year and commendations given to individuals and business sites that

have done particularly well.

In addition, we conduct social service activities with environmental non-profits and others so that the concern of initiative participants for the environment can be returned to the community. Participants decide how much to support various groups by voting with the points they have earned.



Vietnam Mangrove Planting Tour

Social Contribution Activities Supported in FY2010

Hoi Nam Du	Restores mangrove forest in Vietnam.
ICAN	Supports education through "picture letter exchanges" with children in the Philippines, with environmental initiatives as the theme.
Nagara River Environmental Ranger Association	Offers water safety courses at the Nagara River for elementary and junior high school students, and conducts traveling classes to elementary and junior high schools.
OISCA	Maintains neglected school woods.
Nagano Prefecture Riparian Environment Protection and Research Society	Conducts activities to restore salmon in the Chikuma River by stocking river with fry.

Our support is not just financial; employees offer support through their direct participation. Continuing an effort that took place in 2009, 12 employees of Chubu Electric Power or Group companies participated in a "Vietnam Mangrove Planting Tour" as volunteers in August 2010 along with college students from Japan and local students. They planted mangrove trees as part of an initiative with the Hoi Nam Du NGO, which restores mangrove forests in Vietnam.

Community and World Partnerships

An Invitation to the Forest

In Yamato-cho, located in the city of Gujo in Gifu Prefecture, we own a broad expanse of forest covering 11 km², called Uchigatani Forest. We are making use of this woodland to conduct a forest conservation program with public participation under the name "Invitation to the Forest."

For customers, we have programs to experience thinning out forest trees and to spend time in the forest.

One additional initiative trains employees and retirees to be "Chuden Foresters," thinning volunteers who know the manmade forest and have the skills to thin it. Many of the 100 Chuden Foresters we have already trained belong to the internal non-profit Lovers of Water and Greenery and use their days off to work in forest conservation activities in Aichi Prefecture and elsewhere.



Agricultural and Greening Support for Qatar

A cultivation experiment using artificial zeolite has been underway since 2005 in Qatar, a country from which we import LNG. This experiment seeks to promote the greening of arid regions.

We have had one employee posted to Qatar since January 2011 to give technical support for greening.



Technical support for greening at Al Khor Community, Qatar

Action Plan

Item		Medium-term Goal (FY2020)	
Achieving a Low-Carbon Society	Promoting Nuclear Power Generation	<ul style="list-style-type: none"> Maximizing the usage of nuclear power generation facilities, while placing priority on ensuring safety (85% facility utilization rate*1) Promoting nuclear fuel recycling Promoting the replacement of nuclear power stations and making continuous efforts to cultivate new sites 	
	Promoting Development of Renewable Energy	<ul style="list-style-type: none"> Steadily achieving the annual targets (standard usage volume) of the RPS Law*2 	
	Promoting Energy Conservation	Improving Thermal Efficiency of Thermal Power Stations	<ul style="list-style-type: none"> Achieving Japan's highest level of thermal efficiency through continuous efforts to maintain the present efficiency level of existing facilities, and through steady development and optimum operations at the Joetsu Thermal Power Station Overall thermal efficiency of 47% (lower heating value standard)
		Promoting the Introduction of Next-generation Vehicles*3	<ul style="list-style-type: none"> Promoting the introduction of next-generation vehicles Introducing 1,500 vehicles
		Saving Energy in the Residential Sector	<ul style="list-style-type: none"> Expanding the usage of heat pumps, including Eco Cute heat pumps, and other high-efficiency products Actively implementing ecological lifestyle promotion activities
		Saving Energy in the Commercial and Industrial Sectors	<ul style="list-style-type: none"> Proposing solutions that utilize the technologies and expertise of Chubu Electric Power and Group companies
	Researching CO2 Reduction Measures	<ul style="list-style-type: none"> Promoting research on CO2 reduction measures Supporting the widespread usage of next-generation vehicles and the effective utilization of biomass fuels Technologies for the separation, capture, fixation, and biological utilization of CO2 System-compatible technologies capable of responding to large-scale expansion of distributed energy sources such as solar power generation 	
	Complementary Initiatives	<ul style="list-style-type: none"> Utilizing the Kyoto mechanisms (appropriate response toward the post-Kyoto framework) 	
<p>Reducing the average CO2 emissions*4 by 20% for the period from FY2008 to FY2012 (below FY1990 level) Appropriate response toward the post-Kyoto framework for the period after FY2013</p>			
Coexistence with Nature	Biodiversity-friendly Business Activities	<ul style="list-style-type: none"> Implementing biodiversity-friendly business activities Achieving harmony with nature in our service territory and conserving the environment Promoting nature regeneration activities and the development of nature conservation technologies Donating 16,000 saplings per year and achieving a cumulative total of more than 500,000 trees 	
	Promoting Environmental Conservation Activities		
Creating a Recycling Society	Promote the 3 Rs*5	<ul style="list-style-type: none"> Reducing external landfill waste among Chubu Electric Power and Group companies Achieving an external landfill waste ratio of less than 1% 	
	Promoting Green Procurement	<ul style="list-style-type: none"> Improving the green procurement rate for office supplies among Chubu Electric Power and Group companies Achieving a 100% green procurement rate for office supplies 	
Chemical Substances Management	Supporting PCB Treatment	<ul style="list-style-type: none"> Promoting proper management and treatment of devices containing PCBs Completing the treatment of all devices by 2016 	
Thorough Environmental Management		<ul style="list-style-type: none"> Promoting the utilization of the Environmental Management System (EMS) to improve operational effectiveness and efficiency among Chubu Electric Power and Group companies on a continuous basis 	
Training Personnel Capable of Taking Independent Action on Environmental Concerns		<ul style="list-style-type: none"> Maintaining and improving environmental awareness among employees of Chubu Electric Power and Group companies Achieving full participation in the Chubu Electric Power Group Eco Points Program, and training a cumulative total of 300 Chuden Foresters (volunteer forest conservation instructors) 	
Cooperation with Local Communities		<ul style="list-style-type: none"> Promoting education on energy and the environment in cooperation with local communities Actively implementing environmental activities with local communities and strengthening partnerships with local companies 	
Cooperation with the World		<ul style="list-style-type: none"> Expanding overseas energy projects using the technologies and expertise of Chubu Electric Power and Group companies 	

*1: Facility utilization rates vary every year depending on whether or not a periodic inspection is held. In order to eliminate this variance, the rate is calculated over an extended period of time (averaging over 5 years).

*2: RPS targets have been revised in conjunction with the commencement of a new solar power purchasing system (November 2009).

*3: Electric vehicles, plug-in hybrid vehicles, etc.

*4: The CO2 emissions intensity is calculated per the electricity amount consumed. Calculation of CO2 emissions intensity is based on the System for Calculating, Reporting and Publishing Greenhouse Gas Emissions and Sinks according to the Act on Promotion of Global Warming Countermeasures (this system does not take into account the CO2 reduction value of a Certificate of Green Power).

Self-evaluation  Level 4: attainment of medium-term goal  Level 3: attainment of goal for the fiscal year  Level 2: goal not yet attained  Level 1: need for countermeasure

Results for FY2010	Self evaluation	Future Initiatives
<ul style="list-style-type: none"> Because of ongoing deliberation by the national government on confirming impacts on seismic safety in light of the Suruga Bay earthquake, Unit No. 5 on long term shutdown and facility utilization rate dropped to 61.9% (five-year average for No. 3-5) 		<ul style="list-style-type: none"> With an aim of restarting Hamaoka No. 3-5 soon, steadily carry out tsunami countermeasures based on the urgent safety measures already reported, and reliably conduct additional measures
<ul style="list-style-type: none"> Achieved the RPS Law target volume of approx. 1.55 TWh Commenced operations at the Omaezaki Wind Power Station (second phase) Started commercial operation of Mega Solar Iida 		<ul style="list-style-type: none"> As a Group, actively develop and introduce renewable energy, including wind, solar, hydroelectric and biomass power Develop approx. 200 MW of renewable energy by FY2014
<ul style="list-style-type: none"> Preferentially operated high-efficiency thermal power stations, but the heat wave forced the use of low efficiency oil-fired thermal power equipment more often Overall thermal efficiency 45.79% (FY2009 results: 46.21%) 		<ul style="list-style-type: none"> Steadily developing the Joetsu Thermal Power Station (slated to commence operations between FY2012 and FY2014) Preferentially operate high-efficiency thermal power stations
<ul style="list-style-type: none"> Cumulatively, 200 next-generation vehicles (plug-in hybrid vehicles, electric vehicles) have been introduced 		<ul style="list-style-type: none"> Promoting the introduction of next-generation vehicles to achieve the medium-term goal
<ul style="list-style-type: none"> Strengthened various PR measures to promote widespread usage of Eco Cute (performance: contracts for approx. 76,000 units (10% increase from the previous fiscal year); cumulative total of approx. 420,000 units) Implemented awareness-raising activities to further promote the environmental household account book program 		<ul style="list-style-type: none"> Promoting widespread usage of Eco Cute and other high-efficiency products Promoting "Ecoland," an environmental information site for children, and awareness-raising activities that promote ecological lifestyles through the environmental household account book program
<ul style="list-style-type: none"> Strengthened activities to expand the use of high-efficiency products such as electric heat pumps (performance: 1,179 applications, approx. 129 MW (7% reduction from previous year)) 		<ul style="list-style-type: none"> Promoting widespread usage of high-efficiency products such as electric heat pumps Promoting energy conservation by proposing energy efficiency audits and other activities
<ul style="list-style-type: none"> Conducted R&D on charging systems to promote the use of next-generation vehicles Promoted test operations of Sterling engine power generation using woody biomass fuel Conducted research to assess impact on system if large volumes of solar energy are introduced, etc. 		<ul style="list-style-type: none"> Promote research on technologies capable of responding to large-scale expansion of on-site power sources such as solar power, research on the effective utilization of biomass fuel and expansion of wind energy in suitable locations, research on CO₂ fixation technology, etc.
<ul style="list-style-type: none"> Steadily reduced CO₂ emission intensity by purchasing CO₂ emissions credits and transferring them to the government's amortization account 		<ul style="list-style-type: none"> It would be difficult to meet our targets currently, as operations have been suspended at the Hamaoka Nuclear Power Station at the request of the government. We will devote ourselves to making emissions improvements on both the supply and demand sides.
<ul style="list-style-type: none"> Emission intensity after reflecting emissions credits using the Kyoto mechanisms 0.341 kg-CO₂/kWh (26.6% reduction from the FY1990 level) CO₂ emission intensity before reflecting emissions credits using the Kyoto mechanisms 0.473 kg-CO₂/kWh (2.0% increase from the FY1990 level) 		
<ul style="list-style-type: none"> Conducted a survey of raptorial birds and implemented activities for the preservation of rare species, as part of environmental assessment Conducted the construction of facilities that harmonize with nature and the scenery Held nature experiment events using symbiotic facilities in thermal power stations Donated 73,960 saplings (cumulative total of 498,000 saplings) 		<ul style="list-style-type: none"> Promoting activities for the preservation of rare animals and plants in conjunction with the construction of power stations and power transmission lines Promoting the construction of facilities that harmonize with nature and the scenery Implementing community contribution activities using symbiotic facilities in areas where thermal power stations are located Supporting the creation of verdant communities
<ul style="list-style-type: none"> Achieved an external landfill waste ratio of 0.7% (excludes some construction sludge that was difficult to reuse) Cultivated an application of Circulash*⁵ as a substance for absorbing dioxins and soil amendment 		<ul style="list-style-type: none"> Promoting the 3 Rs to reduce external landfill waste in consideration of economic efficiency Promoting the effective utilization of coal ash and increase sales of Circulash
<ul style="list-style-type: none"> Green procurement rate 98.5% Procured copy paper that conforms to the Green Procurement Law 		<ul style="list-style-type: none"> Further increasing awareness of the importance of green purchasing for office supplies
<ul style="list-style-type: none"> Promote ensuring treatment of insulating oils with low levels of PCBs Volume treated: 6,300 kl (98% of FY2010 target) Thoroughly treated pole-mounted transformer containers and components Number treated: 106,000 (97% of FY2010 target) 		<ul style="list-style-type: none"> Thoroughly treating all insulating oils containing low levels of PCBs and devices containing high levels of PCBs Thoroughly treating pole-mounted transformer containers and components
<ul style="list-style-type: none"> Made continuous efforts to achieve a 100% EMS implementation rate within the Chubu Electric Power Group, and promoted effective and efficient environmental management activities 		<ul style="list-style-type: none"> Implementing effective and efficient environmental management activities on a continuous basis within the Chubu Electric Power Group
<ul style="list-style-type: none"> Prepared the management and registration system of the ECO Points Program to promote further participation by employees Trained 20 Chuden Foresters during the year (cumulative total of 100) Provided support for taking the eco certification examination, to employees voluntarily aspiring to enhance their environmental awareness 		<ul style="list-style-type: none"> Promoting increased environmental awareness and environmental actions through the ECO Point Program Training and utilizing Chuden Foresters (20 per year) Providing continuous support for taking the eco certification examination
<ul style="list-style-type: none"> Held Chubu Electric Power Elementary School Eco Sessions (participation by 519 students in 6 schools) Chuden Eco Partnership Program (7 activities with 17 civic organizations) Implemented participatory forest conservation activities (9 times), traveling classes (458 times), tours of workplaces and facilities (283 times), and joint lectures with universities Promoted EPOC*⁷ activities in cooperation with other companies Participated in COP10-related events, released information about Group initiatives 		<ul style="list-style-type: none"> Implementing Chubu Electric Power Elementary School Eco Sessions and the Chuden Eco Partnership Program on a continuous basis Implementing participatory forest conservation activities called "Invitation to the Forest," traveling classes, and tours of workplaces and facilities, on a continuous basis Further promoting EPOC activities
<ul style="list-style-type: none"> Provided technical support for stable operations at rice-husk power plants and projects for power generation using empty palm fruit bunches Continued to develop and survey new projects that contribute to CO₂ reduction 		<ul style="list-style-type: none"> Studying and developing renewable energy projects, including wind, solar, hydroelectric and biomass power Carefully monitoring actions made toward a post-Kyoto framework and responding appropriately to them

*5: The 3 Rs of waste: Reduce, Reuse, and Recycle

*6: Synthetic zeolite made of by-product coal ash from the Hekinan Thermal Power Station (coal-fired thermal power station)

*7: Environmental Partnership Organizing Club; an organization of local firms dedicated to promoting environmental awareness

*We have partially modified some of the wording in the above items and medium-term goals after a review of the Chubu Electric Power Group Basic Environmental Policy.

Customers

Working for Customer Satisfaction

Promoting Customer Satisfaction (CS)

Chubu Electric Power aims to deliver services that gain the customer's trust and create customer satisfaction. The sales divisions have formulated a common Group-wide slogan as they endeavor to increase CS.

CS Slogan

Care

(Improving the public image of our service response)

Accuracy

(Accurately handling matters)

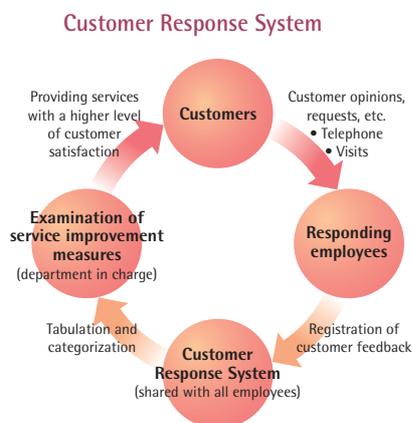
Speed

(Acting quickly to respond to customer needs)

A Framework for Utilizing Customer Feedback

To provide our customers with more satisfying service, customer comments and opinions taken at customer service offices and over the telephone are entered in our Customer Response System and the information shared with all employees. About 2,200 customer comments were registered in fiscal year 2010.

At Chubu Electric Power, we think of customer feedback as a valuable asset, and we will continue to act progressively to give our customers more satisfying service.



Example of Improvement Based on Customer Feedback

Responding to Power Outages Caused by Lightning, Etc.

Making Toll-Free Line Easier to Use

Customer feedback

I dialed the toll-free line to ask about a power outage. I was in a hurry, but the automated voice system kept announcing information and I wasn't able to connect quickly.

Improvement Example

We improved the situation by turning off the automated voice announcements during power outages and other times when there is a high volume of customer calls, so that callers can connect directly to someone in charge.

Shareholders and Investors

Earning the Trust of Shareholders and Investors

Maintaining Communication by IR Activities

Chubu Electric Power holds briefing sessions about three times a year for institutional investors and securities analysts to meet with management and trade views directly about performance and management plans; other activities include visiting shareholders and institutional investors individually in Japan and abroad as needed. Additionally, feedback such as opinions voiced during IR initiatives goes to management as part of our efforts to enhance two-way communication.

We also provide tours of power stations and other facilities, hold company orientations for individual investors, and conduct other such activities to foster better understanding of our business activities.

FY2010 IR Activity Results

Who is covered	Description	No. of times	Month
Institutional investors/ Securities analysts	Company overview	2	May, November
	Individual visits, giving interviews	122	As needed
	Facility tour	2	August, March
Individuals	Shareholders	10	August to November
	Investors	2	August, March

Proactive Information Disclosure

We disclose information in accordance with the Securities and Exchange Law and other relevant regulations as well as the rules for timely disclosure stipulated by the stock exchanges where we are listed. We also actively publish information via our website and booklets like the Annual Report and Chuden (a report to shareholders).

Annual General Meeting of Shareholders

Chubu Electric Power enables more shareholders to take part in our annual meeting of shareholders by avoiding the days of the year when many such meetings are held. We furthermore have initiatives in place to make it easier for shareholders to exercise their voting rights, for example by sending notices of annual meetings of shareholders early, allowing shareholders to vote by Internet, and helping institutional investors use a voting platform.

Business Partners

In Partnership with Our Business Partners

We strive to foster solid bonds of trust through open communication and fair and sincere dealings with our business partners. In our collaborative procurement of materials, we seek to broaden applications for practicing CSR.

Chubu Electric Power Group Basic Procurement Policy

The Chubu Electric Power Group carries out its procurement activities in accordance with the Chubu Electric Power Group Basic Procurement Policy.

Chubu Electric Power Group Basic Procurement Policy (excerpt)

Total Compliance	Fair and Honest Procurement
Open Door Policy	Mitigate Environmental Burden
Safety Assurance	Work in Partnership

Enhancing Information Disclosure and Communication

We hold our business partners in high regard and recognize that they aim to develop and grow together with us. We also urge our business partners to implement CSR and practice active information disclosure.

At the start of each year, we hold procurement overview briefing sessions to explain CSR practice and our management plans and offer information on our procurement plans, etc. Approximately 430 members of 229 companies attended these presentations in fiscal year 2010. (Briefings were cancelled in fiscal year 2011 due to the Great East Japan Earthquake.)

We also strive to hear more from our business partners by, for example, passing out questionnaires at the briefings and keeping a point of contact for procurement inquiries in general.

Example of Improvement Originating from Business Partner Feedback

Reconfigured Negotiating Spaces

We improved the size and number of negotiating spaces after business partners told us the counters were too small and that voices from adjoining spaces were loud enough to be a distraction.



Local Communities

Contribution to Society

Basic Corporate Citizenship Policies of the Chubu Electric Power Group

The Chubu Electric Power Group actively contributes to the sustainable development of the community and society and fulfills its responsibility as a good corporate citizen by conducting a variety of activities based on the "Basic Corporate Citizenship Policies of the Chubu Electric Power Group."

Basic Corporate Citizenship Policies of the Chubu Electric Power Group

The Chubu Electric Power Group has adopted the following basic policy on social contribution in keeping with our CSR Declaration.

- (1) Value dialogue and partnership as we contribute to building better communities and society.
- (2) Take the initiative in support, not only through social contribution as a corporate group but also by respecting the voluntary efforts of employees.
- (3) Make the details of our corporate citizenship activities widely known and work for ongoing improvements.

Key Areas

- Ensuring Local Welfare and Peace of Mind
- Environmental Conservation
- Education of the Next Generation
- Cultural and Sports Activities

Ensuring Local Welfare and Peace of Mind

Safety in everyday life is an important issue in local communities. The Chubu Electric Power Group will fully utilize its facilities and its technology etc. to contribute to heightened safety in local communities and to promote a greater sense of security.

Environmental conservation

We believe that to solve environmental problems, it is crucial to build partnerships with the community and foster a new generation of people to make our efforts sustainable. The Chubu Electric Power Group will join with local communities to make contributions to environmental conservation.



President Mizuno sharing ideas with children at the Chuden Ecosession for Elementary School Students

Education of the Next Generation

At Chubu Electric Power, we provide a wide range of education and support programs to encourage children's interest in environmental and energy issues.

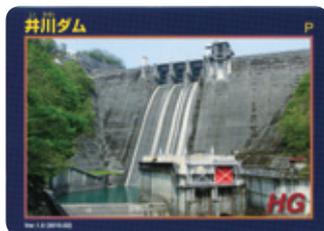
PR Facilities

The Chubu Electric Power Group operates facilities where visitors can learn about energy, the environment and science in a fun, hands-on way.

Topics

Ikawa Dam "Dam Card"

The Ikawa Electric Museum, part of the Ikawa Hydroelectric Power Station, teaches visitors how hydroelectric power supports lifestyles and industry and about the role played by dams. We have also created an Ikawa Dam "Dam card" to teach people more about these subjects. The card is given to any visitor wishing it.



Dam card (front)

Traveling Classes and Study Tours to Workplaces and Facilities

Chubu Electric Power employees go on assignment to elementary and junior high schools. There they organize electrical experiment laboratory sessions to introduce the mechanisms of power generation in an easy-to-understand format, and hold classes that introduce the importance of energy and environmental preservation. We also offer study tours to workplaces and facilities, where participants can observe nearby customer service offices, power stations, substations and other facilities and learn about the initiatives and role played by Chubu Electric Power.

Results for FY2010

Traveling Classes	Held 458 times, 17,477 persons participating
Study Tours to Workplaces and Facilities	Held 283 times, 5,087 persons participating

Cultural and Sports Activities

Chubu Electric Power aspires to contribute to the transmission of traditional culture and art, as well as to the creation of new cultural movements and sports activities. We will assist our community in further developing its culture and traditions, which are common assets shared by all citizens, so that the community will become richer and more vibrant.

Employees

Creating a Pleasant Workplace Environment / Cultivating Human Resources

Human Rights Awareness and Education Policy

In order to fulfill our corporate social responsibility to achieve a society in which all human rights are respected, Chubu Electric Power, following our Human Rights Awareness and Education Policy, has organized Individual Rights Awareness Promotion Committees at our head office and regional offices to conduct training and other activities to increase awareness.

Human Rights Awareness and Education Policy

1. We conduct initiatives to deepen correct understanding and awareness of employees, etc., in regards to problems of human rights (e.g., problems of social integration and discrimination based on disability, nationality, gender, etc.).
2. We perform awareness-raising initiatives on problems of social integration, understanding this to be an important part of human rights issues.
3. Our awareness-raising initiatives are systematic and continuous.

Promoting Hiring of Challenged and Elderly People

We established Chuden Wing Co., Ltd. in 2001 to create new work opportunities for challenged persons. As of June 30, 2011, 50 challenged individuals are working in printing, marketing of gifts, gardening and so on in keeping with Chuden Wing's business philosophy of "coexistence" and "respect for people." Including Chuden Wing, as of June 2011, the percentage of Chubu Electric Power employees who are challenged is 1.95%. (The legally required percentage is 1.8%.)

To put the superior capabilities of employees at retirement age to effective use across a wider range of activities, we offer a "senior staff" system for rehiring employees who have reached the age of mandatory retirement.

Voice on Site

I've Earned My Qualifications as a Class 1 Offset Printing Technician

My job is to do printing work. I have a hearing impairment, but since joining the company and getting support from the people around me, I earned national qualifications as a Class 2 offset printing technician, and then last year I earned Class 1. I hope to



really apply myself so we can offer products of even higher quality.

Takayuki Nakagawa

Chuden Wing Co., Ltd.
Printing Department

Achieving Work-Life Balance

Work System Designed to Harmonize Jobs and Family Life

We offer a planned holiday and designated work program, which gives our employees flexibility to select and specify working days and hours, based on the individual's preferences in addition to the work situation. The program enhances our ability to run our operations systematically and efficiently while enriching employees' home lives.

Support System for Childcare and Nursing Care

Support for Childcare

Under this program employees can take leave until the day their child turns two, and work shorter hours until the last day of the fiscal year in which their child is a first-grader in elementary school. We also offer a system that lets employees apply Life-Support Leave for parental leave purposes for a certain period of time so that they can be even more involved with their children.

Voice on Site

I Took Child-Care Leave

Men once resisted the idea of taking child-care leave, but that's ancient history now. I took child-care leave, thanks to help from the workplace. My wife has been both encouraging and grateful, and it's reminded me of the

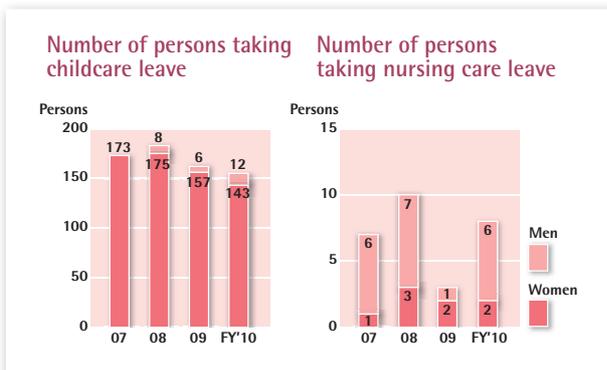


importance of both work and child-rearing. Even now I'm mindful of doing my work efficiently.

Kohei Kato
Chubu Electric Power
Real Estate Management
Section, Lands Department,
Gifu Regional Office

Support for Long-Term Care / Nursing Care

Our Nursing Care Leave System lets employees take time off for two years or work shorter hours.



Female Activities Promotion Office Programs

At Chubu Electric Power, we believe that a diverse staff whose members are respectful of each other's individuality and who work to the full extent of their talents is essential. Promoting the active involvement of women is a particularly important part of this, and the Female Activities Promotion Office takes this as its full-time mission. Initiatives of the office include creation of opportunities for female employees to cultivate themselves and be active, work-style reform, and external collaboration.

Employment statistics

(As of March 31, 2011; "persons newly hired" is number of employees entering April 2011)

	Men	Women
Number of employees	15,175 (90%)	1,765 (10%)
Average age	41	37
Average years of service	22	17
Number in management positions	5,463 (98%)	84 (2%)
Persons newly hired	468 (87%)	69 (13%)

Initiatives for Labor Safety and Well-Being

Chubu Electric Power considers the safety and health of employees to be the crucial foundation for a corporation's existence and therefore works to maintain and improve each workplace. We also consider the safety and health of persons working on construction projects that we order.

FY2011 Safety and Well-Being Campaign Policies: Key Points

1. Safety

- (1) [Traffic] Reduce vehicular accidents by demonstrating safety leadership that takes the area, traffic conditions, etc. into account
- (2) [Work] Through autonomous disaster prevention initiatives, prevent repeated and serious disasters

2. Well-Being

- (1) Mental health care measures
- (2) Measures to prevent health problems due to overwork
- (3) Measures to prevent illness, including lifestyle diseases

Number of industrial accidents

	FY '07	FY '08	FY '09	FY '10
Chubu Electric Power employees	21	19	20	26
Contractors	35	46	38	63

Rigorous Safety Instruction for Contractors

To eradicate accidents among contractors, we hold ad-hoc conferences composed of the units in charge of safety and those handling the execution of necessary work based on safety hygiene campaign policies.

At these conferences, the council formulates policies on instructing contractors on how to prevent accidents and gives thoroughgoing safety advice to suppliers.

Stakeholder Dialogues

We held a stakeholder dialogue in January 2011 in Komagane City, Nagano Prefecture, which is where the Morino Chonai-kai initiative thins trees to promote healthy forests (Chubu Electric Power serves as the Morino Chonai-kai office).

First, Chubu Electric Power introduced environmental initiatives we take in cooperation with the community, then we traded views with persons helping out in the Morino Chonai-kai initiative. We plan to put the input we received into use in our social initiatives in the future.



Participants: Ishizuka Glass Co., Ltd., UNY Co., Ltd., Oji Paper Co., Ltd., Kamiina Forestry Cooperative, Office Chonai-kai (environmental NPO)

Views of the Forum Participants

- Compared to some social initiatives that take a lot of time and labor, such as many cooperative efforts with non-profits, it is easy to get started with the Morino Chonai-kai initiative. Besides conserving Japan's forest, it is good PR in my company's environmental report, so I felt upper management would understand right away.
- In the retail business, the ties you form between consumers and producers are critical, but it's also much the same in environmental initiatives. To make our activities sustainable, it's important to create a connection between supporters and the results of their support. The Morino Chonai-kai initiative has a good mechanism for faithfully reporting tree-thinning results to the supporting businesses.

Opinion Exchange with Mie University

Chubu Electric Power holds opinion exchanges with Mie University as part of our joint industry/academic initiatives.

In September 2010, we traded views on contributing to the building of a sustainable society. The conversation was based on The Mie University Environmental Management Report 2010 and the Chubu Electric Power Group CSR Report 2010.



Major Opinions on CSR Report

- Your report highlighted biodiversity protection shortly before the holding of COP10, and gave a concrete presentation of initiative results and successes heretofore. I got a very favorable impression that the company was proactively involved in COP10.
- The report is commendable for not hiding negative information, such as the number of industrial accidents.

Sustainable Management Diagnosis

Chubu Electric Power has been undergoing continuing assessment of its sustainable management rating and receiving management diagnoses from the Sustainable Management Forum of Japan NPO. In fiscal year 2010 as before, we underwent an evaluation and held a discussion in the areas of management, environment and society to answer whether our initiatives actually contribute to the building of a sustainable society. The results indicated that the Chubu Electric Power Group is largely performing at a high level on many items and that initiatives have advanced since the previous year, but further improvement is needed on the following.

Main Findings

Social: Concerning "Formation of a safe, healthy and vital local community"

It is incumbent upon Chubu Electric Power to thoroughly reconsider its nuclear power station safety measures, anticipated disaster and accident scenarios and their impacts as envisioned heretofore, and to work with the government to devise measures for assuring regional sustainability.

Following the accidents at the Fukushima Daiichi Nuclear Power Station, we are stepping up our countermeasures to a new level.

Look! P05~08

Management: Concerning "Compliance with corporate ethics and the law"

The cases of non-compliance that occurred at Chubu Electric Power's hydroelectric power station are truly regrettable, and the company needs to investigate whether the corporate culture of compliance has become a mere shell, and take other urgent measures to find the essential cause of the incidents and ensure that they are not repeated.

We have investigated the causes of the incidents, studied similar cases and established recurrence prevention measures. We will continue to conduct such recurrence prevention measures in the future.

Look! P13~14

The Chubu Electric Power Group needs to have a definition of "compliance" that is easy to understand and held in common with the rest of society.

CSR Report 2011 clearly defines "compliance" as "compliance with (i.e., obedience to) laws, internal rules and corporate ethics."

Look! P18

Corporate Profile (for FY2010 and FY2010 term-end)

Corporate Name Chubu Electric Power Co., Inc.
 Home City 1 Higashi-shincho, Higashi-ku, Nagoya 461-8680, JAPAN
 Phone +81-52-951-8211 (Main)
 President & Director Akihisa Mizuno
 Established May 1, 1951
 Service Area 5 prefectures in the Chubu region:
 Aichi, Gifu (excluding certain areas),
 Mie (excluding certain areas), Nagano, and
 Shizuoka (all areas west of the Fujigawa River)

Principal Business Indicators

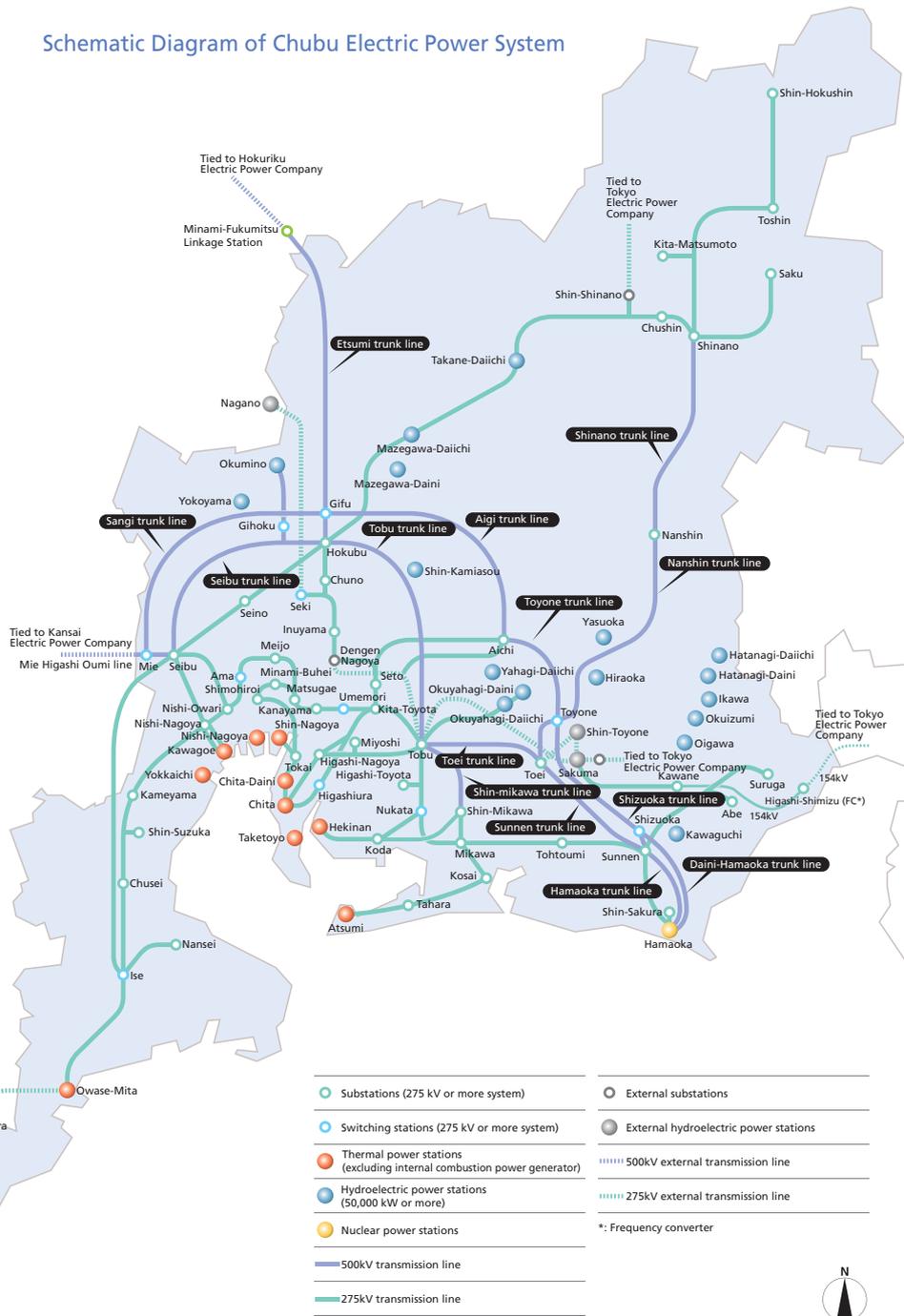
Capital	430.7 billion yen
Total Assets	5,033.6 billion yen
Interest-Bearing Debt	2,509.9 billion yen
Number of Outstanding Shares	758,000,000
Number of Shareholders	343,452
Number of Employees	16,940
Number of Customers <small>(excluding certain high voltage customers)</small>	
Electric Lighting	9,294 thousand
Electric Power	1,169 thousand
Total	10,463 thousand
Electric Energy Sold	130.9 TWh
Total Operating Revenues	
Consolidated	2,330.8 billion yen
Non-consolidated	2,178.2 billion yen
Ordinary Income	
Consolidated	146.2 billion yen
Non-consolidated	131.0 billion yen
Shareholder's Equity Ratio	
Consolidated	31.1%
Non-consolidated	29.5%

Summary of Facilities

Power Generation Facilities	
Thermal	23.969 GW (11 locations)
Hydroelectric	5.219 GW (183 locations)
Nuclear	3.617 GW (1 location)
Renewable Energy	0.023 GW (2 locations)
Total	32.828 GW (197 locations)
Power Transmission Facilities	
Transmission Line Route Length	12,220 km
Transforming Facilities	
Number of Substations	939 locations
Capacity	122.443 million kVA
Linkage Station	1 location
Capacity	300 MW
Power Distribution Facilities	
Distribution Line Length	131,089 km

* Frequency conversion facilities listed separately (Operating output: 100MW)

Schematic Diagram of Chubu Electric Power System



Chubu Electric Power Group ● Consolidated subsidiaries (37 companies) ■ Affiliates accounted for under the equity method (26 companies)

Energy

- C ENERGY Co., INC
- LNG Chubu CORPORATION
- Hokuriku Eruneso Co., Ltd.

Overseas Energy

- Chubu Electric Power Company International B.V.
- Chubu Electric Power Company U.S.A. Inc.
- Chubu Electric Power (Thailand) Co.,Ltd.
- Chubu Electric Power Goreway B.V.
- Chubu Electric Power Falcon B.V.
- Chubu Electric Power Thailand SPP B.V.
- Compañía de Operación Valladolid, S. de R.L. de C.V.
- Compañía de Operación Valladolid, S. de R.L.de C.V
- TC Generation, LLC
- Chubu Ratchaburi Electric Services Co.,Ltd.
- A.T. Biopower Co.,Ltd.
- Tyr Capital, LLC
- Goreway Power Station Holdings ULC
- MT Falcon Holdings Company, S.A.P.I. de C.V.

IT & Telecommunications

- Chuden CTI Co., Ltd.
- Chubu Telecommunications Co., Inc.
- Community Network Center Inc.
- Omaezaki Cable Television
- CHUBU CABLE NETWORK COMPANY, INCORPORATED

Construction

- Chubu Plant Service Co., Ltd.
- C-TECH CORPORATION
- TOENEC CORPORATION
- TOENEC Service Co. Ltd
- TOENEC CONSTRUCTION (SHANGHAI) CO., LTD.
- TOENEC (TAIWAN) CO., LTD.
- TOENEC (THAILAND) CO., LTD.
- TOENEC PHILIPPINES INCORPORATED

Manufacturing

- CHUBU SEIKI Co., Ltd.
- TOKAI CONCRETE INDUSTRIES Co., Ltd.
- AICHI KINZOKU KOGYO Co., Ltd.
- AICHI ELECTRIC Co., Ltd.
- Chubu Liquid Oxygen Co., Ltd.
- Chita Tansan Co., Ltd.

Transportation

- Chuden Transportation Service Co., Ltd.
- SHIN-NIHON HELICOPTER Co., Ltd.

Real Estate Management

- Chuden Real Estate Co., Inc.

Services / Others

- Chuden Auto Lease Co., Ltd.
- Chubu Cryogenics Co., Ltd.
- Chuden Wing Co., Ltd.
- Toho Industry Co., Ltd.
- CHUDEN BUSINESS SUPPORT Co., Ltd.
- Chuden Haidden Support Co., Ltd.

- Chita L.N.G. Co., Ltd.
- Chubu Energy Trading, Inc.
- Techno Chubu Co., Ltd.
- Chuden Disaster Prevention Co., Ltd.
- CHUDEN KOGYO Co., Ltd.
- Chita Berth Co., Inc.
- AOYAMA-KOGEN WIND FARM CORPORATION
- FILLTECH CORPORATION
- Chubu Electric Power Australia Pty Ltd.
- Chubu Electric Power Gorgon Pty Ltd.
- Chubu Electric Power Integra Pty Ltd.
- Nagoya City Energy Co.,Ltd.
- Hamamatsu D.H.C. Co., Ltd.
- Nagoya Energy Service Co., Ltd.
- Centrair Energy Supply Co., Ltd.
- KASUMI BERTH Co., Inc.
- Ogaki School Lunch Support Co., Inc.
- PFI Toyokawa Hoisaijo Co., Ltd.

Chubu Electric Power Co.,Inc.

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Chubu Electric Power earned the Next-generation Certification Mark "Kurumin" in May 2010 under the Next Generation Nurturing Support Measures Promotion Law.