CHUBU
Electric Power

CSR REPORT 2008

Chubu Electric Power Group CSR Report



www.chuden.co.jp

Editorial Policy

This report describes our efforts to help achieve a sustainable society, and the results of our initiatives.

Organizations Covered by This Report

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

Report Period

Fiscal year 2007 (April 2007 through March 2008)
(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 (FY2007 Version)

Date of Previous Report

September 2007

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Legend

In the main text, the terms denoted by " * " are explained in the margin of the page near the location of the applicable term.

Look! P00

Related articles and information can be found on the specified page or pages within this report.

HP

Detailed information is available on the Chubu Electric Power website.
http://www.chuden.co.jp/english

Web

Related websites are listed.

Photographs on the Cover

The photographs depict the forest conservation activities Chubu Electric Power and Group companies are pursuing in and around Uchigatani Forest, located in Gifu Prefecture. Children show lively new interest and energy in a beautiful natural environment.
(See the relevant sections of this report regarding forest conservation activities.)

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Chubu Electric Power Group CSR Report 2008

Corporate Profile

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	Toshio Mita
Established	May 1, 1951

Summary of Facilities (as of March 31, 2008)

Power Generation Facilities		
	Thermal	22.369 GW (11 locations)
	Hydroelectric	5.218 GW (182 locations)
	Nuclear	4.884 GW (1 location)
	Total	32.471 GW (194 locations)
Power Transmission Facilities		
	Transmission Line Route Length	12,212 km
Transforming Facilities		
	Number of Substations	938 locations
	Capacity	121.407 million kVA 300 MW*
	Linkage Station	1 location
	Capacity	300 MW
Power Distribution Facilities		
	Distribution Line Length	135,518 km

* For frequency conversion facilities (capacity: 100 MW), please refer to other pages

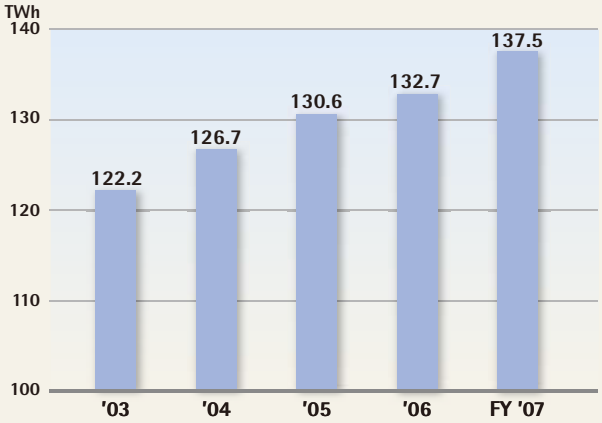
Primary Business Areas

Electric utility and related enterprises
Gas supply and thermal storage brokerage
On-site energy business
Overseas consulting and investment
Real estate management service
IT business
Etc.

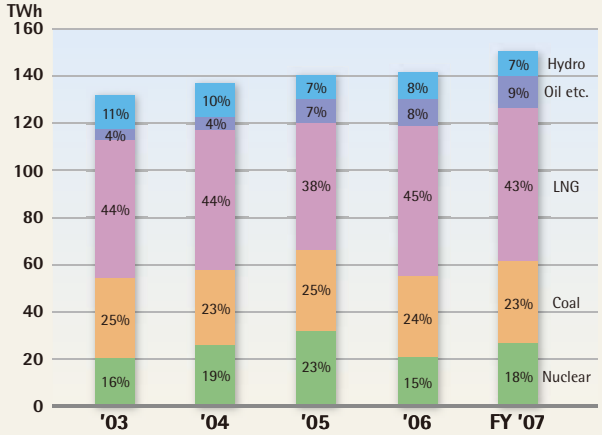
Principal Business Indicators
(for FY2007 and FY2007 term-end)

Capital		430.7 billion yen
Total Assets		5,238.5 billion yen
Interest-Bearing Debt		2,789.9 billion yen
Number of Outstanding Shares		779,004,665
Number of Shareholders		357,359
Number of Employees		16,001
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)
Number of Customers (excluding certain high voltage customers)		
	Light	9,169 thousand
	Power	1,274 thousand
	Total	10,443 thousand
Electric Power Sold		137.5 TWh
Total operating revenues		
	Parent Only	2,222.1 billion yen
	Consolidated	2,432.8 billion yen
Ordinary Income	Parent Only	109.3 billion yen
	Consolidated	123.3 billion yen
Shareholders' Equity Ratio		29.8%

Electric Power Sales Trend

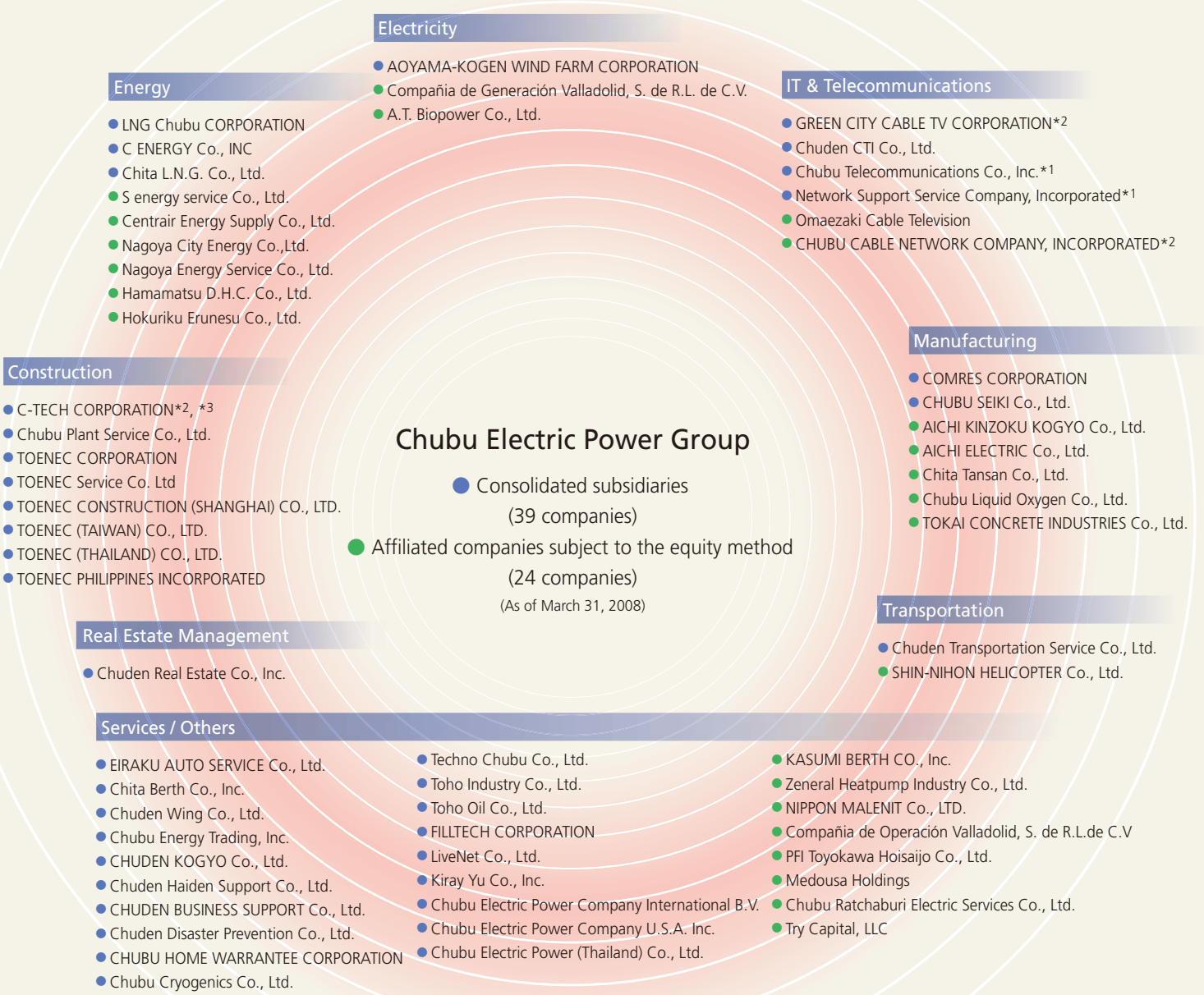


Breakdown of Generated Output by Source



Chubu Electric Power Group

We are a total energy supplier, with electricity and energy as our core business, supplying electricity, gas, LNG, and on-site energy. We also offer environmental, social, and IT services in order to make our core business more competitive and profitable, and improve our brand value.
We will draw on the technical capabilities and expertise of Group companies to contribute to the building of a sustainable society.



*1 Chubu Electric Power took over business operations relating to telecommunications cable equipment for electric power operations that had belonged to its subsidiary Chubu Telecommunications Co., Ltd., (CTC) in an absorption-type split that took place on April 1, 2008. Effective that date, 80.5% of CTC shares were transferred to KDDI Corporation, and CTC became an affiliated company subject to the equity method. At the same time, Network Support Service Company, Inc., was removed from the roster of Chubu Electric Power's consolidated subsidiaries.
*2 C-TECH CORPORATION and CHUBU CABLE NETWORK COMPANY, INCORPORATED entered an agreement with five other cable television companies to form a business alliance. By means of a spin-off and stock swaps, they established the Community Network Center K.K. effective July 1, 2008, as an operating holding company that forms the core of the alliance and supervises the operation of the cable television business. The Community Network Center K.K. has become an affiliated company of Chubu Electric Power subject to the equity method. Concurrently, GREEN CITY CABLE TV CORPORATION has been removed from the roster of Chubu Electric Power's consolidated subsidiaries.
*3 C-TECH CORPORATION joined with six other companies on April 16, 2008, to establish Ogaki School Lunch Support Co., Inc. The new firm will perform design, construction, maintenance management, and operation of faciities related to the Southern School Lunch Center PFI Improvement and Operation Project in Ogaki City. Ogaki School Lunch Support Co., Inc. has become an affiliated company of Chubu Electric Power subject to the equity method.

Initiatives to Strengthen Group Management

October 2007	Split-up and business transfer of TOENEC CORPORATION and C-TECH CORPORATION
April 2008	80.5% of shares in Chubu Telecommunications Co., Ltd., transferred to KDDI Corporation and the cooperative partnership created
July 2008	C-TECH CORPORATION, CHUBU CABLE NETWORK COMPANY, INCORPORATED, and five cable television companies underwent spin-offs and stock swaps to establish a business alliance centered on the Community Network Center K.K.
October 2008 (scheduled)	Transfer of business operation between Toenec Service Co., Ltd. and EIRAKU AUTO SERVICE Co., Ltd., by means of a spin-off

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 strive always to be a corporate group that earns the trust of its stakeholders.

At Chubu Electric Power, we are therefore committed to fulfilling our corporate social responsibility (CSR) by good faith efforts to meet the expectations of all our stakeholders, by disclosure of information about those efforts to meet our obligation of accountability, and by continuous improvement through a process of feedback from the general public.

Chubu Electric Power Group CSR Declaration

Fulfilling our responsibilities and meeting society's expectations

Chubu Electric Power Group, as a Multi-Energy Services Group, is committed to:

Contributing 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 through business activities that allow 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.

To summarize our approach to promoting CSR and communicating our message more clearly and accurately to all stakeholders, we formulated a CSR Declaration in 2006. This document was updated as a declaration for the group as a whole in March 2008, as a way to work together with greater unity and solidarity in fulfilling our corporate social responsibility. Under this philosophy, each member of the Group will apply their individual strengths as we promote our CSR activities.

We intend to pursue the commitments detailed in this Declaration by steady, sustained efforts in our business operations, and by sharing this philosophy throughout the Chubu Electric Power Group.

We will Contribute to the Realization of a Sustainable Society through Stable Supply and a Foundation of Public Trust

Actively Promoting CSR by the Group as a Whole

Chubu Electric Power Group has proclaimed "Enterprise Group Image Goals" and is engaged in enhancing and bringing to bear the full power of the combined Group to achieve sustainable growth for the Group as a whole.
The Group will also engage in the promotion of unified, centralized CSR activities to be conducted henceforth by the entire Group. To that end, we have reformulated the previously independent CSR philosophy of Chubu Electric Power Co., Inc., and as of March 2008, it has evolved to become the Chubu Electric Power Group CSR Declaration. Taking this as the shared conceptual approach for the Group, the member companies will collaborate in fulfilling their social responsibility as good corporate citizens. We are committed to meeting the expectations of stakeholders in every sector, including our customers, shareholders, investors, and local communities.

Providing a Stable Supply of Energy is the Foundation of CSR

The circumstances of the electric power industry have recently been changing and growing more difficult at a dizzying pace.
Recent years have brought dramatically rising prices for crude oil and other fossil fuels, as well as growing pressure on supply and demand. Trends in the global energy market are exerting a major influence on efforts to achieve a stable energy supply.
We additionally face the issue of global warming caused by emissions of carbon dioxide and other greenhouse gases. It is becoming clear to us almost daily that this is an issue shared by the world requiring urgent measures to address it. Under these circumstances, the Chubu Electric Power Group is committed to providing superior energy services tailored to customers' diversifying needs. Our services are centered on electric power, but also include gas, liquefied natural gas (LNG), and on-site energy solutions. Concern for the global environment is a constant theme in our mission as a public service utility to provide a stable supply of services at affordable cost so that our customers can lead their lives with a sense of security. We consider this the foundation of CSR at the Chubu Electric Power Group.

Fuel procurement has become a major issue in maintaining stability of supply. We have been working to address this by diversifying our procurement sources and taking advantage of spot procurement, among other measures to secure fuel in the needed quantities. We are also countering the sharp rise in prices by, for example, holding the use of relatively more expensive petroleum-based fuels to the minimum necessary, and combining other fuels as appropriate to reduce costs. We will continue to use the full strengths and capabilities of the combined Group to ensure stable service.

Concerted Efforts to Address Global Environmental Issues

At Chubu Electric Power, we consider the effort to address global environmental issues, and particularly global warming, as the most important currently facing management.
We are engaged in an all-out effort to achieve a 20% reduction in the five-year CO_2 emissions intensity average from fiscal year 2008 to 2012, relative to fiscal year 1990. However, as operation of Units No. 1 and No. 2 of the Hamaoka Nuclear Power Station has been suspended for a prolonged period, achieving our goals will require still greater efforts.
We will continue pursuing every means and utilizing all our capabilities to meet our targets. These include increasing the capacity factor of nuclear power production facilities, further improving the power-generating efficiency of leading-edge combined-cycle power plants such as our Shin-Nagoya Thermal Power Station Group No. 8, developing our own wind power generation capability, and acquiring CO_2 emission credits using the Kyoto Mechanism.

Promoting Nuclear Power by Comprehensive Information Disclosure

The major issues of stable energy supply and global environmental protection must also be addressed in order to fulfill our responsibility to future generations. That is why, given the assurance of safety, we consider the further promotion of nuclear power to be essential.
And since it is crucial that nuclear power generation be accepted with a feeling of security, we are committed to the comprehensive disclosure of information, as well as to fulfillment of our accountability obligations.

We are moving forward on the MOX Fuel program with a view to putting it into operation at Unit No. 4 of the Hamaoka Nuclear Power Station in fiscal year 2010. Fortunately, the local communities decided to accept the plan before the end of February 2008. We are deeply grateful to them and other concerned parties for their understanding and cooperation, and are determined to prove worthy of the trust shown in us by redoubling our efforts to assure the safe and stable operation and management of the power plant.

Treating the Public's Trust as the Foundation of Our Enterprise

A variety of problems have been found in the various power companies since the autumn of 2006, including procedural deficiencies and falsified data on power production facilities. Chubu Electric Power also conducted a rigorous examination that brought many inappropriate incidents to light.
We take these matters very seriously. Accordingly, we have formulated action plans to prevent recurrence of such incidents, and the entire company has taken measures to reform our corporate culture. Action plans for rigorous compliance and to build mechanisms for unobstructed communication have steadily been put into practice, and we now find these practices becoming well established.
Chubu Electric Power is a corporate group engaged in business with a major public service component. As such, we consider that earning the trust of the public is the foundation of our business operations. Viewing recent incidents as valuable lessons, we affirm our intention to continue implementing reforms to enable us to be a corporate group that has the public trust.

We therefore present this 2008 edition of our CSR report for the Chubu Electric Power Group. We are pleased to accept comments from our readers, and promise to take them very seriously as a means to further improve the quality of our CSR effort.

We look forward to receiving your candid and open comments.

Toshio Mita
Chubu Electric Power Co., Inc.
President & Director

Management Goals

At Chubu Electric Power, we publish Management Goals, an annual management plan that details the current business environment and direction of management, as well as setting forth the challenges facing the Company and the specific measures that will be used to tackle them. The 2008 edition of our CSR report is centered on the Four Pillars of Management that we are implementing in order to achieve the Enterprise Group Image Goals. We introduce a variety of measures being taken at Chubu Electric Power to realize the operating objectives by the target of fiscal year 2010. For details, refer to the latest edition of Management Goals published on March 26, 2008.

Four Pillars of Management

To achieve the corporate group mission, we will undertake actions supporting the following four pillars.

1 Sales Efforts Geared Toward Customer Satisfaction

Chubu Electric Power is a corporate group that develops and provides Multi-Energy services that combine electric power with gas, LNG, and on-site energy for solutions tailored accurately to diverse customer needs. We are therefore committed to further upgrading the substance of our services and actively proposing solutions to our customers. In order to provide still greater customer satisfaction, sales activities of this kind involve proposing methods for resolving customer energy and environmental issues as well as making lifestyle suggestions. We provide our customers with new value by giving them information on energy and the environment, for example, as well as by developing and disseminating related technology.

2 Stable Generation and Reliable Supply of Affordable, High-Quality Energy

By considering such issues as energy security and protection of the global environment, we will work to build and operate efficient facilities in a systematic manner with a medium- to long-term perspective, e.g., building power-generation facilities to achieve an optimal balance of power sources, with the ultimate goal of producing a reliable supply of affordable energy.

3 Enhancement of Corporate Value by Strengthening Collective Group Strength

We will strengthen affiliates through reorganization and reinforcement of business management and strategically utilize their management resources to enhance the comprehensive position of the Group. To this end, we will endeavor to achieve the management targets for fiscal year 2010, and provide greater enterprise value as Multi-Energy services group, thereby meeting and even exceeding the expectations of shareholders and investors.

4 Working Proactively to Practice Corporate Social Responsibility

To ensure management based on complete compliance, we will actively endeavor to fulfill our corporate social responsibility as a good corporate citizen. For example, we will work harder on issues affecting the global environment and reinforce the trust in which we are held, with the aim of building a harmonious relationship with the community in which we operate.

Management Objectives (Target year: FY2010)

Sales Target for Electric Power

By the end of fiscal year 2010 we intend to meet the following targets: In the residential sector, increase the number of all-electric homes to over 600,000 in total; in the commercial and industrial sectors, create 800 MW of demand by promoting the use of electricity for kitchens, air conditioning, and so on.

Sales Target for Gas, LNG, and On-Site Energy Businesses

We have set a target of ¥45 billion in combined sales in fiscal year 2010 for our gas, LNG, and on-site energy businesses.

Financial Targets (Consolidated)

All group efforts are focused on meeting the following targets.

Item	Target (consolidated)	Target year
Ordinary income	¥160 billion or more	4-year average from FY2007 to FY2010
ROA (Return on Assets)	4.1% or more	
Operating cash flow	¥ 470 billion or more	
Outstanding interest-bearing debt	¥ 2,600 billion or less	End of FY2010

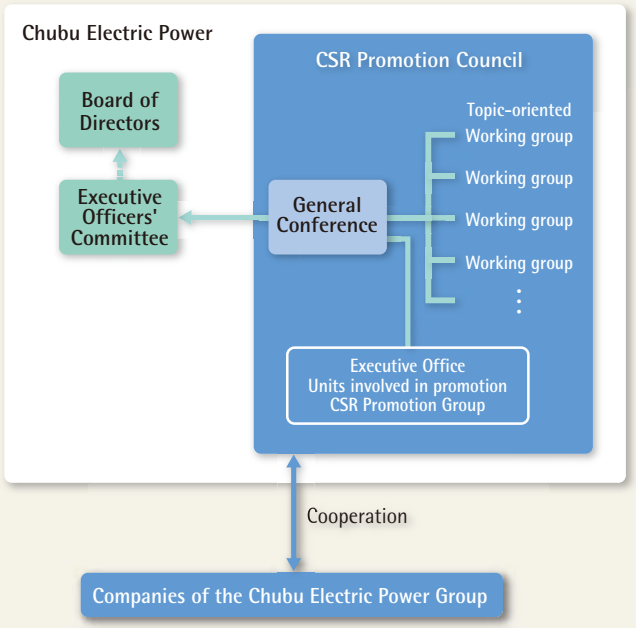
* ROA (Return on Assets)= (Ordinary income + interest expenses) / average total assets at beginning and end of the period

CSR Promotion Framework and Activities

The Framework for Promotion of CSR

In July 2005, Chubu Electric Power established the CSR Group in the Corporate Planning and Strategy Division to handle the CSR program. In September of the same year, we also formed the CSR Promotion Council. With a membership comprising the heads of all company divisions, this council works from stakeholder views and opinions, objective evaluations by third-party organizations, and other such sources to identify CSR issues, select and order priorities, and undertake improvement activities.
Collaboration among Group companies is handled by the exchange of information and coordination of CSR promotion activities. We also engage in cooperative programs to increase awareness of CSR. We have used the formulation of the Chubu Electric Power Group CSR Declaration as an opportunity to establish an even more closely knit framework of collaboration among Chubu Electric Power and the Group companies, and will be pursuing CSR measures with closer coordination than ever before.

CSR Promotion System



Publication of the CSR Report

The status of annual CSR activities at Chubu Electric Power is made public in the CSR Report. We invite stakeholders to express their views to enable us to further raise the level of our effort.

Programs to Increase CSR Awareness

Programs to increase awareness of CSR are being implemented at every level of the Chubu Electric Power Group.

Executive CSR Seminar

Executive CSR Seminars in topics of interest are held annually for Chubu Electric Power officers, top managers, and the top executives of Group companies.
The fiscal year 2007 seminar took up respect for the diversity of personnel, with CEO Ihoko Kurokawa of Kansei Research Inc. invited to lead the discussion. She spoke about the differences in orientation of men's and women's brains, the characteristics of the thinking and actions that result, management of organizations that take advantage of such differences, and related matters.

Ms. Kurokawa speaking during the Executive CSR Seminar

Exchanging Views with Front-Line Offices

Chubu Electric Power holds annual sessions to exchange views with the management of front-line offices in all our regions as well as with executives of Group companies. This is designed to raise awareness of CSR concerns and to acquire feedback that can be incorporated in CSR reports and in specific measures.

Checks and Evaluations of CSR

Chubu Electric Power holds stakeholder dialogues, meetings to exchange opinions with Mie University, and other similar activities to elicit views from outside the Company regarding our CSR activities and reports. We also undergo diagnostic checks of our sustainable management rating performed by the Sustainable Management Forum of Japan, a CSR rating organization.

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CSR Activities: Status and Plans

In this section we report on the status of our CSR activities in various areas during fiscal year 2007, and on plans for fiscal year 2008.

Area of Activity		Major Activities in FY2007	Reference	Implementation in FY2008: Plans
Management	Internal Controls	Concurrently with review of management structure and related activities, the Board of Directors' resolutions concerning "systems to ensure proper business operations of companies" were revised (June, March). Internal controls related to financial reporting made ready for start of operation in April 2008	P23	Implement appropriate internal controls related to financial reporting
	Compliance	Trained new Compliance Instructors (CI) (110 CIs in all companies)	P24	Utilize CIs for further promotion of autonomous activities
Environment		See Action Plan (P. 28–31)		
Society	Customers	Using the Customer Response System, reflected customer feedback in improvements to business processes and services, consideration and implementation of new services, etc. (Approximately 5,000 cases registered in the system.)	P58	In addition to the Customer Response System, also obtain feedback from lifestyle websites, the e-Lifestyle Information Center, and other new points of contact with the customer for use in improvement of business processes and services, and in consideration and implementation of new services.
	Shareholders and Investors	In addition to briefings explaining financial statements and management plans, company executives visited institutional investors in Japan and elsewhere.	P60	Conduct appropriate and timely information disclosure and two-way communication with institutional investors, securities analysts, and rating agencies.
	Business Partners	Organized presentations to business partners to provide first-hand information on Chubu Electric Power management plans and material procurement plans.	P60	Continue implementing presentations to business partners and related activities to realize fair and impartial procurement and to improve mutual understanding
	Local Communities	• **Education for the Next Generation** Conducted traveling classrooms to elementary and junior high schools (for classes on the environment and energy). 519 classes held	P64	• **Education for the Next Generation** Continue implementing educational support programs relating to energy and the environment while ascertaining needs of elementary and junior high schools.
		• **Assuring Safety and Security in Local Communities** Provided information services such as "Kizuna Net" network to communicate with parents and guardians of schoolchildren. (Subscribers numbered 86,743 people in 315 schools)	P62	• **Assuring Safety and Security in Local Communities** Continue implementing programs contributing to safety and security while ascertaining needs in local communities.
	Employees	• **CSR Awareness-Raising Activities** Conducted Executive CSR Seminars for management, including Group companies, and held meetings to exchange views with front-line offices.	P6	• **CSR Awareness-Raising Activities** Implement awareness-raising for employees by means of e-learning. Continue conducting Executive CSR Seminars and holding meetings to exchange views.
		• **Implement Human Rights Training** Conducted training for employees of particular levels, from specific offices, and so on	P67	• **Implement Human Rights Training** Continue implementing education to improve awareness of human rights.
		• **Promotion of Diversity** Women's Employment Promotion Office established within the Personnel Department (July 2007). Various activities implemented under three pillars of creation of opportunities for female employees to demonstrate their abilities, awareness reform and improvement of support systems, and collaboration with external organizations.	P69	• **Promotion of Diversity** Consider and implement measures to expand the scope of women's employment. Continue activities to change the mindset and raise awareness regarding employees among executives and among women and other managers. Expand promotion activities by means of the Chubu Diversity Net in collaboration with local corporations.
		• **Assuring Labor Safety and Well-Being** Implemented joint labor-management safety programs that included Group companies (patrols, seminars, etc.). Implemented activities for better mental and physical health.	P71	• **Assuring Labor Safety and Well-Being** Continue implementing joint labor-management safety programs that include Group companies. Continue implementing activities for better mental and physical health.

Highlights of 2007

Highlights of Fiscal Year 2007 Activities 1

Aiming for a Community that Lives in Harmony with Nature "Invitation to the Forest"

Training Program for "Chuden Foresters" Volunteer Forest Rangers

Some Facts About Uchigatani Forest

Location: Uchigatani, Yamato-cho, Gujo City, Gifu Prefecture
Area: Approximately 11 km²
(about 13 times the size of Tokyo Disneyland)
Elevation: 700 – 1,124 m

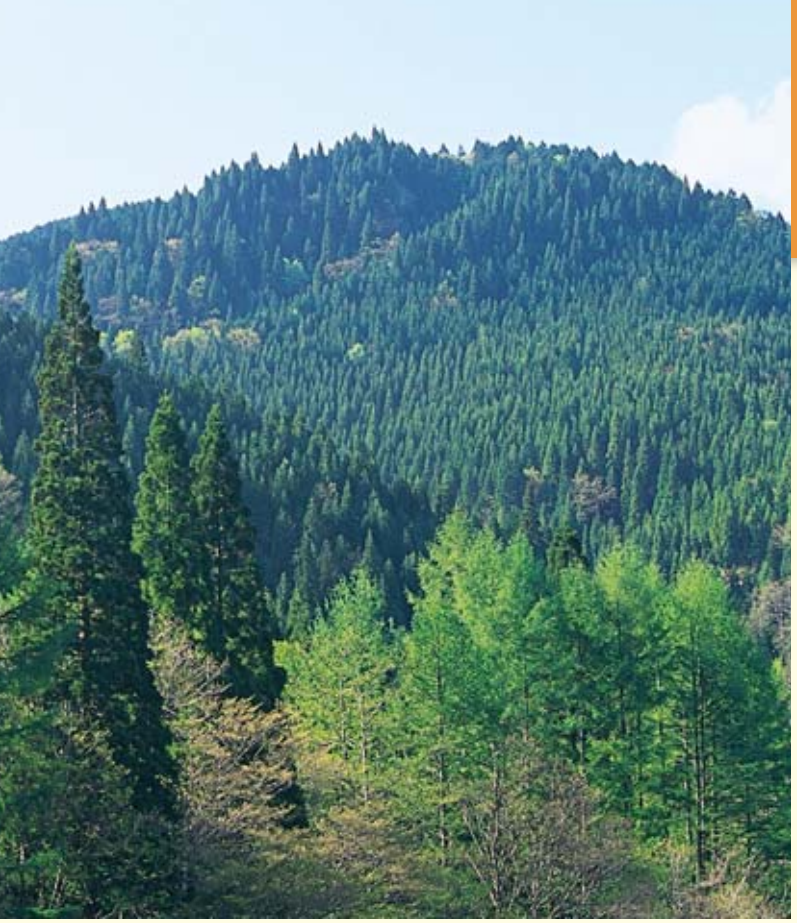
A mixed growth of Japanese cedar, cypress, and other coniferous trees about 90 years old together with Japanese beech, Japanese oak, and other broad-leaf trees. The mountain forest provides a bountiful natural environment, with forest tracks that follow along tributary streams that feed into the clear waters of the Nagara River.

The Chubu Electric Power Group formulated its Environmental Declaration as a philosophy in April 2004, and also created an Action Plan for environmental programs in which the Group as a whole is engaging. One of the objectives set by the Action Plan is to train human resources capable of autonomous action with consideration for the environment. One specific activity taken for that purpose is set in the Uchigatani Forest owned by Chubu Electric Power. Its theme is "We are aiming toward a community that grows forests, nurtures people, and lives in harmony with nature." Named "Invitation to the Forest," this forest conservation activity with public participation has been underway since fiscal year 2005.

In fiscal year 2007, Chubu Electric Power joined with Lovers of Water and Greenery, an NPO comprised mostly of current and retired Chubu Electric Power employees working as volunteers, and with local NPOs to support and develop the Chuden Foresters (forest protection volunteers). We also conducted nature observation, handicrafts, and other activities to foster contact with, and appreciation of, the forests. A total of 28 activities were held, with a cumulative total of 329 participants. In this issue we will introduce in detail the training given the Chuden Foresters.

Group Employees Mobilize for Activities to Protect the Forests

Two-thirds of Japan is covered by forest. In the years after World War II, however, the relationship between forests and people grew tenuous. Woodlands that had long been overseen and maintained by human hands are being abandoned. This is also relevant to the landslides and avalanches that have recently been occurring throughout Japan. These disasters are said to be caused in part by a failure to conduct timely tree-thinning in planted forests. Chubu Electric Power was inspired to initiate a forest volunteer training program in fiscal year 2006 to train volunteers to safely perform forest improvement work, and to carry on this activity as leaders in the next generation. We called on current and retired employees of Chubu Electric Power Group companies to take part in the program, receiving a greater response than expected, and selecting 20 people by drawing as the first class of trainees. In fiscal year 2007, the second year of the program, another 20 energetic and committed individuals were selected.



One-Year Program Trains Leaders

The fiscal year 2007 trainees were given 11 lectures and practical exercises in the course of one year. They started with a lecture on "Knowledge and Current Status of Forests" by Susumu Hayashi, Professor Emeritus of Gifu University. Guided by expert instructors from Chuden Real Estate Co., Inc., a Group company, the trainees studied the knowledge and techniques of selecting trees for thinning, deciding in which direction to fell them, how to handle a chainsaw and use it in felling, what to do with the felled trees (stripping off branches, cross-cutting), and so on. Almost all of the trainees were current employees, who found the time from their busy schedules to gather once a month or so for lectures. They showed up, rain or shine, and their efforts quickly yielded results. By their final examination in November, all 20 trainees were able to handle the series of operations involved in tree-thinning safely and on their own, and all were certified as foresters.

Comments from the Instructors

Manabu Konaka
Yamato Resident Representative, Afforestation Promotion Group,
Environmental and Afforestation Department
Chuden Real Estate Co., Inc.

We can only give a bare introduction to mountain work in this program, but the main thing is that the trainees learn to work safely without getting injured. On top of that, it will make me happy if the trainees can communicate their enjoyment of the forest to people around them.

People to Carry on the Work of Forest Building in Local Communities

Professor Emeritus Hayashi, who provided his supervision and guidance to the program, also has great expectations of the foresters. As he remarked, "The activities of the forest volunteers will be what carries on the work of forest building and the forest industry in local communities."
The first class of volunteers, who were certified in the previous fiscal year, are participating in forest conservation activities in the Aichi Prefectural Yamaji Forest in Kami-Yamaji-cho, Seto City. They are also taking active part in local environmental activities.
The second class, which started this year, is expected to train the next generation of foresters, and provide guidance to participants in the various forest conservation activities that are carried on in local communities. Much is to be expected of their future activities as "human resources capable of autonomous action with consideration for the environment."

On Participation in the Chuden Foresters Training Program

Eiji Morikawa
Transmission Division,
Tsu City Field Maintenance Center
Mie Regional Office,
Chubu Electric Power Co., Inc.

When I am working to thin trees that are obstacles for our power transmission lines, I hear talk from the owners of the forest land about the current state of the forestry industry and its problems. I've also seen much mountain forest that was actually abandoned. It made me wonder what would happen to Japan's mountains in the future, and that sense of unease was what motivated me to join this project. As a member of the second class of foresters, I want to work on thinning trees in local forests, and I look forward to taking active part in environmental protection programs.

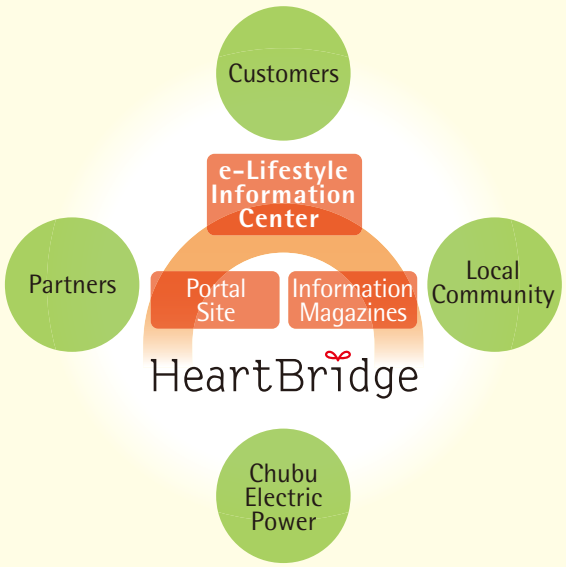
To Our Customers-- Programs to Inspire New Lifestyle Possibilities

Helping to Design a Rewarding Lifestyle

Chubu Electric Power has been providing customers with ideas for fully-electrified lifestyles that are healthy as well as comfortable, and many have adopted our suggestions. Today, in response to the increasing diversity in lifestyles and values, we have initiated programs to provide our customers with the new lifestyle options they want.

HeartBridge, a Lifestyle Possibility Brand

Operating on the concept of "creating lifestyles that ensure security and happiness for the entire community," we named this program HeartBridge to imply our desire to create bridges between the customer and Chubu Electric Power, and link the customers together in a community at the level of their hearts and minds. We are using HeartBridge as a brand name to unify our websites, information magazines, and so on.



HeartBridge builds bridges to link our customers, communities, and partners with each other and with Chubu Electric Power

Bringing our Portal Site On-line and Launching Information Magazines

Since October 2007, Chubu Electric Power has been operating "HeartBridge, the lifestyle information website that we all create together." This portal site provides lifestyle information on a variety of topics, including food, housing, health, eco-life, and others.
We plan to continue developing this website beyond just broadcasting information from Chubu Electric Power. We will continually upgrade its community function, to enable our customers to use it to disseminate and exchange their own information as well.

Web http://heart-bridge.jp/

"HeartBridge, the lifestyle information website that we all create together"

In conjunction with the establishment of this portal site, since October 2007 we have also been issuing information publications. Featuring lifestyle information geared to seasonal occasions, the content is rich in useful hints for readers eager to live their lives in ways that suit them. The publications introduce people enjoying the comfortable lifestyles that are possible in the Chubu Region, personal accounts of building their homes, nuggets of information on interior decorating, recipes and food ideas, and much more. Published four times a year, it is delivered free to customers who request it.

HeartBridge, the information publication

Rendering of planned "*design no Ma*"
e-Lifestyle Information Center
Location: 1502 Hoshigaoka Motomachi, Chikusa-ku, Nagoya City
Area: Approximately 800 m² total floor space

e-生活情報センター
デザインの間
design no Ma

Opening of the "*design no Ma*" e-Lifestyle Information Center

Scheduled to open in November 2008, the *design no Ma* is an e-Lifestyle Information Center intended to provide our customers with an actual new-lifestyle experience. The *design no Ma* is an unprecedented type of facility offering a wide variety of ideas for a richer lifestyle, and operates in conjunction with manufacturers of home electrical appliances and housing equipment, as well as with makers of furniture and tableware, and other local lifestyle-related enterprises.

Main Content

- Dining room and kitchen spaces incorporating the latest in lighting and interior design
- Special events such as cooking shows with famous chefs and pastry chefs
- Library of information resources on lifestyle-related enterprises
- Lectures and seminars by interior coordinators and other residential specialists

Suggestions also Target Corporate Customers Kitchen Studio within a Restaurant

Facility Promoting Fully Electric Commercial Kitchens Opens

Various activities will provide corporate customers with ideas catering to their needs.
One activity involved the well-established Western-style confectioner Juchheim, which operates a restaurant in Naka-ku, Nagoya City. In February 2008, the "Professional Kitchen Studio" was opened within the Juchheim Chunichi Restaurant to promote fully electric commercial kitchens. This represents the first time in the industry that an electric power company has collaborated with the food service industry to create a public relations facility within an actual operating restaurant.
The studio presents the latest electric kitchen equipment that customers can actually try cooking with, and features a customer seating area equipped with movable partitions that can be arranged to enable interactive demonstrations by professional cooks, seminars, and other special events. Also allowing collection of data on energy consumption in an actual food service establishment from air conditioning, ventilation, hot water supply, and so on, the facility will be useful in verifying the advantages of all-electric kitchens.

A seminar takes place in the kitchen studio

Delivering Safe and Reliable Electricity

At Chubu Electric Power, we consider it our primary responsibility to provide customers with a reliable, safe and affordable supply of energy well into the future.
All employees of the Chubu Electric Power Group are fully engaged in this effort to deliver a stable supply of electric power, and utilize their capabilities to the fullest extent, from power development and fuel procurement to power generation, transmission, transformation, and distribution.

How Electricity Gets to the Customer

Fuel Procurement P13

Fuels for power generation--crude oil, LNG, coal, and uranium--are purchased from overseas.

Power Generation P14

Electricity is generated at nuclear, thermal, and hydroelectric power plants.

Distribution P15
(Transmission and Transformation)

Generally carried over transmission lines from the power plant to a substation near the customer, electricity is also transmitted directly to large factories and similar facilities.

Power Distribution P16

The electricity is delivered over distribution lines from substations near customer locations to homes, factories, and so on.

Customers P58

Our high-quality delivery services provide satisfaction to the customer.

Aiming for a Reliable Supply of Power

Optimum Power Source Composition

The generation methods of nuclear, thermal, hydro, and other forms of power all have their own characteristics in terms of energy security, impact on the environment, economic efficiency, and so on. Chubu Electric Power takes these characteristics into consideration in determining the most balanced combination of power sources, known as the optimum power source composition.
The power source composition at Chubu Electric Power is characterized by a large thermal power component and a small nuclear power component. It will be necessary in the future to further increase the share of nuclear power, which is superior in terms of energy security and impact on the environment. We are therefore engaged in a concerted effort to develop new nuclear power capacity through utilization of our own resources.
In addition to our in-house power development effort, we are also giving full consideration to purchasing power from sources developed by other companies and procuring power on the wholesale electric power market. We intend to pursue a comprehensive power development effort. Including power purchased from other companies, we plan to develop power sources amounting to approximately 5.8 gigawatts over the fiscal decade from 2008 through 2017.

Look! P18

Stable Procurement of Fuel

The recent fuel situation has been extremely difficult. Supply and demand for crude oil, LNG, and coal have been very tight, for example, and an unusually drastic upward turn in prices has persisted.
Under these conditions, Chubu Electric Power has been taking various measures to ensure the reliable procurement of fuel in the amounts required for the supply of power. We have also taken measures for economical and flexible procurement.
For LNG, the primary fuel in our thermal power plants, we have sought in particular to further decentralize our sources of procurement, implement a greater variety of procurement agreements, and engage in spot procurement. In July 2007, Chubu Electric Power opened an office in Doha in order to build still closer relations with Qatar, which is the source for about one-half of our procurement, and to seek greater reliability in procurement.
In December 2007, we also established Chubu Energy Trading, Inc., as a fuel trading business* to procure coal flexibly and economically.

* Fuel trading business : Engaging in both the sale and purchase of fuel, as opposed to only the purchase of fuel from sellers as in the past. Through transactions between sellers, traders, and end-users, we expect to enhance our procurement flexibility.

Voice on Site

Build Relationships of Trust Through Active Exchange

Yuichi Shimada
Doha Office,
Chubu Electric Power Co., Inc.

The mission of the Doha Office is to develop our relationship with Qatar, which is our single-largest source of fuel for power generation, as well as the world's greatest LNG exporting country. Our most important task is to engage in active exchange with the LNG sellers. Recently, however, we have been taking on more projects unrelated to LNG, such as providing support for power generation projects in which Chubu Electric Power has invested. Qatar is a very small country, with a population of only several hundred thousand citizens, and the individuals we deal with tend to be connected with each other in unexpected ways. We are engaged in building multi-layered relations with Qatar through a variety of approaches, including LNG, electric power, and the environment, and making active use of Chubu Electric Power's management resources. This is contributing to our ultimate goal of reliable, long-term procurement of LNG.

Delivering Safe and Reliable Electricity

Efforts in the Power Generation Divisions

Working for Reliable Operation

Since electricity cannot be stored, it is necessary to generate power in a continuous, reliable manner, and in appropriate balance with fluctuations in demand. To accomplish this objective, the generation facilities must be regularly maintained and inspected to keep them constantly in optimal operating condition. We also must be able to respond appropriately whenever problems occur. With these goals in mind, Chubu Electric Power is engaged in maintaining and upgrading its operating and engineering capabilities.

In a thermal power plant, for example, we are engaged in efforts for early detection of faults and prevention of outages by conducting inspection tours and inspections on a 24-hour basis, covering a large number of machines and equipment several times daily. Plant operations are also monitored from a central control room.

Inspection tour in progress at the Kawagoe Thermal Power Station

In order to maintain and upgrade our operating and engineering capabilities, we also have an active on-going training program using simulators, as well as education by OJT*. Simulator training allows practice of unit start-up and shut-down with equipment and surroundings identical to the actual equipment. It also allows repeated practice of responses to malfunctions that rarely if ever occur with the actual equipment. The overall result is calm, quick responses when actual emergencies occur.

* OJT: On-the-job training is education conducted in the course of regular workplace duties.

On-going training using a simulator

Quality Control in the Power Generation Divisions

The power generation divisions have created and adopted the quality management systems required by statute as well as our own in-house systems. Quality assurance activities have been documented in manuals, and there are explicit regulations covering the creation, amendment, confirmation, approval, storage, and other procedures for records, as well as for preservation of evidence.

The implementation status of the quality system is regularly checked by internal audits to make sure the system undergoes continuous improvement.

Voice on Site

Scintillating Skill, a Passionate Heart, and a Smile

Tomoya Tamaki
Mechanical Department,
Yokkaichi Station,
Chubu Plant Service Co., Ltd.

I work on thermal power plant maintenance. Every day I strive to improve my technical capabilities so that I can better contribute to the reliable supply of electric power.

Last year, during scheduled inspection work on the turbines, which are key generating equipment, faults were found in the rotors. The work was expected to take two months or more because of the need to make repairs, and because this was in the heavy-load period during the summer, everyone involved was eager to restore service as quickly as possible. Bringing our on-site engineering capabilities to bear, we reassessed the repair method and performed the work in alternating day and night shifts. As a result, we were able to minimize the additional time required.

I hope to keep using the experience and technology I have acquired to produce work that is safe and of high quality. I am also committed to making our workplace cheery and open, a place where the smiles never stop.

Efforts in the Power Transmission Divisions

Building and Servicing Facilities for Flawless Power Transmission

The electricity created in a power plant is delivered to the customer by means of transmission facilities known as power transmission lines and substations. Construction of these power transmission facilities is carried on in a planned manner, matched to the construction of power plants, growth in demand and other such factors, in order to realize a reliable supply of power. The implementation of planned refurbishment, bearing in mind that the facilities are continuing to age, is intended to assure their reliability. The combined technical capabilities of the Chubu Electric Power Group will be utilized in this installation and refurbishment.

Flawless Operation and Maintenance

In order to deliver an appropriate supply of electricity matched to fluctuating demand, the central load dispatching center and the load dispatching control center maintain control of electric power production on a 24-hour basis. They also monitor and control the flow of electricity in order to deliver high-quality power in a stable manner with minimal fluctuation in voltage and frequency.

Substation observation and inspection work

Power transmission lines and substations are also subject to regular observation and inspection so that faults in the facilities can be detected early. We aggressively improve inspection methods and adopt new technology for periodic inspections. Among other measures, we have also adopted a system for technical certification of employees to ensure that solid technical capabilities are maintained and passed on.

Rapid Response to Faults

Chubu Electric Power transmission lines are generally composed of two or more cables and networked together in a mesh-like configuration. The substations are also equipped with multiple sets of transformers. In the unlikely event that a fault, disaster, or other problem renders some part of the distribution facilities out of service, we will endeavor to supply electricity promptly, using the undamaged portions of the network.

In order to enable a rapid response when faults do occur, we also conduct repeated training sessions on a regular, on-going basis.

Quality Control in Power Transmission and Substation Divisions

In 2005, the power transmission and substation divisions, as well as the telecommunications engineering divisions, adopted the E-QIC* quality management system. For security operations, we carry out ongoing improvement activities using the PDCA* cycle.

These activities extend across the entire range of our security operations. Quality management is therefore being actively pursued in Group companies, as well.

* E-QIC: This acronym stands for "Electrical and Telecommunications Engineering Department Quality Improvement Continuously."
* PDCA: A technique for rising to a new level of quality control by repeating the Plan-Do-Check-Action cycle.

Voice on Site

Keeping Facilities in Good Working Order by Exercising Judgment to Detect Faults

Asanobu Soejima
Transformer Engineering Department,
Midori Field Maintenance
Construction Office,
Nagoya Regional Office,
Chubu Electric Power Co., Inc.

I am responsible for inspection work on substation facilities for the Transformer Engineering Department. Scheduled inspections are intended to detect problems early, before faults occur. This requires the judgment to recognize the symptoms of problems. We cultivate that judgment by knowing the distinctive characteristics of the construction and operation of facilities and equipment, and understanding past fault scenarios. It is also necessary to build up practical on-site experience.

In on-site OJT, I pass on to junior workers the experience I have gained from faults in the past, and in turn teach them what I have been taught by my senior colleagues. I am committed to passing down my technical capabilities, including the judgment required to recognize faults.

Delivering Safe and Reliable Electricity

Efforts in the Power Distribution Divisions

Preventing Power Outages

The electricity that is sent through power transmission lines and substations is delivered to the customer over distribution lines. 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. Specifically, we carry out regular observation and inspections in order to detect fault locations early. When fault locations are detected, we promptly do the required repair work. The Chubu Electric Power service area experiences frequent thunderstorms, so we actively promote measures against lightning. Another ongoing effort involves building facilities that make it less likely that birds and snakes will come in contact with electrified components. We also make efforts to remove crows' nests and other objects capable of causing faults.

Crow's nest removal work

Prompt Recovery from Power Outages

Against the unlikely event of a power outage occurring as the result of a fault, Chubu Electric Power and Group companies have systems in place to restore service, and engineers are ready for dispatch on a 24-hour basis. We have also introduced a power distribution line automation system to prevent the effects of a power outage from spreading to a wider area. The system makes it possible to deactivate the fault area by remote operation so that power can quickly be transmitted to unaffected areas. Chubu Electric Power is also providing technical education through everyday operations, as well as holding a "Power Distribution Engineering Olympics." These are some of the measures we implement to acquire more advanced technical capabilities.

Customer Service Operations

Power distribution engineering service representatives in the sales offices make changes to contract capacity, conduct various kinds of surveys, provide consulting services, and conduct other appropriate activities according to requests received from customers.

Power distribution engineering service representative consulting with a customer on energy-saving

Voice on Site

Working to Provide Customers with a Sense of Security and Satisfaction

Eiji Shibata
Power Distribution Department,
Hamakita Sales Office,
Shizuoka Regional Office,
Chubu Electric Power Co., Inc.

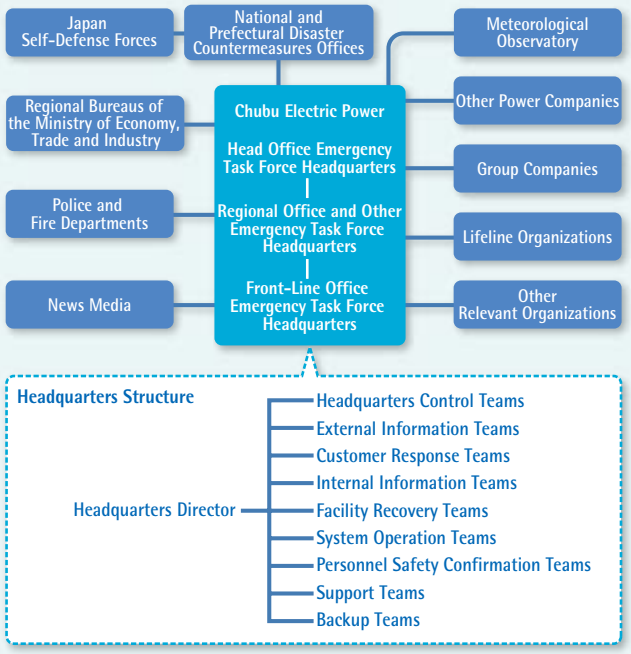
My job is to visit customers in their homes, conduct power-related surveys, make changes to service contracts, and perform other related duties. Customers express a variety of opinions about Chubu Electric Power, and make various requests. My primary aim is to respond to them directly and resolve their doubts and anxieties. My goal is to provide customers with high-quality services that they will find satisfying.
We make service visits in the daytime, of course, but sometimes we also go on-site late at night. Hearing a customer say "thank you" is enough to give us a sense of accomplishment. We strive day-by-day to gain the trust of people in the local community, and to provide power they can use with a sense of security 24 hours a day.

Measures for Disaster Management

Disaster Management System

Chubu Electric Power makes every effort to configure facilities to be highly disaster-resistant at every phase of delivery, to enable our customers to freely use electricity with full peace of mind. We have also developed disaster management geared to prompt restoration of service in the unlikely event that a natural disaster occurs. If a disaster strikes or is anticipated to strike shortly, an emergency will be immediately declared and an emergency taskforce will be set up at each business location.

Disaster Management System



If an emergency is declared, predetermined response personnel immediately report at the Company. Under the supervision of the Headquarters Director, they work on duties assigned in advance, including determination of damage and recovery status, recovery response, coordination with government agencies, etc.

We also seek close collaboration with national and regional public service groups, police, fire departments, and other agencies on a regular basis to be prepared for any disaster. Chubu Electric Power has also established mutual cooperative systems with other power companies and Group companies for emergency allocation of power, dispatch of support personnel, and related matters.

Readiness for Major Earthquakes

Several major earthquakes, termed the Tokai, Tonankai, and Nankai earthquakes, have been predicted to occur within the Chubu Electric Power service area. We are working to strengthen disaster management measures against large-scale earthquakes of this kind, with a focus on earthquake-proofing measures.

In the event that a Tokai earthquake alert or prediction bulletin is issued, or an earthquake warning is declared, Chubu Electric Power will announce a company-wide earthquake warning condition, establish an Earthquake Disaster Management Headquarters, and take all necessary measures.

Measures for Early Recovery

Our group owns a helicopter that can be used to gather information, as well as to transport materials, equipment and personnel. The means of communication among Emergency Task Force Headquarters has been secured.

A network will be set up encompassing radio and fiber optic communications equipment, as well as satellite communications.

To aid in the supply of emergency power to hospitals, shelters and other vital disaster facilities, we also maintain special power-generation and mobile-transformer vehicles, at each business location.

Conducting Simulated Disaster Drills

Every office will conduct regular disaster-management and facility-restoration drills to train employees to respond correctly and quickly. Repeated practical training of this kind is carried on in cooperation with other organizations. Once every year, all offices of Chubu Electric Power participate in a company-wide disaster management drill with a scenario envisioning a major earthquake. The drill confirms our readiness to implement measures quickly and correctly, including first response when disaster occurs, dissemination of information inside and outside the Company, public announcements to customers, and so on.

Company-wide disaster management drill

Commitment to Nuclear Power Generation

Active Commitment to Nuclear Power — Our Stance

Safety is Given Top Priority

Nuclear power is an excellent source of energy from the standpoints of energy security and environmental protection, and the Nuclear Energy National Plan, established in August 2006, clearly indicates how the development and use of these plants will be promoted as a key national policy.
Because we view peace of mind in our local communities as essential, we have voluntarily been advancing construction work at the Hamaoka Nuclear Power Station to increase seismic tolerance. We will continue to treat safety as our foremost priority, making appropriate inspections and repairs as needed, in anticipation of the expanded use of nuclear power.
As we work toward an optimal energy portfolio with a higher proportion of nuclear power, we are focusing all efforts to ensure efficient development of new nuclear power sources for the company, and intensive preparations are underway.

Active Disclosure of Information

In the interest of greater transparency in power plant operation, Chubu Electric Power issues press releases and uses the website to publish up-to-date information on power plants. This goes beyond the items of information that must be reported by law, to also include minor equipment malfunctions that do not affect the safe operation of a power plant and other such information on operations.

Main Power Plant Information Subject to Public Disclosure

- Information about accidents, incidents, faults, etc.
- Matters reported to the national government in accordance with law or by ministerial directive
- Operating information (notices of minor equipment faults, etc.)
- Topics (notices of power plant activities, including applications and reports to the national government)

The Hamaoka Nuclear Power Station website

The Hamaoka Nuclear Exhibition Center, which is an annex to the Hamaoka Nuclear Power Station, has display areas that explain how nuclear power generation works, the nuclear fuel cycle, and other such matters, in a form easily understandable to children of the next generation.

Voice on Site

Trust and Peace of Mind for Local Residents

Akira Oya
General Public Information Group,
Hamaoka Community Relations Office
Hamaoka Central Administration Office,
Chubu Electric Power Co., Inc.

My job in public information at the Hamaoka Nuclear Power Station is to foster trust and peace of mind in the residents of the local community.
The decision was recently made to accept Chubu Electric Power's MOX fuel program, and the fact that I was able to play a responsible role in this work at such an important time will be an unforgettable, lifelong memory for me.
We are committed to doing our jobs with sincerity and courtesy in the hope that we can hear more of our customers tell us, "If you're working there, then we can rest easy."

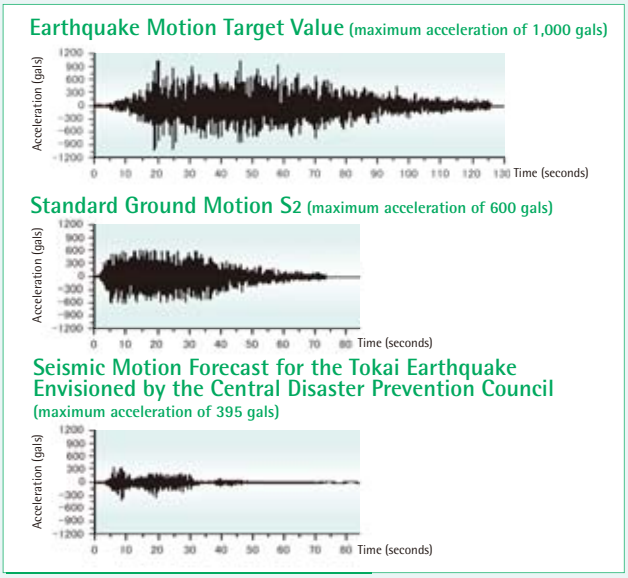
Seismic Safety of the Hamaoka Nuclear Power Station

Fundamental Conceptual Approach to Earthquake-Proofing

We earthquake-proof our nuclear power plants according to this fundamental conceptual approach: "Even if the power plant experiences a major earthquake, the people who live in nearby communities and the employees who work at the power plant must not be harmed by radiation, and there must be no impact on the environment."
The Hamaoka Nuclear Power Station is located in an area that has a recorded history of damage from many earthquakes, and the conditions of earthquake occurrence there are well known. We have confirmed that the Hamaoka Nuclear Power Station is assured of seismic safety with an extra margin for earthquake motion like that seen in the Ansei Tokai earthquake of 1854 (magnitude 8.4), thought to have been the largest earthquake to have affected this region. The same assurance also applies to the envisioned Tokai earthquake, which is currently being predicted.

Evaluation of Seismic Safety under the New Seismic Resistance Guidelines

The Hamaoka Nuclear Power Station has also been evaluated for seismic safety in light of the new earthquake-proofing guidelines, which were revised in September 2006. We have previously reported to the national government that the seismic safety of Units No. 3 and No. 4 has been assured. While the government is currently confirming the results, we are proceeding with the evaluations of the remaining units. New findings have been obtained from the Chuetsu Offshore Earthquake in Niigata Prefecture; we intend to make a detailed examination of these, taking governmental deliberations into consideration, and implement whatever measures are necessary.



Construction to Increase Seismic Tolerance*

Chubu Electric Power has sought to increase the extra margin of earthquake resistance at the Hamaoka Nuclear Power Station, in order to give greater peace of mind to the residents of local communities. To that end, since 2005 we have been voluntarily carrying out construction to increase seismic tolerance.
The earthquake-resistance of the Hamaoka Nuclear Power Station has been designed for a standard ground motion S_2* of a maximum 600 gals of acceleration. The construction work we have initiated for increased seismic tolerance allows for a margin over and above the standard ground motion S_2, with target value set for earthquake motion in this design of approximately 1,000 gals. This represents two to three times the seismic motion the Central Disaster Prevention Council envisions for the Tokai earthquake (maximum acceleration of 395 gals).
The construction on Units No. 3 to 5 was completed in March 2008, with the work on Units No. 1 and 2 pending the ongoing evaluation of the current seismic tolerance.

Construction to improve seismic tolerance: Renovation work on the exhaust stack for Unit No. 4 included construction of a steel supporting tower.

* Seismic tolerance: A safety margin for earthquake resistance measured for a facility against the level of earthquakes anticipated in the applicable region.
* Standard ground motion S_2: This is one component of seismic motion utilized in earthquake-resistant design of nuclear reactor facilities, formulated according to the "Seismic Design Evaluation Guideline for Nuclear Power Reactor Facilities" (adopted by the Nuclear Safety Commission in 1981).

Commitment to Nuclear Power Generation

Responses to the Niigataken Chuetsu-Oki Earthquake

The Chuetsu-Oki Earthquake that occurred in Niigata Prefecture in July 2007 resulted in damage to Tokyo Electric Power Company's Kashiwazaki Kariwa Nuclear Power Station. Although no conspicuous damage was found in key safety facilities*, miniscule amounts of radioactive material were released and there were inadequacies in the first responses to a fire. These and other related events caused anxiety among the residents of local communities. Chubu Electric Power is working to reinforce its facilities, taking the findings from this earthquake into consideration, with a view to the following:

- Reduce the risk of occurrence of incidents with major societal repercussions
- First Response and Provision of Reliable Information

Measures to Reduce the Risk of Occurrence of Incidents with Major Societal Repercussions

Regarding the events at the Kashiwazaki Kariwa Nuclear Power Station that caused anxiety among local residents, we have confirmed the following with respect to the Hamaoka Nuclear Power Station, and we are taking the necessary countermeasures:

Event 1: Water overflowed from a fuel pool and ran into an uncontrolled area.

We confirmed that overflow from the fuel pool will not, for structural reasons, leak into uncontrolled areas. We also confirmed that, in the unlikely event that a leak does occur, procedures call for liquid waste processing and related facilities to be shut down to prevent any discharge outside the power plant.

Event 2: Delay in operating air exhaust ventilators resulted in the release of radioactive material from the exhaust stack.

We reconfirmed response procedures using a training simulator, and also clarified the shutdown operating procedure.

Event 3: Drums containing low-level radioactive waste* fell over.

We took steps to improve the stability of stacked drum cans; for example, strapping the top level of stacked drum cans in place, using steel pipe to link the pallets together at different levels, and so on.

* Key safety facilities: This refers to major facilities with the three important safety functions of stopping the reactor, cooling, and enclosing radioactive material. These include, for example, the reactor containment vessel, cooling systems utilized when the reactor is shut down, emergency diesel generators, and so on.
* Low-level radioactive waste: Waste material of a low level of radioactivity that is generated in the course of nuclear power plant operation, inspection, and so on. Specifically, this includes worn work clothing, laundry water, replaced items of equipment, and so on that are incinerated, distilled, compressed, and solidified in plastic, cement, or other such material.
* Emergency response center: A facility that makes it possible to direct necessary measures and to communicate during an incident from a location other than the central control room. At the Hamaoka Nuclear Power Station, this center is located in the administration building within the power plant grounds.

The drum cans stacked on the top level are tied together with straps and adjoining pallets are also linked together.

First Response and Provision of Reliable Information

We have taken the following measures regarding the first response to fire caused by an earthquake:

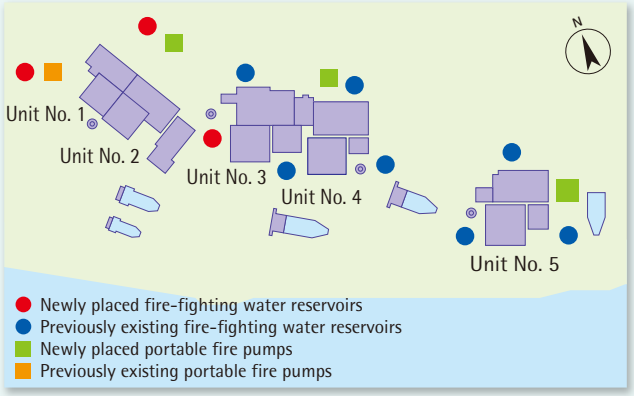
- Appointment of dedicated disaster-prevention staff on a 24-hour basis
- Set up hotlines directly linking the fire department and the central control room
- Establish additional water reservoirs for fire-fighting, and put additional portable fire pumps in place

The following measures have been implemented to enable prompt and accurate dissemination of information:

- Reinforce the information dissemination functionality of the emergency response center*
- Develop in-house rules concerning the methods of information dissemination

We will make every effort to deal appropriately with new findings as they are confirmed in the future, and to continue the safe and reliable operation of the power plant.

Diagram Showing Locations of Fire-Fighting Water Reservoirs and Portable Fire Pumps at the Hamaoka Nuclear Power Station



MOX Fuel* (Pluthermal*) Program at Hamaoka Nuclear Power Station

The Need for MOX Fuel

Japan is an energy-poor country, and at the same time, a major consumer of energy. In order for Japan to ensure a reliable source of energy in the future while curbing global warming, it is an absolute necessity to promote the use of nuclear power generation that does not produce carbon dioxide emissions, and also to establish a nuclear fuel cycle by carrying out a MOX fuel program.
MOX fuel plants are embraced by utilities companies nationwide. This efficient use of uranium resources has made them a fundamental part of Japan's nuclear energy program.
Chubu Electric Power is also planning to commence a MOX fuel project starting from fiscal year 2010 at Hamaoka Nuclear Power Station Unit 4 .

* MOX fuel: An abbreviation for "Mixed Oxide Fuel" created by mixing uranium and plutonium in oxide state.
* Pluthermal: "Pluthermal" is a Japanese word that combines two English words, "plutonium" and "thermal," and refers to the utilization of plutonium fuel in commercial (thermal) nuclear power plants. In English, the fuel is commonly referred to as plutonium uranium mixed oxide fuel, or MOX fuel. Reprocessed spent plutonium fuel generated by a nuclear power plant is recovered and then mixed with uranium to create MOX fuel that can be used in a thermal reactor (light water reactor used by current nuclear power plants).

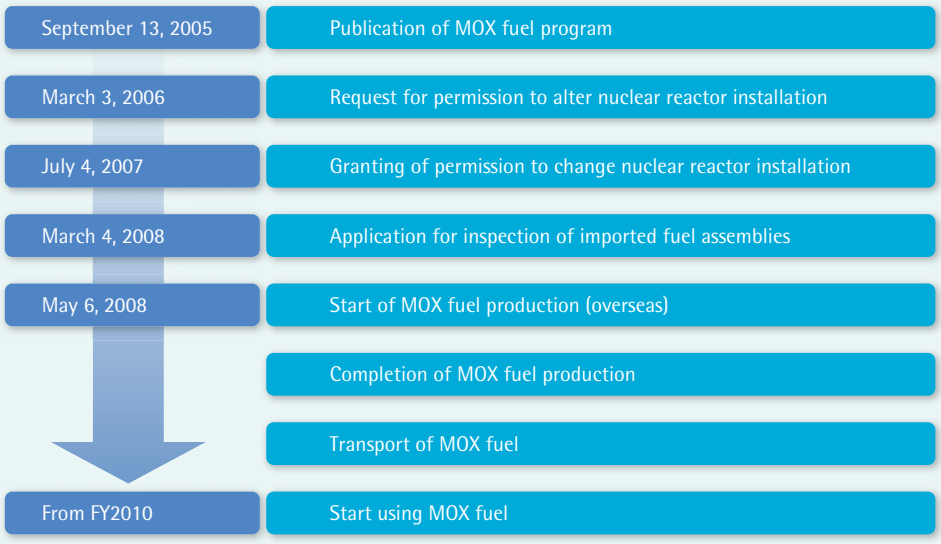
Progress of the Program

In March 2006, Chubu Electric Power applied to the government for permission to modify the nuclear reactor in connection with the MOX fuel program. We have subsequently undergone a primary examination by the Ministry of Economy, Trade and Industry (the Nuclear and Industrial Safety Agency), and a secondary examination by the Nuclear Safety Commission. We received the permission in July 2007.
In February 2008, our plan was further approved by Shizuoka Prefecture and four local cities, including Omaezaki City. The manufacture of MOX fuel was begun at the MELOX plant in France in May. Chubu Electric Power employees will be stationed at the MELOX plant until the manufacture of the fuel has ended, and the manufacturing will proceed at a steady pace concurrently with their direct confirmation of the manufacturing circumstances.

With Community Awareness

The intention of Chubu Electric Power for implementing the "pluthermal" program is to first and foremost create awareness and understanding among the community.
As a part of this plan, the Hamaoka Nuclear Power Station informed residents of the four local cities about this by direct mail in August and November 2007. We also carried out a dialogue campaign in which we paid visits to members of the community who requested it. We intend to maintain the dialogue with local residents as we make every effort for the safe, reliable operation of the Hamaoka Nuclear Power Station, thereby enabling the community to accept MOX Fuel operation with a sense of reassurance.

Key Events until Use of MOX Fuel



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.

Governance Structure

In addition to the various organs prescribed by Japan's Corporation Law, i.e., Board of Directors, Board of Auditors, Corporate Auditors, and so on, we are also building a governance structure that includes a voluntary Executive Officers' Committee and other such bodies.

The Board of Directors meets once every month as a rule, and conducts decision-making regarding important management matters and items prescribed by law and articles of incorporation. The board also supervises the directors in the execution of their duties, for example by hearing reports from directors regarding the status of the execution of their duties.

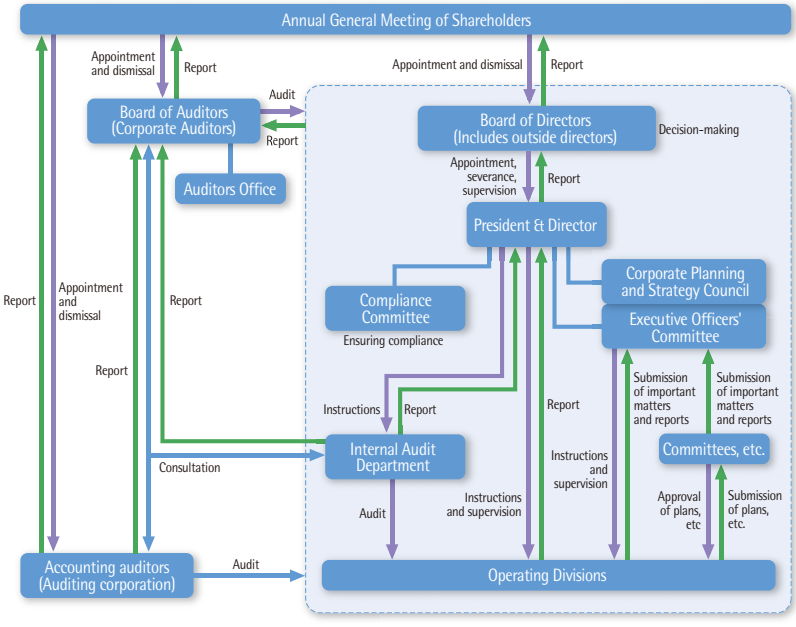
The Executive Officers' Committee meets once a week, as a rule, in order to conduct timely and appropriate decision-making. This body conducts preliminary deliberation on items submitted for the agenda of the Board of Directors, and also deliberates and hears reports on other matters of importance for business operations.

The Board of Auditors allocates the roles of the Corporate Auditors and shares information in order to conduct audits more systematically and efficiently. It also issues decisions and approvals regarding matters of law and the items prescribed by the articles of incorporation. Corporate Auditors audit every aspect of the performance of duties by the directors, for which purpose they attend meetings of the Board of Directors and other important meetings, hear directors regarding the performance of their duties, and examine the circumstances of company operations and finances.

The internal audit function is performed by the Internal Audit Office, which reports directly to the president and is independent of the operating divisions. This office conducts in-house audits of such matters as the effectiveness of the internal controls system and nuclear power quality assurance programs.

* Corporate Governance:
The design of the decision-making system and organization, and the creation and operation of a system of checks, in order to ensure the appropriate and efficient management of the corporation.

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



Revision of Management Structure

Appointment of Outside Directors and Restructuring of the Executive Officer System

Chubu Electric Power has engaged in wide-ranging reform of management structure since fiscal year 2005. The measures we have taken include reducing the number of directors and introducing an Executive Officer System.

In fiscal year 2007, we revised our management structure to reinforce the supervisory function, while also building a more efficient system for business execution.

Specifically, we appointed outside directors to further drive our commitment to the separation of decision-making and supervision from day-to-day operations, thereby enhancing the fairness and transparency of our management. Furthermore, we designated 5 levels for executive officers: the offices of President & Director, Executive Vice Presidents, Senior Managing Executive Officers, Managing Executive Officers, and Executive Officers, and have the executive officers complete the discharge of all duties relating to business operations.

As a rule, in a situation where an executive officer serves in another position of particularly heavy responsibility such as General Manager, a director will serve in such dual positions, to prevent discrepancy between management decisions and actual business operations.

Internal Controls

Internal control* is a mechanism indispensable to any company in the implementation of management strategies and pursuit of business purposes. In a way, internal control is a prerequisite of proper risk management.
With the enactment of the Corporation Law in May 2006 and the full enactment of the Financial Instruments and Exchange Law* in September 2007, a basic legal structure has been put in place to ensure proper business operations within companies.

Establishment of Systems Ensuring Proper Business Operations of the Company

To set forth our basic stance on the establishment of internal controls, a resolution was passed at the Board of Directors meeting in April 2006, establishing a framework to ensure fair corporate governance, consisting of systems relating to business management, risk management, and compliance and auditing, among others. In their June 2007 meeting, the Board of Directors enacted changes reflecting the management structure review, and in the March 2008 meeting, they enacted further changes reflecting the system of internal controls for financial reporting.

Group Initiatives

As part of initiatives to ensure the proper conduct of business operations, Chubu Electric Power has defined internal Group controls. We have set up a department to oversee relevant issues pertaining to Group companies in order to adequately develop management strategies and policies applicable to the whole Group, and to effectively manage the Group companies. Starting from fiscal year 2006, we have been conducting internal audits of consolidated subsidiaries, while extending support to Group companies in their efforts to establish and operate internal controls.

Internal Controls on Financial Reporting

Chubu Electric Power has been driving an initiative to establish internal controls on financial reporting in compliance with the Financial Instruments and Exchange Law, by establishing a review committee for these controls chaired by the vice president.
During fiscal year 2007, measures were taken to prepare for the commencement of the new controls in April 2008. Work was done on important operational processes related to financial reporting to make them visible as well as to confirm and evaluate them. Related regulations were also developed.
We will continue making every effort to ensure that financial reporting is carried out more properly than ever before.

* Internal control:
A process that is built within an organization and implemented as part of its business operation, in order to achieve one of four purposes: effective and efficient business operations, reliable financial reporting, compliance of business activities, and maintenance of assets.

* Financial Instruments and Exchange Law:
Enacted in June 2006, the Financial Instruments and Exchange Law (the so-called "J-SOX Law") incorporates a system for the evaluation and audit of internal controls relating to financial reporting. As of the fiscal year commencing April 1, 2008, companies are required to create an Internal Control Report evaluating the results of their internal financial reporting controls, and submit the report to the authorities along with the company's Securities Report. Internal control reports must have been audited by certified public accountants.

Risk Management

Risk management for the company as a whole and for the individual divisions should seek to prevent the occurrence of risks, as well as preventing the spread of damage during emergencies that follow their occurrence. We are conducting organizational improvement and putting in place authorities and internal regulations accordingly.
Specifically, risks that can have a serious impact on management are subject to risk management and other internal regulations. According to these regulations, the Corporate Planning and Strategy Division and the various individual divisions are to ascertain and evaluate such risks and report them to Management Meetings. They are also to act on the instructions of top management to formulate and implement management plans and business operation plans incorporating risk countermeasures.
When an emergency or other such event that would have a serious impact on the company's assets or credibility in society occurs, then actions are to be taken in accordance with emergency countermeasures regulations, emergency management regulations, and other such regulations. A report is to be made to the person responsible for emergency management, emergency measures are to be taken to prevent the spread of damage, and measures to restore service are to be carried out.

Ensuring Compliance

Chubu Electric Power recognizes that the establishment of compliance* is essential for winning the trust of our customers and local communities. The entire company is therefore united in promoting compliance.

Compliance

* Compliance:
To comply with the law, internal rules and corporate ethics standards.

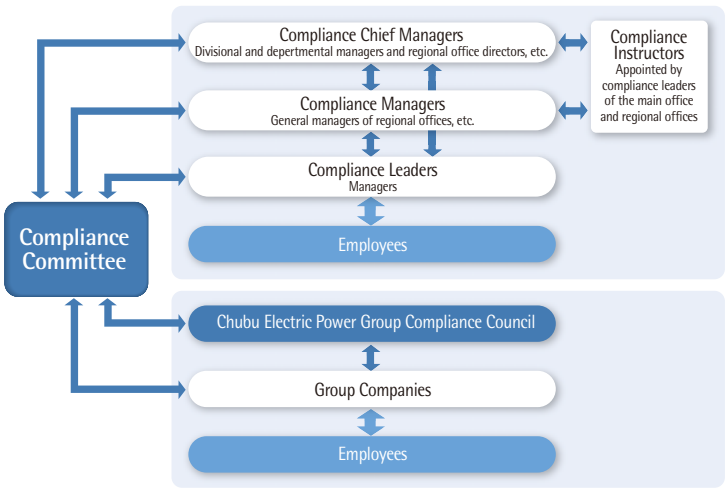
Chubu Electric Power Declaration of Compliance

Without compliance, there can be no trust.
Without trust, there can be no growth.

Compliance Promotion System

Under the leadership of Chubu Electric Power's Compliance Committee (established in December 2002 and chaired by the president), we are building systems for the promotion of compliance throughout the company. We have formulated the Chubu Electric Power Declaration of Compliance, the Eight Action Guidelines, and other guiding statements, and are developing autonomous programs in every division and office of the company. We are also conducting a broad range of programs designed to enlighten and educate employees. Specifically, we distribute a booklet documenting sample situations where compliance action is needed, and provide training for compliance leaders as well as training programs specific to each class of employees and each place of business. We have a grassroots initiative for front-line proposal of ideas and solutions that has been underway since fiscal year 2006. Measures are being implemented to hear the voices of people in the workplace in order to find solutions to issues in our ongoing work. Starting in fiscal year 2007, we have also had a new program to encourage autonomous activities by training Compliance Instructors (CIs) who are assigned to all the divisions and regional offices. We will make use of these CIs for the promotion of even more autonomous activities.

Compliance Promotion System



Ensuring Compliance in the Chubu Electric Power Group

The Chubu Electric Power Group has been working in a comprehensive manner to ensure compliance in all our companies, and we established the Chubu Electric Power Group Compliance Council for that purpose in April 2003. Under the guidance of this council, the Group companies have been building compliance systems and promoting programs for heightened awareness of compliance.
Chubu Electric Power has also been dispatching trainers to Group companies and holding training sessions with Group company participation. In these and other ways, we are working to upgrade our support and provide further reinforcement for compliance programs.

Hotlines in Operation

In December 2002, hotlines were set up as points of contact regarding compliance issues at Chubu Electric Power, and in April 2004, we set up joint hotlines as contact points for the Chubu Electric Power Group. With the enactment of the Whistleblower Protection Act in April 2006, we expanded the scope of the hotlines to allow use by temporary workers and business partners as well. Efforts are underway to upgrade this system as it continues in operation.
The hotlines are an important mechanism by which the company can comprehend its own problems and work to make improvements itself. We will therefore make every effort to respond properly to matters that arise.

Non-Compliance Events at Power Plants and Remedial Action

Tracking the Occurrence of Non-Compliance Events

Since the autumn of 2006, cases of falsification of data and inappropriate or insufficient procedures have emerged as problems at the various electric power companies in Japan. Chubu Electric Power conducted a painstaking survey and found that, although no events compromising security had occurred, a total of 40 non-compliance events (unacceptable acts and events) were confirmed to have taken place. (This was announced in March 2007.)

HP Press Releases > FY2006 (March 30, 2007)

Countermeasures Prevent Recurrence

A detailed analysis of the causes of these non-compliance events was carried out. Corresponding measures to prevent their recurrence were then formulated systematically, and action plans were drawn up to promote those measures in specific detail. (These steps were taken in April-May 2007.) These measures are classified under the following three pillars:

- Spread / reinforce the importance of compliance (Increase awareness of individuals)
- Create a mechanism for a well ventilated communications (Improvement of organizational climate)
- Apply a mechanism that does not cause incongurous phenomena (Improvement of organizational structure)

HP Press Releases > FY2007(April 6, 2007)

Implementation and Evaluation of Recurrence Prevention Measures

Measures to prevent recurrence are not implemented solely by the power generation divisions. The entire company takes part and the measures are implemented laterally across all divisions of the company, with information shared among all the divisions concerned. The status of implementation and entrenchment of such preventive measures will be evaluated on a regular basis and the results will be utilized to make improvements. We will also conduct audits and take appropriate actions to correct any problems we may find.

Commitment to Continuing Improvement

The Assessment/Inspection Committee and the Compliance Committee confirmed that, as a result of these actions, progress had been achieved according to plan under nearly all countermeasure headings during fiscal year 2007. These findings were announced in April 2008.

The status of implementation of the main compliance measures is as shown in the table below. Steady progress is being made in establishing widespread awareness of compliance, as well as in creating mechanisms for open communication and improving arrangements to prevent the occurrence of non-compliance events. We evaluate this positively, and consider that the recurrence prevention measures are functioning effectively.

We are committed to the steadily continued implementation and dissemination of these recurrence prevention measures into the future. Chubu Electric Power is fully engaged in the endeavor to further promote "the building of a corporate culture founded on compliance," and "the improvement of corporate structure to prevent the occurrence of non-compliance events."

HP Press Releases > FY2008 (April 25, 2008)

Status of Implementation of Main Compliance Measures (as of end March 2008)

Item	Status of Implementation
Continuous communication from the management's top echelon	● Broadcast of the president's message to all employees (March 30and June 18, 2007) ● Implementation of direct dialogue with front-line employees by the top management
Provide compliance education and training	● Continuance of education based on the compliance promotion system ● Training of compliance instructors
Create mechanism to allow communication	● Continued implementation of communication system and exchange of opinion activities on the spot
Promote information sharing	● Promote information sharing through system registration of information about problems
Build a risk management structure	● Build a risk management structure with the department heads at the top ● Strengthen the functions of the Nuclear Power Plant Quality Assurance and Inspection Group (July 1, 2007)
Introduce a third-party perspective	● Establishment of the Hamaoka Nuclear Power Station Forum for Hearing Opinions, made up of six outside experts (Held for the first time on September 14, 2007; second time on March 5, 2008)

Chubu Electric Power Group Environmental Declaration

Chubu Electric Power Group Environmental Declaration

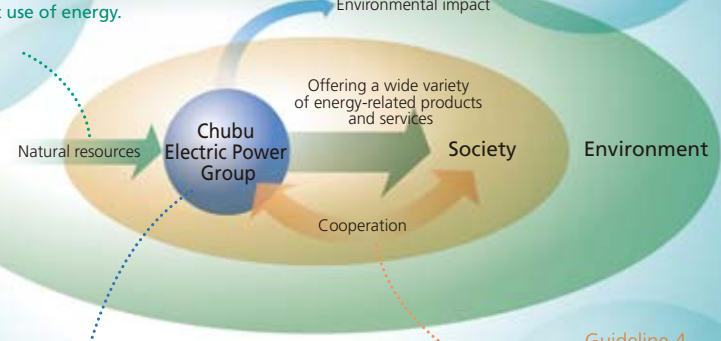
Environmental Philosophy

We will conduct ourselves responsibly and
in good faith as members of the energy industry,
and strive to protect the global environment through local,
regional, and international cooperation.

Environmental Vision

We will promote global environmental conservation
and contribute to the development of local communities capable
of sustainable growth.

Transforming ourselves into a corporate group
that enables each member to share in the environmental culture



Guideline 1

We will use resources effectively.

- We will work toward the development and practical application of renewable energy.
- We will promote the efficient use of energy.

Guideline 2

We will reduce our environmental impact.

- We will proactively reduce emissions of CO_2 and other greenhouse gases.
- We will aim for zero emissions and realization of a society dedicated to recycling.

Guideline 3

We will improve our level of environmental management.

- We will clearly recognize the environmental impact of our operations and undertake thorough environmentally conscious administration.
- We will cultivate personnel capable of independently taking action on environmental concerns.

Guideline 4

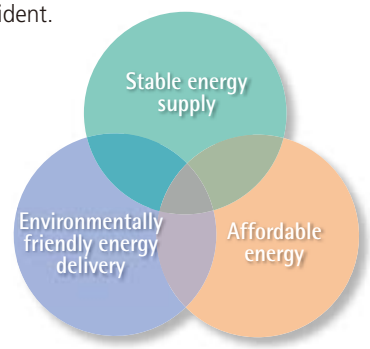
We will promote environment-related communication and improve cooperation with the community on a local and global level.

- We will improve interactive communication related to the environment and energy.
- We will cooperate with people in a wide range of fields outside the conventional framework.

Regime for Protecting the Global Environment

Promotion of Environmental Management

To achieve sustainable growth, it is important for every company to eliminate or minimize any negative environmental impacts resulting from their economic activities.
At Chubu Electric Power, we consider it our mission to ensure a stable and affordable supply of energy and to consider environmental preservation in our business activities. For Chubu Electric Power, "Environmental Management" means accomplishing this mission without fail. To consistently carry out our environmental management activities, we collaborate with Group companies and have in place a cross-functional system so that all departments and branches can work together under the leadership of the President.



Environmental Measures Support Council

The Council, chaired by the General Manager of the Plant Siting and Environmental Affairs Division, was instituted in April 1990. It engages in discussion and coordination of basic policies, action targets and specific measures related to preservation of the environment.

37th Environmental Measures Support Council

Chubu Electric Power Environmental Roundtable

We have established a Chubu Electric Power Environmental Roundtable, by which the General Manager of the Plant Siting and Environmental Affairs Division can receive advice and suggestions on environmental measures in general from experts in environmental issues.

Look! P57

1st CEP Environmental Roundtable

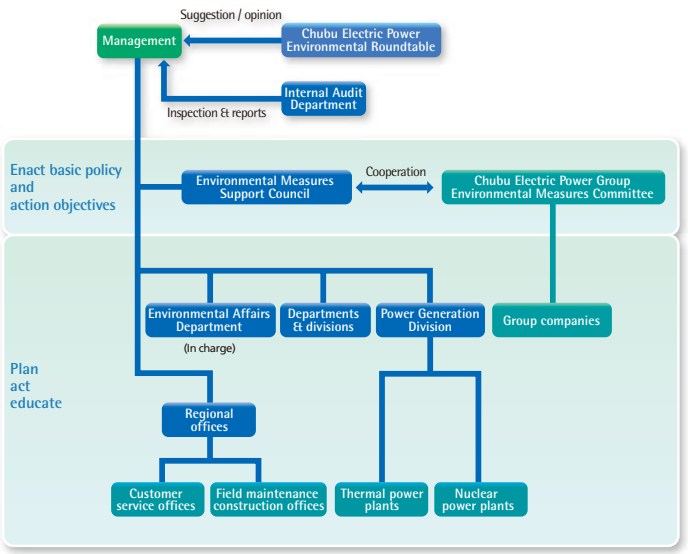
Chubu Electric Power Group Environmental Measures Committee

We instituted the Committee in April 2001, for the purpose of increasing group cohesion and reinforcing environmental measures among the members of the Group.

Look! P52

15th CEP Group Environmental Measures Committee

Regime for Protecting the Global Environment



Action Plan: Guideline 1-2

Chubu Electric Power has been formulating action plans and taking measures for environmental protection according to the four guidelines stated in the Chubu Electric Power Group Environmental Declaration.

Guideline Action Objectives	Details	Management targets (for FY2013) Transforming into a Company that Promotes Environmentalism	Mid-Term Goals (circa FY2008) Promoting Environmentalism in Chubu Electric Power
Guideline 1: We will use resources effectively.			
Implementation and Development of Renewable Energy		Sure and systematic compliance with the Renewable Portfolio Standards (RPS) Law (Target for adoption: 16 TWh throughout Japan by FY2014 (of which Chubu Electric Power is to provide an estimated 2.3 TWh) *1 • Increasing in-house wind power and small-hydroelectric power generation output, implementing a system to generate power from untapped energy sources (biomass, etc.)	
Efficient Use of Energy	Promoting Nuclear Power Generation*2	Maximizing the safe usage of nuclear power generation facilities (85% utilization rate) and promoting safe recycling of nuclear fuel • Implementing a MOX fuel system (by FY2010)	
	Improving Thermal Efficiency of Thermal Power Plants	Achieving Japan's highest level of efficiency through continuous improvement (overall thermal efficiency of at least 45.8%) • Reducing electricity usage inside our power plant, setting up world-class facilities	
	Reducing Power Transmission and Distribution Loss	† Maintaining a power transmission/distribution loss rate of less than 5%	
Guideline 2: We will reduce our environmental impact.			
Proactive Reduction of CO_2 and Other Greenhouse Gas Emissions	Reducing CO_2 Emissions*3	Reducing the average CO_2 emission*4 by 20% for the period from FY2008 to FY2012 (below FY1990 level)	
	Improving SF_6 Gas Recovery Rate	† Maintaining a high recovery rate (over 99% at dismantlement, over 97% at inspection)	
Attainment of Zero Emissions*5 and a Sustainable Society		Promoting activities aimed at achieving zero emissions	Reducing external landfill waste by decreasing waste, and increasing recycling and reuse
Encouragement of Environmental Conservation Measures at Power Plants	Reducing SOx Emissions*3	† Maintaining the highest standards in the world	
	Reducing NOx Emissions*3	† Maintaining the highest standards in the world	
	Reducing the Public's Effective Radiation Exposure	† Maintaining a level below 0.001 millisievert / year	
Thorough Management of Chemical Substances	Supporting PCB Treatment	Treatment of all devices containing PCBs	Promoting comprehensive treatment of pole-mounted transformers containing low concentrations of PCBs
Expansion of Environmentally Friendly Activities	Encouraging Nature Conservation Activities	Sponsoring conservation activities related to our domestic and international business • Planting trees at deserted coal mine	Actively promoting conservation activities in our service territory • Eco Park (environmental preservation facility adjacent to Hekinan Power Station), forests owned by Chubu Electric Power
	Supporting Tree Planting	† Giving away 16,000 saplings per year	

*1: Estimated from the power supply/demand projections and supply plans released by the Japan Electric Power Survey Committee.
*2: Facility utilization rates vary every year depending on whether or not a periodical inspection is held. In order to eliminate this variance, the rate is calculated over an extended period of time (averaging over 5 years).
*3: The CO_2 emission intensity is calculated per the electricity amount consumed, while SOx and NOx emission intensities are calculated per the electricity amount generated.

Self-evaluation — Level 5: attainment of long-term goal; 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 improvement

•: Maintenance Management Goals
†: Example of Actual Approaches

Results for FY2007	Self evaluation	Future Initiatives	See page
Achieved RPS Law target volume of 0.8 TWh for FY2007 by surplus power purchased from wind power, photovoltaic, and waste power generation systems, as well as power from our own small hydroelectric power plants and other such sources. Developed in-house wind power plant Omaezaki location: 8 MW (Construction began October 2007) Other locations: 42 MW, preparing for development and installation		Developing and introducing wind-power generation, biomass co-firing in coal-fired power plants and small-hydroelectric power plants for commercial use, while ensuring economic efficiency and a stable supply of electricity. In-house wind: 3 sites, 50 MW (from FY2009) Biomass co-firing: Enter operation at Hekinan Thermal Power Station (from FY2009) Small power generation: 3 sites, 0.8 MW (from FY2009) Continuously purchasing surplus power and promoting the use of renewable energy	P35
We have worked to increase the capacity utilization rate for Units No. 3 to 5 of the Hamaoka Nuclear Power Station. However, due to the long-term shutdown of Units No. 1 and 2, the capacity utilization rate was 53.8% (60.7% for 55 nuclear power plants nationwide in FY2007)		Further increasing the utilization rate of nuclear power generation facilities, while giving top priority to safety Promoting recycling of nuclear fuel, in line with Japanese national policy	P37
Overall thermal efficiency of 44.94% (43.4% for all 10 power companies in FY2004) due to increase in electric power demand and operation of less efficient thermal power plants to send power to assist other power companies		Preferentially operating highly efficient power plants, and reducing in-station energy use. Promoting development of Shin-Nagoya Group No.8 (FY2008), and Joetsu Group No.1 (FY2012) and 2-1 (FY2013).	P38
Reduced power transmission/distribution loss rate to 4.27% through efficient operation of power distribution facilities (5.0% for all 10 power companies in FY2006)		Continuously maintaining high standards	P38
Emission intensity of 0.470 kg-CO_2/kWh was 1.4% greater than FY1990 due to decrease in interchanged power from nuclear power plants operated by other companies, increase in electric energy sold, and other such factors		Improving the capacity utilization rate of nuclear power plants by giving top priority to safety Improving gross thermal efficiency by developing a high-efficiency LNG thermal generator Will promote introduction of renewable energy sources, including development of wind power generation Procuring credits through use of Kyoto mechanisms	P34
Recovery rate achieved 99.6% at dismantlement and 99.2% at inspection through introduction of collection system and improved management technologies		Continuously maintaining high standards	P41
Maintained the ratio of external landfill waste at less than 1%, even though the volume of external landfill waste increased 3,000 tons year-on-year to 14,000 tons Developed application of Circulash as dioxin adsorbent		Further promote the 3 Rs*6 to reduce external landfill wastes, while considering economic efficiency Develop new applications for Circulash, which is a recyclable resource	P44
0.06 g/kWh (0.7 to 3.9 g/kWh in Europe and U.S. in 2002; 0.2 g/kWh in Japan in FY2006)		Continuously maintaining high standards	P46
0.09 g/kWh (0.6 to 2.0 g/kWh in Europe and U.S. in 2002; 0.2 g/kWh in Japan in FY2006)		Continuously maintaining high standards	P46
Less than 0.001 millisievert/year through appropriate management of radioactive materials (in the vicinity of Hamaoka Nuclear Power Station)		Continuous and rigorous control	P46
Treated all insulating oils with low levels of PCBs (Rate of progress 26%) Launch of treatment facility for pole-mounted transformer containers and components postponed to FY2008 Implemented specific treatment of equipment with high concentrations of PCBs (rate of progress 11%)		Ensuring treatment of insulating oils with low levels of PCBs Construction of facilities to treat pole-mounted transformer containers and parts, treatment of affected containers/parts Ensuring treatment of equipment with high levels of PCBs	P47
Improve facilities to harmonize with natural scenery, such as by painting Shin-Nagoya Group No. 8 and equipment Properly maintained and managed the community partnership facility such as Hekinan Thermal Power Station Trained "Chuden Foresters," or forest volunteers working mainly in Uchigatani Forest, and organized programs to let people experience the wonderful natural world of forests		Continuously promoting the construction of facilities that harmonize with nature and the scenery Continuously implementing forest-conservation activities, with focus on the Uchigatani Forest	P8 P48
Gave away 17,300 saplings (cumulative total of 335,000 since 1985)		Continually support development of greenery-rich communities.	P48

*4: Calculation of CO_2 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 account of the CO_2 reduction value of a Certificate of Green Power).
*5: Reducing volume of waste sent to external landfills, including waste from contractors (waste generated due to work ordered by us) to less than 1% of entire volume of waste.
*6: The 3 Rs of waste: Reduce, Reuse, and Recycle

Action Plan: Guideline 3-4

Guideline		Management targets (for FY2013) Transforming into a Company that Promotes Environmentalism	Mid-Term Goals (circa FY2008) Promoting Environmentalism in Chubu Electric Power
Action Objectives	Details		
Guideline 3: We will improve our level of environmental management.			
Undertaking Strict Environmental Management in Recognition of the Potential Environmental Impact of Our Business Operations	Thorough Environmental Management	**Promoting the Environmental Management System (EMS) among the Chubu Electric Power Group companies** • Utilizing EMS among the Chubu Electric Power Group companies	**Achieving a 100% EMS implementation rate*7 in the Chubu Electric Power Group** • Expanding group-wide environmental management activities • Implementing more effective and efficient EMS • Establishing an in-house environmental accounting system and environmental indicators that contribute to environmental management
	Promoting Green Procurement	**Promoting environment-friendly products in society through green procurement cooperation** • Collaborating with other companies to establish common indices	**Promoting green procurement** • Achieving a 100% green procurement rate for office supplies • Establishing environmental evaluation standards for materials and equipment • Encouraging green procurement among Group companies • Furthering education for suppliers
Training Personnel Capable of Independently Taking Action on Environmental Concerns		**Training personnel capable of independently taking action on environmental concerns within the local community** • Preparing "Environmental Counselors" to lead and pursue environmental activities at home and in the community • Establishing a forest volunteer activity system	**Encouraging environmentally conscious business and lifestyles** • Furthering environmentally conscious business activities and training volunteer leaders • Improving environmental education at Group companies • Promoting environment-friendly lifestyles among employees and their families
Guideline 4: We will promote environment-related communication and improve cooperation with the community on a local and gl			
Strengthening Two-Way Communication on Environmental and Energy Matters		**Forging bonds of trust to foster greater understanding of the Group among society at large** • Cooperating with communities to address society's needs	**Improving open, interactive communication** • Enhancing active information disclosure by Group companies and others • Modifying the environmental report to include social issues • Holding a wide range of meetings, including "Stakeholder Meetings," to exchange opinions • Giving tours of our workplaces and facilities
Cooperating with People from Diverse Fields and Sectors	Cooperation with Local Communities	**Working with local communities to create ecological towns** • Cooperating with local communities in riverside areas through forest conservation activities • Consulting on projects using our technology and expertise, and cooperating in Eco-Town Projects • Setting up environmental seminars for citizens	**Conducting activities with diverse groups of people through new collaborative organizations** • Establishing new collaborative organizations and carrying out forest conservation activities in cooperation with NPOs and other groups • Improving children's environmental education • Actively promoting an ecological lifestyle, including energy efficiency • Actively promoting Chubu Electric Power Group technology through consulting business
	Cooperation with the World	**Bringing together the expertise of the Chubu Electric Power Group to pursue global environmental conservation activities around the world** • Initiating international projects related to global environmental conservation	**Contributing to increasing environmental conservation in other countries using Chubu Electric Power Group technology** • Executing projects aimed at CO_2 reduction in developing nations (CDM) • Supporting methane gas recovery and use in power generation • Supporting technological development of biomass-based power generation

*7: Chubu Electric Power is certified under ISO 14001. The Chubu Electric Power Group companies comply with the Group's EMS Standard (ISO 14001, environmental activity evaluation program, etc.)
*8: PCF = Prototype Carbon Fund; JGRF = Japan Greenhouse Gas Reduction Fund
*9: APP: Asia-Pacific Partnership on Clean Development and Climate

Self-evaluation — Level 5: attainment of long-term goal; 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 improvement

•: Maintenance Management Goals
†: Example of Actual Approaches

Results for FY2007	Self evaluation	Future Initiatives	See page
Achieving 100% EMS introduction rate within the Chubu Electric Power Group Expanded the Chubu Electric Power in-house certification system to the whole Group Established methods for quantitative evaluation of the effectiveness of environmental activities		Promote environmental management that makes effective use of environmental indicators, and implement sustainable management	P49 P52
Achieved 96% green-procurement rate for office supplies Conducted environmental evaluation of electric power equipment and materials (four items) and environmental evaluation of production methods (two items), implemented green proposals (3 cases)		Further increasing awareness of the importance of green purchasing for office supplies Accumulate environmental evaluation data on equipment, materials, and production methods	P50
Held Executive CSR Seminar for managers in the Chubu Electric Power Group Cumulative total of 2,498 have experience as environmental trainers, and 86% have taken e-learning courses Trained 20 Chuden Foresters, or volunteer forest conservation activity instructors, and 14 Forest Environment Education Instructors Implemented Chubu ECO Point Program, to promote voluntary efforts by employees and their families Distributed environmental learning materials to Group companies and held workshops Collaborate with unions to promote the environmental household account book program among Chubu Electric Power Group employees		Continuing to train Chuden Foresters and Forest Environment Education Instructors Expanding Chubu ECO Point Program Encouraging Group companies to provide environmental education to their employees Promotion of environmental household account book program by Chubu Electric Power Group employees and implement eco-friendly lifestyles	P8 P41 P51
obal level.			
Published CSR Report that included activities of the Chubu Electric Power Group Added new content to our website, such as content for children Held stakeholder dialogues and backyard tours to promote understanding through observation of business activities Held Chubu Electric Power Elementary School Eco Session 2007 where elementary school children and the President discussed environmental topics (210 students from six schools participated in the event)		Publish CSR Report of the Chubu Electric Power Group Continuously enhancing the website content Holding repeated stakeholder dialogues and backyard tours Continuing Chubu Electric Power Elementary School Eco Sessions	P54 P63 P72
Began Chuden Eco Partnership program in collaboration with civic organizations Began civic forest conservation activities, called "Invitation to the Forest," in cooperation with NPOs, etc. Taught 519 traveling classes, gave 270 tours of workplaces and facilities Popularized Eco Cute (contracts for approx. 62,000 units: cumulative total approx. 208,000 units) Promoted activities in collaboration with the Environmental Partnership Club of which Chubu Electric Power serves as chairman Group companies promoted environmental and energy conservation measures through ESCO project		Continuing implementation of Chuden Eco Partnership program in collaboration with civic organizations Repeatedly implementing "Invitation to Forest" civic-involvement program Frequently holding mobile classroom programs and tours of workplaces and facilities Constantly promoting Eco Cute for efficient energy use Regularly promoting Environmental Partnership Organizing Club Continuously promoting environmental and energy conservation measures through ESCO project	P40 P53 P55 P56 P63
Acquired CO_2 credits from Thai project to generate power from rice hulls Participated in a palm oil biomass power generation project in Malaysia Funded PCF and JGRF*8 and contributed to global efforts to combat global warming through projects to reduce greenhouse gas emissions in developing countries Supported improvement of thermal efficiency in thermal power plants in APP*9 participant countries		Continuously promoting overseas projects, such as a project in Thailand to generate power from rice hulls, and developing and studying new projects Continuously funding PCF and JGRF, and contributing to global efforts to prevent global warming through projects to reduce greenhouse gas emissions in developing countries Continue support for improvement of thermal efficiency in thermal power plants in APP participant countries	P39 P56

Business Activities and Environmental Impact (Chubu Electric Power Results for FY2007)

INPUT

Fuel for Power Generation

Coal	10,186 kt
Heavy oil	73,000 kL
Crude oil	2,059,000 kL
Light fuel oil	15,000 kL
LNG	10,002 kt
LPG	124 kt
Nuclear fuel (uranium)	69 t

Materials

Calcium carbonate	153 kt
Ammonia	19 kt
Other (caustic soda, etc.)	

Water (for industrial use)

Thermal power	10,450 kt
Nuclear power	220 kt

Vehicle Fuel

4,162 kL

Power Purchased from Other Companies

14.1 TWh

Including the following types of renewable energy:

- Photovoltaic 137.58 GWh
- Wind power 187.54 GWh
- Waste materials 286.36 GWh
- Hydroelectric power 4.16 GWh

Power Generated by Chubu Electric Stations (Hydro, Thermal, Nuclear) 137.1 TWh

Hydroelectric power generation	8.2 TWh
Thermal power generation	103.8 TWh
Nuclear power generation	25.2 TWh

Totals may not match because figures have been rounded.

Electricity for Water Pumping -2.1 TWh

In-house Electricity Consumption Power-Transmission Loss 11.6 TWh

Electric Power Sold

Electric Power Sold 137.5 TWh

Atmospheric Emissions, Wastewater, etc.

CO_2	64,670 kt
CO_2 (emissions from vehicle fuel use)	10 kt
SOx	6 kt
NOx	9 kt
Wastewater	3,970 kt
Waste heat	702 PJ
Others (soot dust, etc.)	

Provisional Estimate

CO_2 absorbed by company-owned green areas 15 kt

Industrial Waste, Byproducts, etc.

Coal ash	967 kt
Gypsum	272 kt
Heavy and crude oil ash	4 kt
Sludge	120 kt
Spent nuclear fuel	Uranium 66 t
	Plutonium 0.7 t
	Fission product 2.1 t
Radioactive solid waste (barrel equivalent)	1,324 bbl

OUTPUT

Environmental Accounting

We are expanding our environmental accounting in order to increase public understanding of our positions and actions related to environmental preservation. This will also allow us to achieve higher levels of both management efficiency and environmental preservation.

Environmental Preservation Costs

Environmental preservation investments amounted to 27.9 billion yen; other environmental expenses totaled 155.2 billion yen. These amounts represented 13.1% and 7.6% of our capital investment and total operating expenses, respectively.

Aggregation Results for Fiscal Year 2007

Principles Applied in Tables

Tables were created by referring to "Environmental Accounting 2005" (published by the Ministry of the Environment), and incorporate our categorization and calculation criteria.

Period created:
April 1, 2007 through March 31, 2008

Scope of tables:
All corporate facilities of Chubu Electric Power

Category	Major items	Investment (100 million yen)			Expenses (100 million yen)		
		FY2006	FY2007	Changeover	FY2006	FY2007	Changeover
Global environmental preservation	Global warming prevention and ozone layer preservation	13	19	7	117	122	5
Regional environmental preservation	Air pollution prevention, water pollution prevention, etc.	33	93	59	585	552	-33
Resource recycling	Resource conservation, industrial waste measures, and radioactive material measures	19	6	-13	215	233	17
Purchase of low environmental impact products, etc. (Electric vehicles, low-pollution vehicles, etc.)		3	4	0	2	2	0
Management programs	Personnel costs related to environmental preservation measures, costs for obtaining and maintaining ISO 14001, etc.	2	1	-1	17	18	1
Research and development	Environment-related research and development	0	0	0	62	58	-3
Social programs	International cooperation, landscape protection, greening, natural environment preservation, etc.	139	155	16	571	559	-12
Environmental damage countermeasures	Pollution impact levy under the pollution-related health damage compensation system	0	0	0	9	8	-1
Total		210	279	69	1,578	1,552	-26
Percentage of total capital investment		14.0%	13.1%	-0.9%	-	-	-
Percentage of total electric utility business expenses		-	-	-	8.5%	7.6%	-0.9%

* Totals may not match because figures have been rounded down to the nearest 100 million yen.

Basis for calculation

Investment and expenses for the prevention, reduction or avoidance of environmental impact; environmental impact reversal; and damage restoration are taken into account.

Investment is the amount of capital investment used for environmental protection.
Costs associated with investment such as depreciation, equipment leasing, and maintenance and operating costs are calculated by taking into account factors such as the lifespan of each type of facility or equipment.

Environmental Preservation Impact

Our CO_2 emission intensity decreased by 0.011 kg-CO_2/kWh, and the volume of waste sent to external landfills increased by 3,000 tons, on a year-to-year basis.

Category		Item	Indicators	
			FY2006	FY2007
Global environmental preservation	Global warming prevention	CO_2 emission intensity	0.481 kg-CO_2/kWh	0.470 kg-CO_2/kWh
		Power purchases from renewable energy sources	546.75 GWh	615.64 GWh
		SF_6 recovery rate (at inspection time)	99.6%	99.2%
Regional environmental preservation	Air pollution prevention	SOx emission (thermal power)	0.05 g/kWh	0.06 g/kWh
		NOx emission (thermal power)	0.09 g/kWh	0.09 g/kWh
Resource recycling	Industrial waste measures	Landfill waste at outside locations	11,000 t	14,000 t
	General waste measures	Waste paper recovery rate	90.2%	88.9%
Social programs	Landscape protection	Total length of power distribution cables laid underground	26 km	25 km
	Greening	Green area at power plants	2,401,000 km^2	2,401,000 km^2

These figures indicate the levels of environmental impact reduction and avoidance associated with our business operations, as well as environmental improvements made by Chubu Electric Power, and are limited to those related to environmental preservation costs.

Economic Impact of Environmental Preservation Measures

Category		Item	Amount (100 million yen)		
			FY2006	FY2007	Changeover
Global environmental preservation	Global warming prevention	Fuel cost reduction due to change in gross thermal efficiency of thermal power plants, etc.	6	-15	-21
Resource recycling	Industrial waste measures	Sales income from recycled gypsum, coal ash, etc., and reduced expenses due to reuse of transformers and other equipment	78	75	-2

These figures represent changes in gains on recycling of gypsum and other waste and expenses related to environmental conservation.

* Totals may not match because figures have been rounded down to the nearest 100 million yen.

Global Warming Prevention

As energy suppliers, we consider the sustainable management project
to be crucial for the prevention of global warming.
Chubu Electric Power is fully engaged in the development and practical application
of renewable sources of energy, as well as the efficient utilization of energy.
We are actively pursuing reduction in CO_2 emissions per kilowatt-hour of electric power.

Global Warming Prevention

The three pillars of CO_2 emissions reduction for the prevention of global warming are renewable energy sources, nuclear power, 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 described below.

Supply perspective: Use energy sources that emit less CO_2

- Promote the adoption of power generation using renewable energy sources
- Promoting Nuclear Power Generation
- Improving thermal efficiency of thermal power
- Participate in CO_2 reduction projects in developing countries

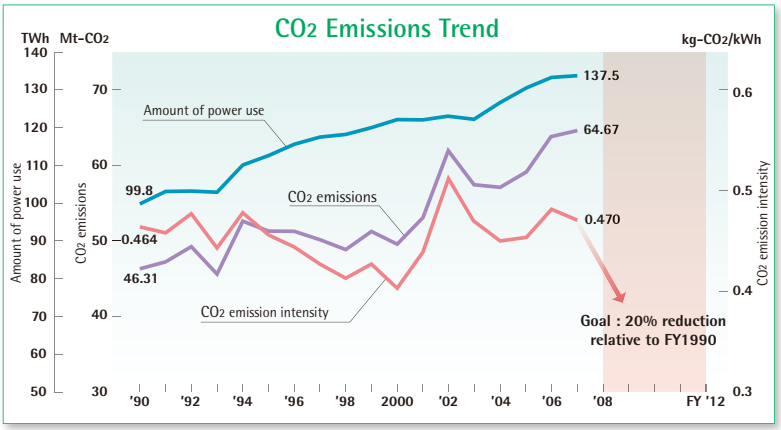
Demand perspective: Energy conservation

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

Global Warming Prevention Countermeasures

Reduction of CO_2 emissions resulting from power use requires efforts from both the company supplying the power and from consumers who must use it efficiently.

* Clean coal technology: Technology intended to realize coal utilization that is in harmony with the environment



Chubu Electric Power is working to promote measures from the perspective of electric power supply, and is seeking to reduce CO_2 emissions per kilowatt-hour of electricity consumed (CO_2 emission intensity). At the same time, we are also working from the perspective of electric power use to promote energy conservation in collaboration with our customers.

Reduction of CO_2 Emissions

Reduction of CO_2 Emission Intensity

Chubu Electric Power aims to reduce CO_2 emissions per kilowatt-hour (CO_2 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.
Our CO_2 emission intensity for fiscal year 2007 was 0.470 kg-CO_2/kWh, due to reduction in the amount of power received from nuclear power plants operated by other companies, as well as the increase in electric energy sold. This is an increase of 1.4% relative to fiscal year 1990. Our total figure for CO_2 emissions was 64.67 Mt-CO_2.

Measures for the Post-Kyoto World

Measures to follow after the first commitment period of the Kyoto Protocol are being studied under United Nations leadership in terms of a new international framework.
Chubu Electric Power is engaged in promoting an assortment of relevant measures. These include the promotion and effective utilization of nuclear power generation, the adoption of renewable energy sources, customer contributions to energy conservation through the use of highly efficient heat pump technology, promotion of international partnerships, including technology transfers to developing countries, and development of such advanced technologies as clean coal technology* using gasified coal for combined cycle generation and CO_2 recovery and sequestration technology.

Initiatives from the Electric Power Supply Perspective

Implementation and Development of Renewable Energy.

Despite shortcomings such as low energy density and unstable output, renewable energy*1 helps reduce consumption of fossil fuels and alleviate environmental impact.
Chubu Electric Power is working to establish the widespread use of renewable energy sources by installing photovoltaic and wind power generation facilities at our business locations, developing commercial wind power generation, and promoting research. We are also purchasing surplus electricity from our customers, providing support for the Chubu Green Power Fund, and taking part in the Certificate of Green Power system.

Status of Installation of Photovoltaic and Wind Power Generation Facilities at Businesslocations (as of end FY2007)

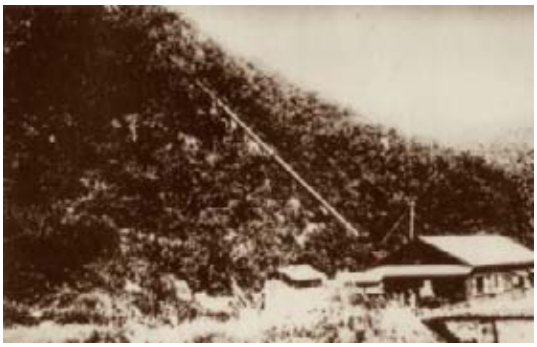
	Facilities	Output (kW)
Photovoltaic	48	539
Wind power	2	267

Wind Power Generation

We are developing commercial-scale wind power generation systems with the aim of initially generating power at three locations (50 MW), including Omaezaki City in Shizuoka Prefecture, from fiscal year 2009.
Group company C-TECH Corporation began operating Wind Park Misato (16 MW, Tsu City, Mie Prefecture) in February 2006.
C-TECH is also constructing Wind Park Kasadori (approx. 38 MW, Tsu City and Iga City, Mie Prefecture) in the adjacent Nunobiki mountain range.

Hydroelectric Power Generation

We are committed to making effective use of our water resources. We have 182 hydroelectric power plants, which generate 5,220 MW of electricity, and we are also developing small-hydroelectric power plants using unused drop-offs at existing dams.
Iwazu Hydroelectric Power Station (Okazaki City, Shizuoka Prefecture, 140 kW), built in 1897, is the oldest and the smallest of Chubu Electric Power's power plants. It has been generating electricity for over a century while its facilities underwent continuous servicing and renovation. We carefully maintain and operate this hydroelectric power facility, a precious domestic energy resource that emits no CO_2 due to power generation.



Iwazu Hydroelectric Power Station when first built

Iwazu Hydroelectric Power Station today

* Renewable energy:
Energy sources that are not depleted through consumption, such as sunlight, wind, biomass, and water. Although the amount of energy that these sources yield annually within a certain geographical area is limited, they can be employed semi-permanently.

Global Warming Prevention

Biomass Power Generation

We are promoting the use of biomass to reduce environmental impact.

Mixed Combustion of Woody Biomass Fuels at Hekinan Thermal Power Station

We are planning to start mixed combustion of woody biomass fuels as of fiscal year 2009, at the coal-fired Hekinan Thermal Power Station. Approximately 1.5% of the output from Hekinan Thermal Power Station (Hekinan City, Aichi Prefecture, 4100 MW) is accounted for by woody biomass fuel. The consequent reduction in coal use has the effect of cutting annual CO_2 emissions by approximately 300 kt-CO_2. Power generated from biomass (estimated to be approx. 320 GWh per year) will be counted toward the power generation requirement specified under the Special Measures Law Concerning the Use of New Energy by Electric Utilities (Japanese RPS Law)*.

Other efforts

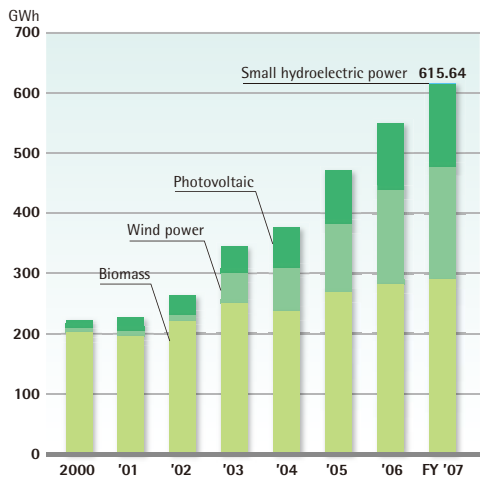
- Development of Stirling Engine Power Generation System Utilizing Biomass Fuel (Combination of Wood Chip Burner and Stirling Engine)
- Development of high-efficiency gas engine generation system using woody biomass fuel

* Renewable Portfolio Standards Law : Taking effect in April 2003, the RPS Law requires electric power suppliers to meet a certain percentage of their generation output with new energy sources, such as photovoltaic, wind power, biomass and small-hydroelectric power (with a power generation capacity of 1 MW or less).

Support for Expansion of Renewable Energy

We purchase surplus power generated from renewable energy sources, such as photovoltaic and wind power, to promote the use of renewable energy. These purchases had the effect of reducing CO_2 emissions by approximately 300 kt-CO_2 in fiscal year 2007.

Trends in Purchases of Surplus Power



Chubu Green Power Fund

In October 2000, we instituted the Chubu Green Power Fund. Under the Fund, we collect monthly 500-yen donations from customers who support power generation from renewable energy, and use these funds to encourage its development. As of the end of fiscal year 2007, we have received 783 donations from 1,014 customers. To ensure transparency in the receipt and use of donations, the Fund is being managed by the Chubu Industrial Advancement Center.
We are publicizing the Fund through our website, and match customer donations with our own contributions.

Chubu Industrial Advancement Center

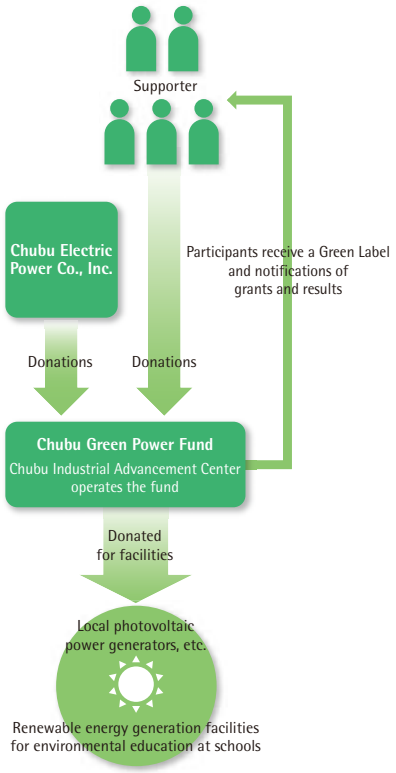
Web http://www.ciac.or.jp /green/

Record of Assistance to Date

Photovoltaic	79 location	1,742 kW
Wind power	1 location	14,000 kW
Power generation facilities for purpose of environmental education	6 location	6.28 kW

* Assistance to wind power generation facilities ceased from fiscal year 2003.

The Chubu Green Power Fund Mechanism



Initiatives from the Electric Power Supply Perspective

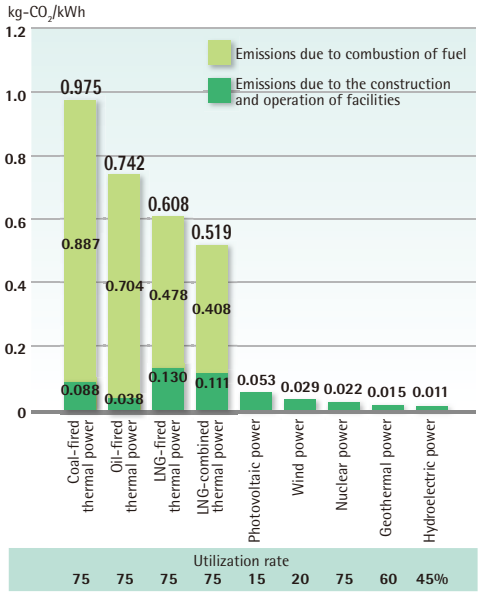
Efficient Utilization of Energy

We are acting to ensure more efficient utilization of energy, by increasing the capacity utilization rate of nuclear power plants, recycling nuclear fuel, and improving the thermal efficiency of thermal power plants.

Promoting Nuclear Power Generation

Nuclear power generation is the most effective measure to counter global warming, and it serves as an excellent power source in terms of energy security. Chubu Electric Power is working to achieve still greater use of nuclear power with the top priority on safety.
Chubu Electric Power is directing all possible internal resources to ensuring smooth development of new nuclear power capacity in order to increase the share of nuclear power generation, with the aim of reaching an optimal power source composition. At the same time, we will also actively seek to receive power from nuclear plants developed by other companies, such as the Ohma Nuclear Power Plant (J-Power, Aomori Prefecture, slated to enter operation in fiscal year 2011), and Units No. 3 and No. 4 at the Tsuruga Nuclear Power Station (Japan Atomic Power Co., Fukui Prefecture, slated to enter operation in fiscal years 2015 and 2016).

Breakdown of CO_2 Emissions by Type of Power Generation

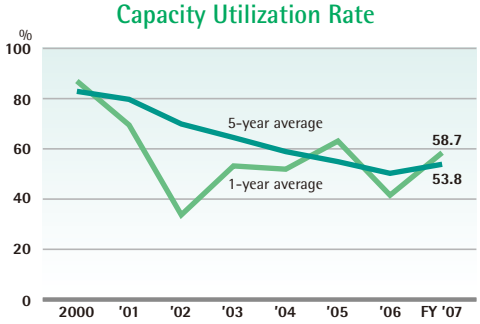


CO_2 emissions derived from energy consumption at all stages, from resource extraction and facility construction to fuel transportation, refining, operation, and maintenance, as well as fuel for power generation.
Figures for nuclear power generation include emissions associated with domestic reprocessing of spent fuel and use of a system employing plutonium uranium mixed oxide fuel (also known as MOX fuel), assuming single recycling as now planned, and disposal of high-level radioactive waste.
Source: Central Research Institute of Electric Power Industry (CRIEPI)

Increase in the Capacity Utilization Rate of Nuclear Power Plants

We are striving to make efficient use of nuclear power plant facilities while taking every safety precaution.
The Hamaoka Nuclear Power Station had a capacity utilization rate of 53.8% in fiscal year 2007 (average of five most recent years; the rate for the single fiscal year was 58.7%).

Trends in the Hamaoka Nuclear Power Station Capacity Utilization Rate



The improvement in the capacity utilization rate from the previous fiscal year represents a reduction in CO_2 of approximately 3 to 5 Mt-CO_2.
As our customers expect, safety will continue to be our top priority as we operate and run the Hamaoka Nuclear Power Station.

Recycling of Nuclear Fuel

In Japan, recycling of nuclear fuel forms the basis of the national nuclear power policy.
Reprocessing spent fuel to efficiently use uranium resources can pave the way for assurance of a long-term energy supply through nuclear power. For Japan, with scarce domestic energy resources, recycling of nuclear fuel is a valuable tool for ensuring energy supply stability. Spent fuel can be reprocessed to separate highly radioactive waste to be treated. Since not all spent fuel is waste, the amount of fuel generated can be reduced.

Global Warming Prevention

* Thermal efficiency:
Out of the thermal energy of the fuel consumed, the percentage of energy capable of transmission as electrical power; an indicator of the efficiency of energy utilization at a thermal power plant.

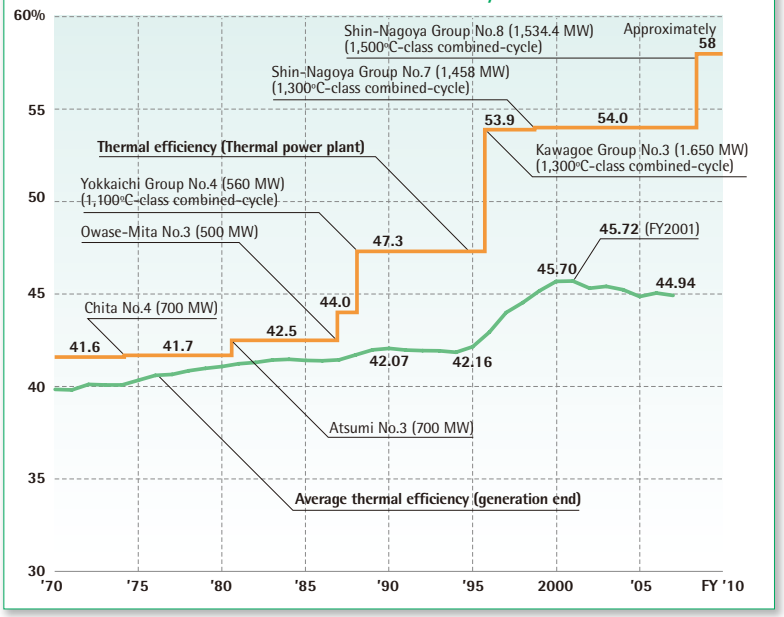
Increase in the Thermal Efficiency* of Thermal Power Plants

An increase in the thermal efficiency of thermal power plants could result in reduced fuel use and CO_2 emissions. We are striving for higher thermal efficiency by installing high-efficiency combined-cycle generation systems and effectively operating high-efficiency thermal power plants.
The gross thermal efficiency of our thermal power plants was 44.94% in fiscal year 2007 (LHV basis).

Leading-Edge Combined-Cycle Power Generation

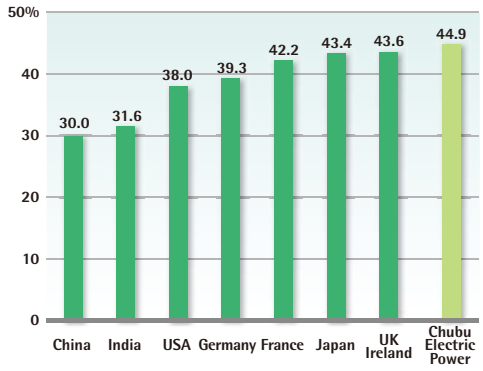
The Shin-Nagoya Thermal Power Station Group No. 8 (1,534.4 MW, Nagoya City, Aichi Prefecture) is a high-efficiency combined-cycle power plant that will be entering operation in fiscal year 2008. The Shin-Nagoya Thermal Power Station Group No. 8 will employ a 1,500°C-class gas turbine to achieve a thermal efficiency of 58% (LHV basis). It will effectively reduce CO_2 emissions by approximately 1Mt-CO_2 every year.
The Joetsu Thermal Power Station (Group No. 1 and No. 2, 1,190 MW, Joetsu City, Niigata Prefecture) is scheduled to be phased into operation gradually in fiscal year 2012. We are utilizing generation facilities with excellent efficiency in this plant as well, in order to reduce CO_2 emissions.

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



Comparison of Thermal Efficiency of Power Generation Facilitates in Major Countries

(LHV basis)

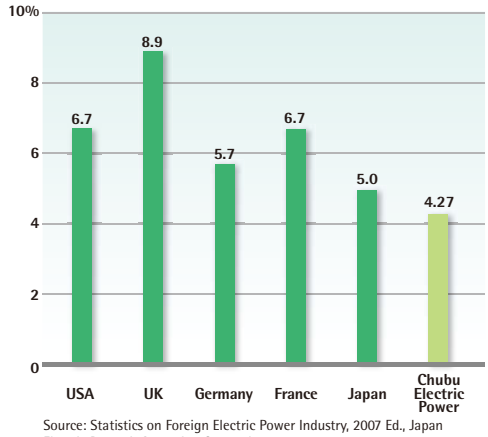


Source: Compiled from materials from the Federation of Electric Power Companies of Japan
Chubu Electric Power FY2007, others FY2004

Reducing Power Transmission and Distribution Loss

We have been actively implementing measures to reduce power transmission and distribution losses, such as installing high-voltage power transmission lines and equipment generating low transmission losses, and utilizing power-grid systems designed to reduce electric power loss. Through these efforts, our power transmission and distribution losses in fiscal year 2007 were only 4.27% (one of the lowest levels among the electric power companies in Japan). Reduction in transmission and distribution loss rate from the previous fiscal year yielded a reduction in CO_2 of approximately 160 kt-CO_2.

Comparison of Transmission and Distribution Loss Rates in Major Countries



Source: Statistics on Foreign Electric Power Industry, 2007 Ed., Japan Electric Power Information Center, Inc.
Chubu Electric Power: FY2007; Japan: FY2006; Others: calendar 2005

Overseas Initiatives

The technical capabilities, human resources, and other management resources fostered by Chubu Electric Power to date will be used effectively. We will contribute to environmental protection in the 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 projects.

Overseas Environmental Projects

Australia Adelaide Afforestation Project	Participated in FY2002. Project land was purchased jointly with six companies including Mitsubishi Paper Mills, Ltd., and afforestation is currently in progress. Project for planting, cultivating, and harvesting (chipping) eucalyptus trees in the Adelaide district of South Australia State.
Thailand Rice Husk Biomass Power Generation Project	CDM project Participated in FY2003. A small generator station with 20 MW output was developed to use rice husks as fuel in the rice-growing region of Northern Thailand. It began operation in December 2005. Contracts have been concluded for the purchase of CO_2 credits from this project.
Malaysia Oil Palm Empty Fruit Bunch Biomass Power Generation Project	CDM project Participated in FY2006. Biomass power generation business (two locations, each 10 MW) using empty palm fruit bunches in eastern Sabah State on the island of Borneo, Malaysia. Scheduled to begin operation in FY2008.
World Bank Prototype Carbon Fund (PCF)	Participated in FY2000. The PCF purchases the CO_2 credits and allocates them to investors. Investment of $10 million
Japan Greenhouse Gas Reduction Fund (JGRF)	Participated in FY2005. The JGRF purchases the CO_2 credits and allocates them to investors. Investment of $10 million
Global/Asia Clean Energy Service Fund	Participated in FY2003. A fund that invests in several small-scale projects centered mainly on the ESCO project. Invests in small-hydroelectric power in India and China, cogeneration in Thailand, and other such projects. Investment of $10 million

Chubu Electric Power is cooperating with the Asia-Pacific Partnership on Clean Development and Climate (APP)* by means of the Federation of Electric Power Companies of Japan. Our aim with the electric utility business is to maintain and upgrade the thermal efficiency of existing thermal power plants in APP-participant countries by activities to implement and disseminate best practices for operation and maintenance management.

Voice on Site

Using Environmental Protection Technology Effectively in Developing Countries

Mitsuhiro Hanai
Chubu Electric Power (Thailand) Co., Ltd.

Chubu Electric Power is performing functions ranging from construction to operation and maintenance for the A. T. Biopower Co., Ltd., which is carrying out a project to generate power from rice hulls in Thailand. This was our first experience with biomass power plants, and we applied the technology of our Hekinan Thermal Power Station, which is Japan's largest coal-fired plant. We have been making use of it in measures taken on plant facilities and equipment, in creating a framework for operation and maintenance, and so on.
In the early stages of the project, local residents carried on a movement opposing it because they were worried about air pollution. These concerns were allayed by our flue-gas treatment using dust collectors, our thoroughgoing compliance with environmental standards, our zero emissions practice of discharging no wastewater, and other such measures. I am proud that this environmentally considerate energy business developed in Thailand has earned the gratitude of the local community.

Purchasing CO_2 Emission Credits

We have so far concluded purchase agreements for approximately 20.2 Mt of CO_2 credits. This includes environment-related businesses overseas.

Purchasing CO_2 Emission Credits	**Purchase from CDM businesses (China, India, etc.)** Wind power generation projects Hydroelectric power projects Natural gas power generation projects Waste methane gas recovery and power generation projects Chlorofluorocarbon gas recovery and decomposition projects, etc. **Other** Joint purchases with Japan Carbon Finance, Ltd.

* Clean Development Mechanism (CDM):
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.

* Asia-Pacific Partnership on Clean Development and Climate (APP):
A public-private sector regional cooperation partnership established to address the issues of growing energy demand, energy security, and climate change. The seven member countries are the US, Australia, Canada, China, India, the Republic of Korea, and Japan.

Global Warming Prevention

Initiatives from the Electric Power Demand Perspective

Energy Conservation

Promoting More Efficient Energy Use by Customers

To reduce CO_2 emissions through energy conservation in homes, buildings and factories, we are implementing measures such as developing and recommending high-efficiency equipment for use by our customers.

Popularizing Electrical Heat Pump Air Conditioners

In our sales promotion activities focused on energy solutions, we recommend highly efficient, environmentally friendly electrical heat pump air conditioners. In fiscal year 2007, we received 960 orders corresponding to approximately 172 MW.

Popularizing Eco Cute

Water heating accounts for about one-third of residential energy consumption. We are working to expand the diffusion of Eco Cute, an electric water heater that uses a heat pump with natural coolant (CO_2). Eco Cute reduces energy consumption from water heating and is also budget- and environment-friendly. The machine is very popular among our customers and approximately 62,000 units were sold in fiscal year 2007 alone. Cumulative sales since the system's launch amount to around 208,000 units.
We are also implementing the Home Energy Conservation Partnership Project jointly with Seto City of Aichi Prefecture. Backed by the New Energy and Industrial Technology Development Organization, the project subsidizes part of the initial cost of our Eco Cute and energy utilization measuring system Sho-ene Navi, and also gathers data on energy-conservation effects and reductions in CO_2 emissions. We use the presented data to determine the energy conservation and CO_2 reduction effectiveness of Eco Cute, and we disseminate this information widely to aid in promoting popularization.

Research and Development on High-Efficiency Equipment

In addition to reducing our own greenhouse gas emissions, we are engaged in research and development of energy conservation methods that Chubu Electric Power customers can use to reduce CO_2 emissions.
Hot-Eco VRV is a high-efficiency multi-heater/air conditioner that Chubu Electric Power has developed jointly with Daikin Industries, Ltd., Hokkaido Electric Power Co., Ltd., Tohoku Electric Power Co., Inc., Hokuriku Electric Power Company and the Chugoku Electric Power Co., Inc., for use in office buildings in cold climates. It has a newly developed two-stage compression system that significantly increases heating efficiency when outside air temperatures are low. Provisional estimates made for an office building (equivalent to 3,000 m^2 of floor space) in a cold region within the Chubu Electric Power service area (Nagano City) indicate that this equipment would achieve energy conservation approximately 9% better than previous equipment. This also represents a reduction of approximately 9% in CO_2 emissions. In recognition of these results, the Hot-Eco VRV was given the Director General's Prize at the 18th Energy Conservation Grand Prizes of the Agency of Natural Resources and Energy in fiscal year 2007.

Other Programs to Increase Awareness of Energy Conservation

We take advantage of a wide range of opportunities to provide information about energy conservation to our customers. We ask our customers to use electricity efficiently, thereby helping to prevent global warming.

- Display electricity usage for the same month of the previous year on meter readings
- Distribute pamphlets such as Q&A: Skillfully Using Electricity and Eco Report
- Participated in campaign to support the citizens' movement for prevention of global warming calling for "1 kg CO_2 reduction per person per day"
- Offer energy-conservation consulting as part of our customer solution services
- Recommended high-efficiency energy conservation equipment at ENE-WAY and other such exhibitions
- Develop public relations via our Eco Land, and other websites

Other Global Warming Countermeasures

Reduction of Non-CO_2 Greenhouse Gases

Chubu Electric Power is also working to reduce greenhouse gases from sulfur hexafluoride (SF_6) used in insulation and other substances found in power facilities.

HFC	FY2007 emissions approximately 59 t-CO_2 HFCs are mainly used in refrigerants for air-conditioning systems. Our efforts to reduce HFCs include prevention of leaks and recovery of gas at disposal facilities.
PFC	PFCs are used in liquid form in insulation for transformers and also in refrigerants. Accordingly, PFCs are not released into the air.
SF_6 (sulfur hexafluoride)	FY2007 emissions approximately 60 kt-CO_2 SF_6 is mainly used in insulation for power facilities. We are working to recover SF_6 during inspection and repair, in order to reuse the recovered gas for other purposes.
CH_4 (methane)	The level of unburned CH_4 generated from combustion of fuels at thermal power plants was below the CH_4 level in the air. Accordingly, there were effectively no emissions.
N_2O (dinitrogen monoxide)	We are working to reduce N_2O emissions through improvement of thermal power generation efficiency, among other methods.

Initiatives in Physical Distribution

We are working to conserve energy and reduce CO_2 in the transportation of fuel, materials, and waste materials. Emissions in fiscal year 2007 came to approximately 20 kt-CO_2. We have already promoted modal shifts (changing over to maritime and rail transportation) and high load factor transportation. In the future we will continue these measures and also study further improvements in order to seek greater efficiency in transportation.

To improve the efficiency of fuel shipments from overseas, we are encouraging the use of large container ships. Using large container ships to transport coal, we were able to cut transportation fuels and reduce CO_2 emissions by approximately 20 kt-CO_2.

With the revision of the Energy Conservation Law, consignors are now required to implement energy efficiency measures during transportation. We will comply with the new requirement and strive to further increase logistics efficiency.

Efforts of the Chubu Electric Power Labor Union

We are engaged in creating a networked Building and Energy Management System (BEMS*) in order to conduct energy management efficiently over multiple offices. The system brings together instrumentation data on electric power and other such factors in each building by means of an intranet. After analyzing the data, the system carries out diagnoses with the aim of reducing energy use and CO_2 emissions at each business location.

* BEMS: A system that monitors the indoor environment and energy usage in a commercial building and manages the operation of equipment and facilities so as to reduce energy consumption.

CO_2 Emissions from Electricity Consumption in Offices and Vehicle Fuel Consumption

Electricity consumption in offices	Approx. 67 kt-CO_2
Vehicle fuel consumption	Approx. 10 kt-CO_2

Awareness-Raising Programs for Customers and Employees

Chubu Electric Power assists with energy and resource conservation movements in the home by taking part in the support campaign for the citizens' movement to prevent global warming by "1 kg CO_2 reduction per person per day" that the national government is promoting.

The Chubu Electric Power Group has long been encouraging employees to engage in energy and resource conservation in their homes. In June 2007, the Chubu Electric Power president and the chair of the headquarters executive committee of the Chubu Electric Power labor union signed off on a campaign to promote expanded use of the home environmental account book and other environmentally friendly activities.

Global Warming Prevention

Chubu Electric Power Group Initiatives for CO_2 Reduction

The Chubu Electric Power Group is engaged in promoting measures to counter global warming in various aspects of the electric power supply chain.

Resources and Transportation

Conserve energy by using larger ships
Research on afforestation at former coal mine sites in Australia

Make — **Send**

Power Plant

- Promote nuclear power generation
- Improve thermal efficiency of thermal power
- Promote electric power generation using wind power, small-hydroelectric power, biomass, etc.
- Purchase surplus power from renewable energy sources

Power Transmission and Distribution Facilities

- Reducing power transmission and distribution loss
- Convert to higher voltages
- Adopt low-loss equipment
- Improving SF_6 Gas Recovery Rate

Wind power generation business

Chubu Electric Power

Chubu Electric Power Group

Research and Development

- Biomass power generation technology
- High-efficiency electrical equipment
- Research and development on electric vehicles, etc.

Business Locations

- Energy and resource conservation in the office
- Adopt BEMS, etc.

Energy and resource conservation in the office

Initiatives for energy and resource conservation in Chubu Electric Power Group employee homes

Use

Customers

Plant and Office

- Suggest solutions
- Support dissemination of high-efficiency electrical equipment
- Heat supply business
- ESCO Project

Household

- Popularizing Eco Cute
- Dissemination of environmental account books
- Cooperation with "1 kg CO_2 reduction per person per day" movement
- Widespread adoption of energy conserving residences

Local Community

- Chubu Green Power Fund
- Traveling classes and other awareness-raising programs
- Collaboration with Energy Conservation Center, etc.

World

Rice Husk Biomass Power Generation Project in Thailand

Afforestation project in Australia

Oil Palm Empty Fruit Bunch Biomass Power Generation Project in Malaysia

Overseas consulting

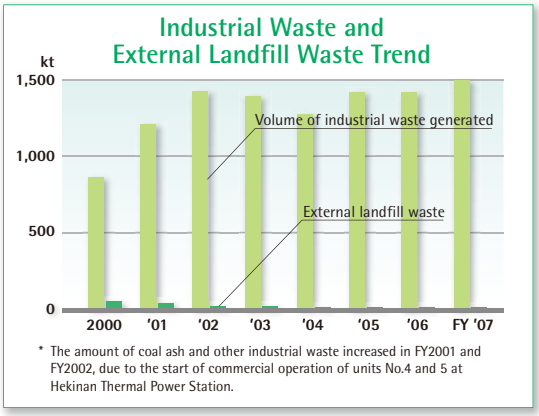
Environmental Conservation

With the goal of realizing a recycling society, Chubu Electric Power is working to achieve zero emissions of industrial waste discharged in the course of business activities. We are also pursuing initiatives for environmental conservation and biological diversity at our power stations and other locations.

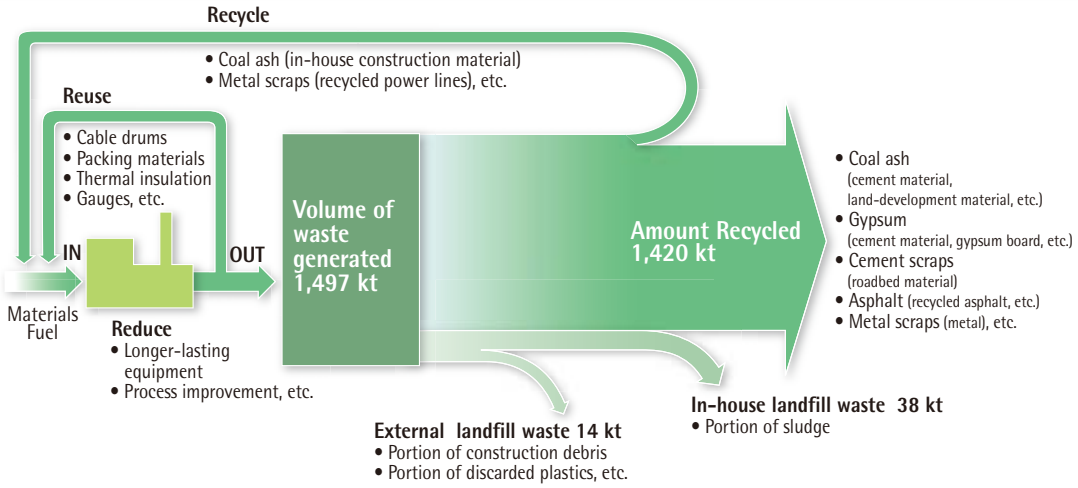
Waste Reduction

Targeting Zero Emissions

We set the target of zero emissions in fiscal year 2004, and have been engaged in various activities to meet this goal based on the 3 Rs of Reducing, Reusing, and Recycling waste, including waste produced by our contractors.
Waste generated by our facilities amounted to 1,497 kt in fiscal year 2007. Although waste disposal at external landfills increased by 3 kt over the previous fiscal year, to 14 kt, 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 zero emissions.



Industrial Waste Processing and Recycling Flowchart (Chubu Electric Power)



Industrial Waste, Waste By-Products and Amount Recycled (FY2007, unit: kt)

	Amount Generated	Amount Recycled	In-house landfill waste*2	External landfill waste
Coal ash	967	967	0	0
Heavy and crude oil ash	4	4	0	0
Gypsum	272	272	0	0
Sludge (including solidified sludge)	120	72	38	3
Waste plastic	3	1	0	2
Metal scrap	23	23	0	0
Glass and ceramic scrap	2	0	0	2
Construction debris	77	72	0	5
Other*1	29	9	0	2
Total	1,497	1,420	38	14

*1: Waste oil, waste alkali, etc.
*2: Used as landfill material

Effective Use of Coal Ash

The coal ash generated at the Hekinan Thermal Power Station is used as the raw material for a synthetic zeolite called Circulash. Chubu Electric Power is manufacturing and selling this material that contributes to environmental improvement.
Circulash is capable of adsorbing a variety of different substances, and water purification equipment using this material has been installed. The water purification technique using Circulash is registered with the New Technology Information System (NETIS) of the Ministry of Land, Infrastructure, Transport and Tourism.

Purification facility using Circulash for wastewater containing lead at local government target range

Initiatives for Waste Reduction

In fiscal year 2002, we began research related to raising the recycling rate for power distribution hardware in order to reduce the amount of waste generated. As a result, we found that crossarms that had been discarded as scrap iron could be reused. When replated, approximately 40% of them had the same strength and corrosion resistance performance as conventional products. Trials were held at some regional offices starting in fiscal year 2004. The trials were expanded company-wide in fiscal year 2007.

Initiatives for Recycling

Hekinan Thermal Power Station generates approximately 350–400 tons annually of organic sludge that is discharged from drainage facilities. Up to now, the sludge had been incinerated by an industrial waste treatment company and the residue disposed of in a landfill. Now Chubu Electric Power has begun a recycling initiative that pelletizes the sludge and composts it.
The waste treatment company has one of Japan's largest closed (does not release odors or slush) composting and recycling facilities. It mixes food residues and other general waste with industrial waste composed of sludge and animal and vegetable residues. The mixture is composted.

Compactor squeezes out sludge at the treatment facility

Management of Radioactive Waste

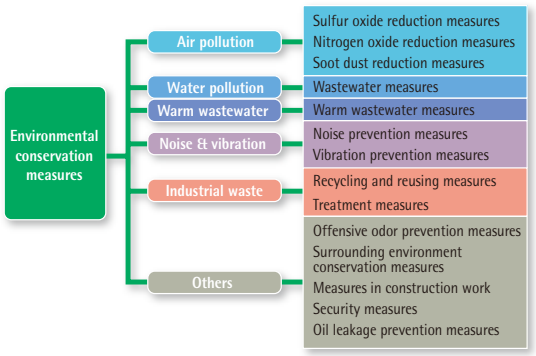
The term" radioactive waste" refers to the waste generated at nuclear power stations. Radioactive waste produced at the Hamaoka Nuclear Power Station is treated with various methods depending on the type and concentration, in order to prevent it from affecting the environment.
After measuring the radioactivity to ensure safety, some of the gaseous and liquid radioactive waste is discharged into the atmosphere and the sea from exhaust pipes and ducts. We manage to keep the impact of this discharge on the surrounding area to no more than about one-fiftieth of the natural radiation (0.05 millisieverts*/year).
As of the end of fiscal year 2007, we were safely managing 36,038 drums (in oil-drum equivalents) of low-level radioactive waste at the solid waste storage depot on the station premises. Since fiscal year 1992, we have sent a total of 21,853 drums to the Low-Level Radioactive Waste Disposal Center (operated by Japan Nuclear Fuel Limited) in Rokkasho Village, Aomori Prefecture. There, the drums are stored underground (at a depth of at least 4 m) after the radioactive material is sealed in.

* millisieverts: A unit designating the degree of radioactive influence on the human body

Environmental Conservation

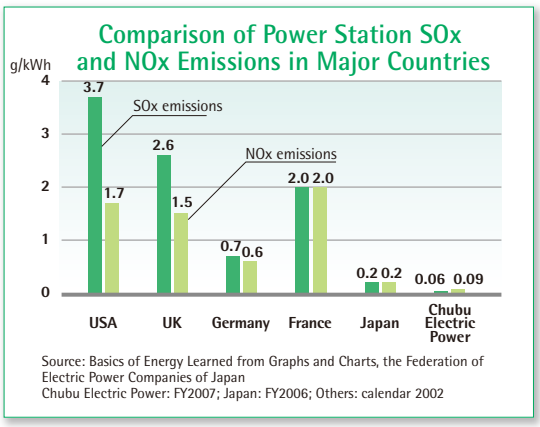
Encouragement of Environmental Conservation Measures at Power Stations

We are paying close attention to the surrounding environment by implementing measures against air pollution, water pollution, noise and vibration, based on environmental conservation agreements with local municipalities, and we are monitoring the effectiveness of these measures. At our power stations, we also carry out monitoring surveys of the surrounding area to verify that there is no impact on the environment.



Air Pollution Prevention

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.



Source: Basics of Energy Learned from Graphs and Charts, the Federation of Electric Power Companies of Japan
Chubu Electric Power: FY2007; Japan: FY2006; Others: calendar 2002

Wastewater

Water used at power stations is treated by comprehensive wastewater treatment systems before being released into the water systems of the outside environment. To reduce the effect of thermal effluent, we are adopting the deep-layer seawater intake and surface-discharge method, among others. We have also prepared for possible oil leaks by, for example, putting oil fences around vessels and stockpiling oil-collecting materials at all times.

Noise and Vibration Prevention

We are working to prevent noise and vibration by constructing and installing buildings and equipment at optimal locations, adopting low-noise/low-vibration equipment, and installing silencing systems and sound-insulating walls.

Compliance with Environmental Laws and Regulations

There were no violations of environmental statutes or regulations in fiscal year 2007. However, pollution control agreement values were exceeded in one case, and measures were taken to prevent recurrence.

Radiation Control in the Vicinity of the Hamaoka Nuclear Power Station

People are exposed to radiation and radioactive substances in daily life. Annual exposure to natural radiation from cosmic rays and radioactive substances in soil and food amounts to about 2.4 millisieverts per person (average worldwide). Laws stipulate that radiation doses received from nuclear power stations by local residents must not exceed 1 millisievert per year.
The dose from the Hamaoka Nuclear Power Station, as estimated based on the amount of radioactive gaseous and liquid waste discharged, was less than 0.001 millisievert for fiscal year 2007.

Chemical Substances Management

Control of PRTR-Regulated Substances

Chubu Electric Power monitors the volumes of designated chemical substances (PRTR-regulated substances) that are discharged and transferred according to the Law Concerning Reporting, etc., of Releases to the Environment of Specific Chemical Substances and Promoting Improvements in Their Management (PRTR Law). We also implement strict controls on these substances based on in-house manuals and other such materials. We are also working to reduce the amounts of PRTR-regulated substances discharged by improving operating methods and introducing alternative substances and technologies.

Approaches to Emission Reduction

To reduce the release into the atmosphere of toluene, xylene and other pollutants contained in paints, we are now using paints with significantly lower levels of toxic substances or none at all.
We will continue to pursue these methods while also attempting to reduce emissions by other means, such as revising the frequency of painting.

PCB (Polychlorinated Biphenyl) Treatment

Since February 2005, the Insulation Oil Recycling Center has been carrying out detoxification of insulation oil with low PCB concentrations. This had mistakenly been mixed with the oil used in some pole-mounted transformers. Approximately 16,000 kL of insulation oil has been treated so far. The treated oil is confirmed to have PCB content at or below the standard level, and then is shipped as recycled oil (fuel oil, etc.).
The containers and components of the pole-mounted transformers that contained low concentrations of PCB have been detoxified at the Transformer Recycling Center, which began operation in May 2008.
Transformers and other equipment using insulation oils containing PCB (equipment with high PCB concentrations) are treated by Japan Environmental Safety Corporation (JESCO).

In accordance with the report submitted to the government by Japan Electrical Manufacturers' Association in 2002, we are also implementing proper control over transformers and other equipment that have been found to contain trace amounts of PCB.


Work underway at the Transformer Recycling Center

Status of Asbestos Usage

We are committed to investigating and monitoring our asbestos usage, and publicize our asbestos initiatives in a timely manner.
We used spray-on coatings containing asbestos in some of our buildings as soundproofing, insulation, and fireproofing materials; however, we are currently implementing well-planned measures to remedy the situation, including asbestos removal. We also used products containing asbestos in some of our generator facilities' heat insulation, shielding, and other materials, but as these are molded products, it will not disperse under normal-use conditions.
For this reason, we plan to gradually replace these products with asbestos-free products when we carry out periodic inspections, improvements, and repairs.
We will continue to respond appropriately to asbestos issues, in accordance with national asbestos policy and relevant laws and regulations.

Soil Pollution Prevention

Public health may be affected by coming into direct contact with soil contaminated with toxic substances, or by drinking underground water taken from contaminated ground. Chubu Electric Power is working to prevent soil contamination, while complying with and taking appropriate actions under all laws and ordinances designed to prevent soil pollution.

Environmental Conservation

Expansion of Environmentally Friendly Activities

Protecting Biological Diversity

We own about 2,300 hectares of green land, in forests and green areas of our power station premises. We green our thermal and nuclear power stations with the goal of forming forested areas similar to the natural state. When we green our plant premises, we strive to create a natural ecosystem. We select trees that harmonize with the local plant life, and also include food plants favored by local birds and other animals.

Greening Measures at Hekinan Thermal Power Station

Potted saplings of indigenous varieties were planted during the construction of Units No. 1 to 3. Now, 15 years or more later, the green area of the power station has a local forest that has grown to a height of 10–15 m, and that is functioning as a habitat for many plants and animals.
This power station is situated adjacent to the mouth of the Yahagi River, which is a migration location for curlews and plovers. We therefore built a pond for wild birds with an accompanying field of low shrubs and grassland in a section of the grounds. We also built circulating waterways and ponds as habitats for aquatic insects and freshwater fish. In this way we have built a friendly ecosphere on the grounds that is open to the public as the Eco Park.

Circulating waterway (pond) at the Hekinan Thermal Power Station

Giving Away Saplings

Chubu Electric Power has been planting tree seedlings in schools, parks, and other public facilities in order to support the development of local communities that are rich in greenery. As of the end of fiscal year 2007, we have distributed a cumulative total of approximately 335,000 trees for planting. In November 2007, the total of trees planted reached 300,000. We held a commemorative tree planting in the Expo 2005 Aichi Memorial Park (commonly known as Morikoro Park), where we planted trees with 130 people selected by public application.

Consideration for Rare Birds of Prey and Other Fauna

Construction of the Joetsu Thermal Power Line from the Joetsu Thermal Power Station was preceded by an evaluation of the impact on the environment. On the advice of experts, we designed and built the line with consideration for rare birds of prey, swans, and other fauna.

Consideration for Scenery

The exterior wall of the main building at Shin-Nagoya Thermal Power Station Group No. 8 is decorated with cobalt blue as the base color in order to blend in with the image of the harbor. The wall shows the musical score of Mozart's Symphony No.40, which is also used on the Group No. 7 building. This was chosen as an appropriate design for the scenic view at the entryway to Nagoya harbor.

Voice on Site

For the Benefit of Migrating Wild Birds

Takao Saito
Representative at Hekinan Healing Garden
Facility Management Group
Thermal Branch Office
Chuden Real Estate Co., Inc.

We adjust the water level in the pond for wild birds four times a year to suit the wild birds that fly in.
From March to May and from August to October, we try to attract curlews and plovers by making the water shallower. From November to March, we make the water deeper for the wild ducks that come in. We adjust the water level in each season and try various ideas to attract more wild birds.

Environmental Management

It is crucial for corporations to promote environmental management in order to put sustainable management into practice.
We have worked continuously to introduce such an environmental management system, and we endeavor to promote the principles of environmental management through various mechanisms and programs, including education for employees and the community, and green procurement methods.
We will press on with the aim of further raising our level of environmental contribution.

Environmental Management System

We are committed to building our environmental management systems and reducing environmental impact and risks. In doing so, we are also committed to complying with laws and regulations and reducing impact on the environment as much as possible.

Building Environmental Management Systems

Since establishing environmental management rules in January 1998, we have worked steadily to building an environmental management system, or EMS, at each of our business premises.
As a result, all our business locations have established ISO 14001-compliant environmental management systems as of the end of fiscal year 2007.

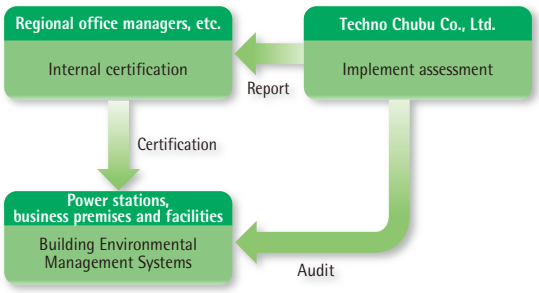
Facilities with ISO 14001 Certification (As of the end of FY2007)

Head office	Chita/Chita Daini Thermal Power Station
	Hamaoka Nuclear Power Station
	Engineering Technology Center
	Research & Development Division
Regional offices	14 facilities supervised by Shizuoka Regional Office
	17 facilities supervised by Nagano Regional Office
	13 facilities supervised by Okazaki Regional Office

Internal EMS Certification System

Since fiscal year 1999, we have implemented an internal certification system for company-wide deployment of EMS. Techno Chubu Company Ltd., a subsidiary of Chubu, carries out examinations on par with examination and registration institutions.

Internal EMS certification system



TOPICS

Measures to Make Environmental Preservation Activities More Visible

Yasunori Kato
Environmental Planning and Administration Group
Environmental Office
Department
Chubu Electric Power Co., Inc.

In fiscal year 2003, we initiated research related to making visible the effects of environmental preservation conducted in the course of business activities. Up to now we have been using a Japanese version of the Life-cycle Impact Assessment Method Based on Endpoint Modeling (LIME) to develop methods for quantifying the effectiveness of activities to reduce the environmental impact generated by business operations as well as of environmental conservation activities.
In fiscal year 2007, Chubu Electric Power participated in a Working Group to Study the Utilization of LIME2 organized by the LCA Japan Forum. There we brushed up on our methodology. We also presented our research results in a poster session at the Third International Conference on Life Cycle Management in Zurich, Switzerland. This research is being conducted under the guidance of Professor Inaba of the University of Tokyo and Associate Professor Sakagami of Nihon Fukushi University.

Environmental Management

Green Procurement

In fiscal year 2003, we adopted the Chubu Electric Power Green Procurement system. The companies involved in our business activities under the Chubu Electric Power Group are all working together as one toward the goal of creating a society dedicated to recycling. In fiscal year 2006, we also took CSR into consideration when procuring our supplies. Look! P60

Green Procurement of Office Supplies

In fiscal year 2007, our green procurement ratio was 96%. We are now aiming to raise our employees' environmental awareness further, and achieve a green procurement ratio of 100% for office supplies.

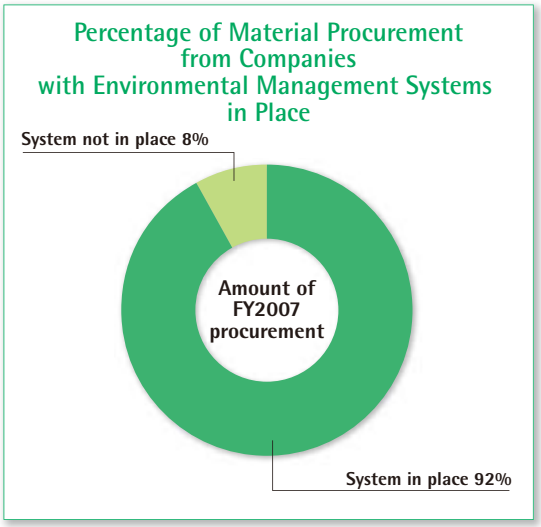
Green Procurement of Electric-Power Equipment and Materials

To reduce the environmental impact of our electric-power equipment and materials, we are working with our business partners to implement a comprehensive set of programs.
We are evaluating procurement with a focus on criteria such as energy efficiency, resource efficiency, recyclability, and toxicity. Therefore, we are expediting the purchase of removable thermal insulation that can be used repeatedly, paint that is less toxic, and so on.
Since fiscal year 2005, we have been asking our business partners to submit suggestions for ways to better engage environmental concerns (green proposals). We received three proposals during fiscal year 2007, including one from Fuji Electric Systems Co., Ltd., about using non-toxic trivalent chromium in plating parts of watt-hour meters instead of hexavalent chromium.

Status of Supply Chain Initiatives

Suppliers accounting for approximately 90% or more of the value of materials procured by Chubu Electric Power already have environmental management systems* in place. We are committed to continuing our efforts to raise awareness among our business partners, and to working to upgrade our environmental initiatives across the entire supply chain.

* Either acquired ISO 14001 certification or adopted Eco Action 21.



Cases of Green Procurement of Electric-Power Equipment and Materials

Item		Description
Materials	Thermal insulation	Detachable thermal insulation that is easy to remove and replace (reduces waste) Applications: Thermal insulation on pipes and valves in thermal power stations
	Paints	Paint with lower toxic content (reduces hazardous chemicals) Applications: Paint for steel structures, buildings, etc.
Process	Use of helicopter to remove steel towers	Use of helicopter to remove steel towers reduces the space required for work in mountainous areas and can also reduce the area of clear-cutting (consideration for recycling, etc.)

Environmental Education

In principle, we offer environmental education to our employees on a daily basis through on-the-job training. This is supplemented with instruction from environmental education trainers, environmental education programs for newly hired employees, and an e-learning program offered to all employees. In addition, each division has its own environmental education programs as part of its specialized training. The Chubu Electric Power Group is also engaged in environmental education.

Environmental Education Trainer System

Under the system, our Environmental Affairs Department holds seminars for environmental education trainers who are selected at each business facility. These trainers apply the knowledge gained through the seminars toward educating the employees at their business facility about the environment. Since the system was established in fiscal year 1998, a cumulative total of 2,498 trainers have attended the seminars, and are capitalizing on the environmental knowledge obtained in their own work and in guidance of the employees under their supervision. We also make monthly broadcasts about global warming issues and other environmental information using the employee intranet.

Environmental information provided using the intranet

Environmental Education Through E-Learning

In fiscal year 2002, we began an environmental education e-learning program for all employees, and as of fiscal year 2007, the program has attracted the participation of 86% of all employees.

Chubu Eco Points Program

We are implementing the Chubu Eco Points program to encourage independent, environmentally aware actions by the employees of all Group companies as well as their families. This program awards employees points for their environmental activities. As of the end of March 2008, there were 4,400 or more employees taking part.
Activity results are tabulated every six months, and employees and business facilities that have accumulated the highest number of points are acknowledged. The Chubu Eco Points program also encompasses social contribution projects organized and run in collaboration with NPOs and other environmental bodies. In fiscal year 2007, we collaborated with the Chubu Environment Partnership Office under the Ministry of the Environment and gave away 1,100 environmental test kits that use Circulash to children. We also collaborated with NPO Groundwork Tokai in support for the creation of firefly habitats, and in donations of tree seedlings to the Eco Point Recycling Awareness Raising and Afforestation Project (Seto City and Nagakute-cho) of the EXPO Eco Money in Aichi Prefecture.


Afforestation project at Nagakute-cho

Environmental Management

Initiatives by Our Group Companies

The Chubu Electric Power Group, as a Multi-Energy services group, engages in the IT and environmental and social service businesses. In all these business activities, the Group is working as one to promote sustainable management according to the Guidelines for Chubu Electric Power Group Environmental Programs, which we formulated in accordance with the Chubu Electric Power Group Environmental Declaration.

Chubu Electric Power Group Environmental Measures Committee

During fiscal year 2007, the committee met in June and December. Actions taken include formulating Group goals, and making a study tour of the Toyota Office of the Japan Environmental Safety Corporation (JESCO), which is processing PCBs for a wide geographical area. (As of the end of fiscal year 2007, 34 companies including Chubu Electric Power are sending representatives to the Committee.)

Study tour of the Japan Environmental Safety Corporation

Group Environmental Goals

The Group's environmental goals have been formulated to reduce our environmental impact, and we are pursuing measures accordingly.

Item	Goals	Group Results for FY2007 (including Chubu Electric Power)
Percentage of locations with EMS in place	FY2008: 100%	Achieved 100%
Environmental education implementation rate	FY2008: 100%	Achieved 100%
Green procurement rate (consumable office supplies)	Adopted by companies in FY2008: 100%	Adopted by 100% of companies
	Adopted by 100% of companies	Procurement rate 82%
Electric power utilization (offices)	FY2010: 3% reduction (relative to FY2005)	216,990 MWh (increase of 0.9% relative to goal)
Vehicle fuel utilization	FY2010: 3% reduction (relative to FY2005)	9,698 kL (increase of 2.4% relative to goal)
Water utilization	FY2010: 3% reduction (relative to FY2005)	1.343 million m^3 (increase of 2.8% relative to goal)
CO_2 emission intensity	Power generation divisions: Emission intensity reduced 20% over FY2008–2012 (relative to FY1990)	0.470 kg-CO_2/kWh (increase of 1.4% relative to goal)
	Production divisions: Emission intensity reduced 5% in FY2010 (relative to FY2005)	455 kg-CO_2/million yen (decrease of 26% relative to goal)
Industrial waste	FY2013: Promote work on zero emissions (External landfill waste to be less than 1% of industrial waste and byproducts generated)	Industrial waste 1,518 kt Final disposal volume: 19 kt Final disposal rate: 1.3%
Waste final disposal volume		

Initiatives by Our Group Companies

Techno Chubu Co., Ltd.

Techno Chubu Co., Ltd., joined with NGK Water Environment Systems, Ltd., Taisei Corporation, Mitsubishi UFJ Lease & Finance Co., Ltd., and Chubu Steel Plate Co., Ltd., in establishing Green Site Japan Co., Ltd. Through this joint venture, we are participating in the Tahara Recycle Center "Tanseikan" business, a PFI project* in Tahara City.
The Tanseikan is a waste treatment and carbide sales business. Techno Chubu is responsible for the environmental management, measurement, and analysis operations it has cultivated up to now.

Tahara Recycle Center "Tanseikan"

CHUBU SEIKI Co., Ltd.

CHUBU SEIKI is engaged in the business of manufacturing, marketing, and servicing watt-hour meters.
Watt-hour meters are made using solder. The company removes the lead from this solder, and is engaged in switching from hexavelent chromium to the non-toxic trivalent chromium for plating parts. Using advanced repair technology, the company also achieves 98% reuse of watt-hour meters, contributing to the effective use of resources and reduction of waste.

Reusing watt-hour meters

* PFI project: Project to build, maintain, manage, and operate public service facilities using private-sector funds and know-how

C-TECH CORPORATION

C-TECH is building the Wind Park Kasadori (38 MW) wind power station in the Nunobiki Mountain Range of Tsu and Iga cities in Mie Prefecture. The goal is to enter operation in fiscal year 2009 or 2010.
The property developed in the course of construction work on Wind Park Kasadori is being used to good effect. A treeless section of the Aoyama Highland will be reborn as woods known as the Corporate Forest (C-TECH Forest, a provisional name).

Wind Park Misato (Wind Park Kasadori is scheduled to be built nearby)

C ENERGY Co., Inc.

As a Multi-Energy services business, C ENERGY provides the entire range of services from design and installation of general energy facilities and raising funds to verification of effectiveness and maintenance management, as a single step. C ENERGY also supports energy conservation measures, CO_2 reduction, and other environmental measures with ESCO projects.
In fiscal year 2007, C ENERGY was selected as the best solution provision business in a public placement of three ESCO projects (University of Shizuoka, Aichi Prefectural Gymnasium, and Region Plaza Joetsu).

University of Shizuoka

Partnerships in Environmental Communication

We are working hard to ensure that the public understands and trusts our environmental efforts through active information disclosure and interactive communication.
We need to cooperate with the local community as well as countries worldwide in order to address global environmental issues.
We therefore strive to promote cooperation with local communities, and actively pursue information exchange on energy and the environment, and on overseas technological collaboration.

Environmental Communication

Communication Utilizing the Chubu Electric Power Website

We are utilizing our website to provide information and promote dialogue on the environment.

Eco Land	Children can learn about environmental issues in an enjoyable, game-based setting.
Heart Bridge	Lifestyle information website. Together with "*design no Ma*" e-Lifestyle Information Center (November 2008 opening), providing lifestyle information on topics such as food, home topics, health and eco-life
BizEne	Comprehensive website with energy solutions for corporate customers; provides measures to improve energy utilization with latest information and many case examples

Backyard Tour

We conducted "backyard tours" during which participants had the opportunity to view our facilities and learn about our environmental efforts.
With the topic of Chubu Electric Power Group initiatives for renewable energy sources, the latest tour made a study tour of wind power generation facilities, including Wind Park Misato run by C-TECH, and held exchanges of views.

Backyard tour

Tour of Morikoro Park

During June of 2007, which was Environment Awareness Month, Chubu Electric Power organized an event at Expo 2005 Aichi Memorial Park (commonly known as Morikoro Park). Mikihito Tetsuzaki, a television personality, acted as the guide for the "Morikoro Park Tour with Tetchan." Approximately 60 elementary school children and their parents took part in a nature game that took them along the paths in the park to observe the trees and insects living in the forest and to collect leaves and nuts. The children learned the importance of nature while enjoying themselves.

Tour of Morikoro Park

Environment and Energy Seminar

The seminar provides an opportunity for us to exchange opinions on a broad range of environmental issues with young, future leaders of society. In fiscal year 2007, we organized seminars and discussed topics on the environment and energy with university and graduate school students in Aichi Prefecture.

Cooperation with Local Communities

In order to address issues of global environmental preservation, it is crucial to have a variety of partnerships among government agencies, universities, other corporations, NPOs, local residents, and so on. We are promoting collaborative activities with them while engaging in mutual cooperation.

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 Km^2, 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." This program provides members of the general public with opportunities to take part in activities to protect the forest, to have contact with forests, and so on. The aim is to develop human resources throughout society who are capable of putting environmental preservation into practice. While involved in training "Chuden Foresters" volunteers and similar activities, we are also engaged in programs to encourage children to have contact with forests. This allows these leaders of the next generation to learn the importance of nature and its mechanisms, fosters a sensibility and spirit of reverence for nature and living beings, and cultivates an attitude of caring for life.

Look! P8

Activities to provide contact with forests

Cooperative Programs with Environmental NPOs and Other Organizations

In collaboration with the Chubu Recycle Citizens' Organization, an NPO headed by Mr. Yoshiyuki Hagiwara, we have held environmental classes for elementary school students since 1999, and given away commemorative tree-planting certificates since 2001.

Environmental Classes

We held this program for 31 elementary school students in a series of three classes starting in October 2007. In addition to study tours of thermal power stations and nature experiences, we also conducted a program with the cooperation of UNY Co., Ltd., and an NPO. This helped the children learn the importance of energy and nature through environmentally friendly shopping and cooking.

Tree-Planting Certificates

As a part of the Chuden Eco-Partnership Program, we awarded tree-planting certificates to 5,000 customers chosen by lottery.

Fun & Learn Fair 2007

In August 2007, the Nagoya Regional Office of Chubu Electric Power organized the Fun & Learn Fair 2007. This event was intended to encourage the next generation to learn about the environment while having fun. With the cooperation of the Nagoya City Science Museum, the Nagoya City Environmental Study Center (Ecopal Nagoya), and the Chubu Recycle Citizens' Organization, recycling handicraft workshops and other special attractions on environmental themes were held. These popular events attracted over 5,000 parents and children.

Recycling handicraft workshop

Matching Model Businesses to Link Corporations and Citizens

Mie Prefecture and the Chubu Environment Partnership Office of the Ministry of the Environment are collaborating on the promotion of Matching Model Businesses to Link Corporations and Citizens for the formation of sustainable local communities. Chubu Electric Power is cooperating with this initiative, and in March 2008 we organized a meeting at the Kawagoe Thermal Power Station, where members of NPOs engaged in environmental activities in Mie Prefecture could exchange views.

Partnerships in Environmental Communication

Environmental Partnership Organizing Club

Chubu Electric Power is one of a group of 14 local corporations that founded the environmental advocacy group, Environmental Partnership Organizing Club, in February 2000. As of the end of fiscal year 2007, there were 306 participating companies. Chubu Electric Power Chairman Kawaguchi served as Club Chairman in fiscal year 2006 and 2007. We have been actively participating and cooperating on a variety of activities, including awareness-raising of member corporations and promotion of cooperative programs with government agencies, experts, members of the public, and so on.

Visit to an advanced energy-conserving facility (Nagoya Steel Works of Nippon Steel Corporation)

Cooperation with Mie University

Chubu Electric Power and Mie University concluded a framework agreement for industry-university cooperation in fiscal year 2005. We are implementing activities for sustainable development in the region, including research on the electric power business and regional revitalization.
In fiscal year 2007, various activities relating to energy and environmental education were undertaken, including programs for energy and environmental education of children at elementary and junoir high schools. Human resource development programs were also created for university students and people engaged in local environmental activities.

Visit to Hamaoka Nuclear Power Station during creation of human resource development program

Cooperation with the World

We are helping to improve environmental conditions in other countries through our consultation service, capitalizing on the experience and knowledge we have accumulated by implementing environmental measures at our thermal power stations. Look! P39

Development of International Exchange

By accepting trainees from developing countries and dispatching instructors to these countries, we are promoting international exchanges in order to protect the environment, improve energy efficiency, and assure the safety of nuclear power generation.
We are also a member of the World Business Council for Sustainable Development (WBCSD), which brings together some of the world's leading environmental companies to work on various sustainable growth programs.

Acceptance of Trainees and Dispatch of Instructors

	Number of trainee projects	Number of instructor projects
FY2007	17(113)	8(8)

* Figures in parentheses indicate number of participants.

Chubu Electric Power Environmental Roundtable

In the course of strengthening our CSR effort, which includes environmental matters, we reviewed our occasions for receiving views from outside the company. As a result, we closed down the Chubu Electric Power Environmental Forum that had been operating up to that time, and established the new Chubu Electric Power Environmental Roundtable in February 2008. At these events, the General Manager of the Plant Siting and Environmental Affairs Division can receive advice and suggestions on environmental measures in general from experts in environmental issues.

First Chubu Electric Power Environmental Roundtable

The first environmental roundtable took place in February 2008. Opinions were heard regarding the Chubu Electric Power Group's measures to prevent global warming.

Views of the Forum Members

- Making energy matters more visible (presenting them more conspicuously) is important in raising awareness of energy conservation.
- Can't Chubu Electric Power cooperate with NPOs that are operating local small-hydroelectric power plants?
- Please consider using a green electric power regime to resolve cost issues involved in the introduction of renewable energy sources.

> Initiatives pursued in cooperation with customers are important to the prevention of global warming, and we will conduct in-house studies of the effectiveness of such measures.

- The Eco Report is a good tool for making Chubu Electric Power initiatives more widely known, so it should be thoroughly reviewed with a view to making it more applicable.

> Rather than emphasizing primarily in-house matters, the 2008 edition of the Eco Report was planned and produced in cooperation with people outside the Company in order to receive broader input on the report for consideration during our overall review.

HP English TOP > CORPORATE INFORMATION > Environment Report

- It would be good if you could conduct PR on the continuing operation of older hydroelectric power stations, as well as on the most up-to-date thermal power stations.

> We have touched on this topic in the present report.

Look! P35

Second Chubu Electric Power Environmental Roundtable

During the second environmental roundtable, in May 2008, views were heard regarding the results of the Chubu Electric Power Group's measures for environmental preservation in fiscal year 2007.

Views of the Forum Members

- In the course of promoting CO_2 reduction measures, some means must be devised to provide customers with an overall view of Chubu Electric Power initiatives that allows them to understand the initiatives and their effects at a glance.

> The present report contains diagrams that convey an overall view of Chubu Electric Power Group's warming countermeasures and the effectiveness of our CO2 reduction measures. Look! P34~43

- In addition to their advantages, photovoltaic and wind power generation involve various issues, such as output fluctuation and cost, that should also be clearly explained.

> While there are various issues with renewable energy sources, including technical and cost aspects, we intend to actively promote these sources as part of our warming countermeasures, and with full consideration of those issues.

- Environmental and energy education for elementary and junior high school students would probably be more effective if carried out in collaboration with local government bodies, universities, NPOs, and other such organizations.

> Chubu Electric Power is engaged in environmental education programs in collaboration with universities, NPOs, and so on, and we will continue actively implementing these programs. Look! P55~56

Chubu Electric Power Environmental Roundtable Members

Ichiro Yamamoto (Chair)
Professor, Graduate School of Engineering, Nagoya University
Toshihiro Kitada
Professor, Department of Ecological Engineering, Toyohashi University of Technology
Park, Hye-Sook
Professor, Faculty of Humanities and Social Sciences, Mie University
Keiko Kunimura
Director, Nagoya City Waterside Research Group
Noriyuki Kobayashi
Associate Professor, EcoTopia Science Institute, Nagoya University
Masayo Kishida
President, NPO Partnership Support Center
Noriko Sugiyama
Weather Forecaster, Assistant Professor, Graduate School of Environmental Studies, Nagoya University
Susumu Hayashi
Professor Emeritus, Gifu University

Customers

Chubu Electric Power's customers express a wide range of views and requests, and we are committed to acknowledging them in a sincerely receptive manner. We strive thereby to deliver high-quality services that meet our customers' diverse needs, and to increase Customer Satisfaction (CS).

Working for Customer Satisfaction

Policy and Framework

Chubu Electric Power aims to deliver services that gain the customer's trust and give the customer satisfaction. To that end, the sales divisions have formulated a common slogan and instituted a variety of stronger measures 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)

As part of the Chubu Electric Power promotion of CS, the head office and regional offices have been setting up customer satisfaction sections, part of the framework to support CS programs of sales offices that have direct contact with customers. The sales office managers have been acting as CS managers for their office, and working with CS leaders they appoint to promote their own autonomous sales office CS programs.

Overview of Measures

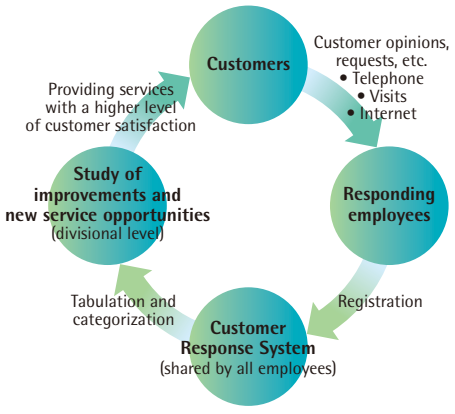
In addition to the training sessions and seminars we have been conducting to develop and improve mind skills in employees, we also take various measures to obtain objective evaluations through surveys. These include participation in contests arranged by outside organizations to rate how employees handle telephone calls from customers, as well as questionnaires we prepare to obtain feedback regarding responses to customers. The results show that Chubu Electric Power receives a positive rating from customers overall; however, some negative impressions were also reported, indicating that there are still further issues to address for improved customer satisfaction.
In fiscal year 2008, the customer satisfaction sections will continue providing support to sales offices as they have been. At the same time, however, we intend to conduct exchanges of views that include the sales offices, and will be developing CS promotion measures that have more practical effect.

A Framework for Utilizing Customer Feedback

Customer Response System

Chubu Electric Power has created a customer response system that operates within the corporate intranet as a framework for utilizing customer feedback. Views and requests received by sales office contact points, over the telephone or by other means, are entered into the system by the recipient. The system makes them available to all employees, so that the feedback can be used to make improvements in everyday operations. The customer feedback recorded in the system is periodically tabulated and categorized at the head office, after which interdepartmental groups and the responsible divisions can conduct specific studies. Over 5,000 items of customer feedback were entered into the system in fiscal year 2007, and were subsequently applied in developing a variety of services and making improvements in operations.

Customer Response System



Customer Satisfaction Surveys

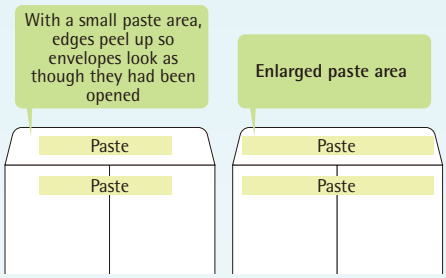
The questionnaires, which target about 1,000 customers living in our service area, ask customers to give their views of Chubu Electric Power, as well as their opinions and requests regarding electricity

bills and all-electric homes. A survey conducted in 2007 showed what people look for in electric power companies: 75% of respondents cited "lower electric bills;" 47% "speedy recovery from accidents and disasters;" and 34% "active measures to address global environmental problems, such as CO_2 reduction."
These results will be broken down and analyzed in detail with the cooperation of a specialized outside agency, and we will make use of the findings in our future activities.

Case Example of Customer Feedback in Use

Improvement of envelope for meter reading forms combined with bill

A comment arrived saying that "the envelope containing the meter reading form looked as though it had been opened." We therefore enlarged the paste area on the flap so that our envelopes could be definitely sealed. This example reflects the recently increased sensitivity among customers about the handling of personal information. This improvement was made because we judged it worthwhile to relieve their anxiety by even the smallest amount.



We are also making improvements to our electricity bills (meter reading forms), pamphlets, websites, and so on, based on feedback from our customers.

Corporate Customers

Chubu Electric Power has specialist sales representatives (account managers) in every region for customers with contracts for 500 kW or more of high-voltage electricity. We also have technical service personnel (solutions staff) to provide them with support related to efficient energy utilization. We are engaged in proactively proposing solutions in order to meet our customers' needs.
Chubu Electric Power also organizes occasions for communicating information to corporate customers.

These are the ENE-WAY expositions, where we introduce case studies of solutions and exhibit the most up-to-date electrification systems. They attract large numbers of visitors every year, and disseminate useful information on energy use by businesses. Meanwhile, for customers using less than 500 kW of high-voltage electricity, we have specialist staff in our sales offices and Corporate Customer Center to handle a wide range of inquiries. The member's information service known as the Chuden KIT Club provides a rate-plan calculation service, information on lightning strikes, e-mail magazine distribution, and other various information services useful to our customers.

Initiatives to Safeguard Personal Information

Chubu Electric Power handles large volumes of personal information, including customer information. We have, therefore, created a basic personal information privacy policy that is in accordance with the Act on the Protection of Personal Information, and we are implementing a variety of measures accordingly.

Establishment of Management System and Employee Education

Chubu Electric Power has a company-wide information control framework with privacy promotion sections set up for that purpose in the various divisions, regional offices, and front-line offices. These sections operate under privacy managers appointed by the president. We are making every effort to establish the proper control of personal information as a company-wide practice, and employees are required to carry an information management pocketbook that summarizes internal company rules and the training offered over the intranet. Efforts to implement proper control of personal information are being carried out in the Group companies as well, where in-house rules are being developed and information is being shared about incidents of information leaks inside and outside the Group.

Preventing Personal Information Leaks and Their Re-occurrence

When cases of loss or theft of personal information occur, we immediately provide the customers with an apology and explanation of the circumstances. Within the company, we make the specifics of what happened known to all, and take thorough measures to prevent the problem from recurring.

Shareholders, Investors, and Business Partners

Shareholders and Investors

By remaining a robust enterprise that can respond flexibly and effectively to changes in the market environment and showing sufficient performance while maintaining a high degree of transparency through appropriate managerial and financial disclosure, we consider the Group to be a reliable partner for our shareholders and investors.

Maintaining Communication by IR Activities*

In addition to holding biannual briefings on its financial results, Chubu Electric Power pursues two-way communication by dispatching executives to meet directly with individual shareholders and investors in Japan and other countries. We also provide tours of power plants and other facilities, hold company orientations for individual investors, and conduct other such activities to foster better understanding of our business activities. We not only disclose our management and financial information on our website, but also accept inquiries from shareholders and investors via e-mail.

* Investor Relations (IR):
A corporation engages in IR activities to provide shareholders and investors with the prompt and unbiased corporate information they require to make investment decisions.

Disclosing Information

We disclose information in accordance with the Securities and Exchange Law and other relevant regulations and ordinances, and the rules for timely disclosure stipulated by the stock exchanges where we are listed. We also actively publish information that we deem will be useful to our shareholders and investors via a wide range of IR tools, including our website.

HP Corporate Information > IR Information

More detailed IR information on Chubu Electric Power can be found in our annual reports.

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.

Basic Procurement Policy

We have a basic procurement policy that specifies total compliance, safety assurance, and reduction of environmental impact, in line with our CSR mission. All our procurement activities are carried out in accordance with this policy.

Basic Procurement Policy

Through Compliance
Assuring Safety
Reduce Environmental Impact
Open Door Policy
Fair and Honest Procurement
Partnerships

HP Corporate Information > Procurement

In Partnership with Our Business Partners

We hold our business partners in high regard and recognize that they aim to develop and grow together with us. In order to jointly fulfill our responsibility to society, we also urge our business partners to implement CSR, requiring them to reply to periodic questionnaires so that we can confirm the status of their CSR measures.
In April 2008, we continued last year's practice of holding presentations to brief business partners on our overall management plans and material order placement. Approximately 350 members of some 190 companies attended these presentations.
We have established a point of contact in our head-office procurement division to enhance communication with our partners. Using this link, business partners can consult with us on parts and materials transactions in general.

Local Communities

We value communication with residents where our facilities are located.
We work to be a trusted neighbor through engaging
in a variety of initiatives to contribute to sustainable regional development
while addressing residents' needs.

Contribution to Society

Basic Policies

In fiscal year 2007, we formulated the Basic Corporate Citizenship Policies of the Chubu Electric Power Group. These establish a shared basis of conceptual approaches and priority areas with Group companies, while at the same time promoting a wide range of activities that also enhance the unique Chubu Electric Power Group identity.

Basic Corporate Citizenship Policies of the Chubu Electric Power Group

1. Basic Approach

As a corporate group based in central Japan that provides Multi-Energy services, Chubu Electric Power Group fulfills our responsibility as a good corporate citizen in accordance with the following policies to demonstrate our commitment to sustainable development of society and our local communities.

(1) Value dialog and partnership as we contribute to building better communities and society.
(2) Take the initiative in support, not only through CSR 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.

2. Key Areas

- Ensuring local welfare and peace of mind
- Environmental conservation
- Education of the next generation
- Cultural and sports activities

Opening Company Facilities to Local Residents

The Higashi-Sakura Kaikan Hall (Higashi-ku, Nagoya City) was constructed in commemoration of the 50th anniversary of Chubu Electric Power's founding. The facility includes conference rooms, galleries, and a gymnasium that are open to the public. Local residents are making use of the facility.
We used part of the green area of the Shin-Nagoya Thermal Power Station to create a garden that we opened to the public, and it has become a favorite of local residents. This is the Nagoya Port Wildflower Garden Bluebonnet (Minato-ku, Nagoya City). It has about 20 garden areas with wildflower themes where people can enjoy the various blooms of the four seasons.
In October 2008, we are slated to open an experiential community garden in the Bluebonnet south area. Various experience-based programs are planned for this area, including experiences of the *satoyama* managed natural environment found in traditional Japanese villages and experiences of gardening welfare (details on following pages).

- Bluebonnet

Web http://www/wfg-bluebonnet.com/

Activities of Employee Volunteer Organization "Fairy Lights Club"

The" Fairy Lights Club" was organized in 1991 as a part of our social contribution activities, and is open to all employees. Since its formation, the club has acquired a large number of employee members, including those from Group companies. Its activities have also been expanding, to include assistance to disaster areas as well as clean-up programs around Chubu Electric Power business locations, public facilities, and other such locations.

Local Communities

Contributions to Society: Ensuring Local Welfare and Peace of Mind

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

Information Services

Chubu Electric Power is providing the "Kizuna Net" network contact service. Oriented mainly to kindergartens, elementary schools, and junior high schools, this service can quickly disseminate information by e-mail to the mobile phones of parents and legal guardians of schoolchildren. The service is being used by 300 or more schools in the Chubu region to support child safety. Prompt notification is sent, for example, when schools are closing immediately because an alert has been issued, or when there is information on a suspicious person.
We also offer a notification service called Patonet Aichi (Patrol Net Aichi) jointly with the Aichi Prefectural Police headquarters. This service, which uses information systems to send notices to mobile phones by e-mail about incidents, suspicious characters and so on, is being used by 50,000 people or more to avoid victimization by crime. These are some of the ways in which Chubu Electric Power is providing information to help local residents live with a sense of security.

HP Press Releases > FY2005(March 27,2006)

Public Information Campaign on the Safe Use of Electricity

Chubu Electric Power is carrying on a public information campaign for the public at large to improve their understanding and knowledge of how to safely use electric power. This is largely focused on August, which is Safe Use of Electric Power Month. As part of this campaign, we check the electrical wiring in the homes of elderly people who live alone, as well as in buildings that are designated as cultural assets.

Power distribution engineering service representative checks the wiring in an elderly person's home

Gardening Welfare Program

Members of the Forum for Building Green, Healthy Communities, an NPO, making flower boxes at the Bluebonnet

Our gardening welfare activities are designed to harness the power of flowers and greenery to alleviate stress, thereby contributing to more widespread health and well-being.
Chubu Electric Power has opened the Nagoya Port Wildflower Garden Bluebonnet to local communities and made it the center for various programs. These include flower arrangement lectures for elderly people and the mentally challenged on day visits, lectures on pressed flower handicrafts, and other such activities to promote health in body and mind.
In collaboration with the Forum for Building Green, Healthy Communities and other NPOs or similar organizations, we have also set up introductory lectures on gardening welfare as well as lectures to train gardening welfare professionals, who are the coordinators for such activities. We are working to promote the dissemination of such programs by a combination of lectures and practical workshops.
There has been a recent trend among local governments to incorporate the conceptual approach and activities of gardening welfare into their local welfare and community-building programs. Chubu Electric Power is assisting with such joint public-private sector initiatives.

Contributions to Society: Environmental Conservation

In addressing global environmental problems, Chubu Electric Power promotes collaboration with local residents. We also consider it important to develop the human resources needed to continue engaging issues in a sustained manner. The Chubu Electric Power Group will join with local communities to make contributions to environmental conservation.

"Chuden Eco Partnership" Activities

The Chuden Eco Partnership initiative provides a new framework for collaboration by NPOs and other such civic organizations with corporations on environmental activities they had been engaging in separately, as well as for cooperation by civic organizations with each other. This initiative further seeks to form larger circles of partnership in environmental activities. The partnership was begun in 2006 when Chubu Electric Power called for participation by NPOs and other civic organizations, student groups, schools, and other such organizations engaged in addressing environmental issues.
The initiative involved 13 groups by fiscal year 2007, bringing together approximately 11,000 people to think about the environment and take local action to work on environmental activities within their own reach. In November 2007, the Chuden Eco Partnership held its second symposium, following the first in the previous year. The various groups gathered together to report on their activities, and engaged in enthusiastic exchanges of views in order to further raise the level of their activities.

The second Eco Partnership Symposium

The Chuden Eco Partnership Initiative Member groups in fiscal year 2007 (in alphabetical order)

Asperger Society (NPO); Chubu Recycle Citizens' Organization (NPO); E-Produce (NPO); Ecobank Aichi (NPO); "Eco No Tsubomi" of Aichi Shukutoku University; Executive Committee of the Environmental Learning Exchange Program for high school and university students; Friends of the Metasequoia Forest; Lovers of Water and Greenery (NPO); Nissin Citizens' Network on the Environment (NPO) (Nishikane Family); Shizuoka Genten (NPO) network of university students and graduate students in Shizuoka Prefecture; Sports Support Association (NPO); Takeuchi Laboratory of the Graduate School of Environmental Studies, Nagoya University; Team Bandori (NPO)

Chuden Elementary School Eco Session

In December 2007, we held the Chuden Elementary School Eco Session. Chubu Electric Power holds this event to generate opportunities for children, society's future leaders, to think about the environment and energy, and to help them learn about the environment. On the day of the event, some 200 elementary school children who had done preliminary study in Chubu Electric Power's traveling classes and in study visits to power plants took part in the session. Under the theme of "What we can do for the future of the Earth," they presented the results of their environmental study in reports on "environmentally friendly community-building," "sustainable ecological activities we can carry out," and other such subjects. After the session, students representing each school held a conversation with Chubu Electric Power President Mita regarding the environment. They exchanged views on specific matters, including the importance of turning down plastic shopping bags at the supermarket checkout.


President Mita talking about the environment with student participants from elementary school

Local Communities

Contributions to Society: Education of the Next Generation

The future of a community depends on its children. At Chubu Electric Power, we provide a wide range of education and support programs to encourage children to become interested in environmental and energy issues.

Expanding Use of Traveling Classes

Chubu Electric Power employees go on assignment to elementary and junior high schools that have made requests. There they organize electrical experiment laboratory sessions to introduce the mechanisms of power generation in easy-to-understand form, and they hold classes on energy and the environment that introduce the importance of energy and environmental preservation.

- *Results for fiscal year 2007:*
  519 sessions with 20,795 participants

Study Tours to Workplaces and Facilities

On request from elementary and junior high schools, we accept study tours of our sales offices, power plants, and other facilities. We hold these tours to introduce Chubu Electric Power's business activities.

- *Results for fiscal year 2007:*
  270 tours with 5,298 participants

Chubu Electric Power also has an exhibition facility in the Electricity Museum (Naka-ku, Nagoya City). This has attracted large numbers of visitors who learn about the environment, energy, and science through enjoyable experiences.

Supporting the Teachers of the Future in Collaboration with Aichi University of Education

Chubu Electric Power and Aichi University of Education, a national university corporation, have been collaborating since 2006 on a program to improve the practical leadership quality of university students who intend to become educators. As part of its coursework, the university offers practice teaching (for which students in the teacher-training program can receive credit) using the Electricity Museum, which is Chubu Electric Power's public information facility. In January 2008, 16 third-year students at Aichi University of Education performed hands-on experiments in static electricity and power generation as part of this program.

Aichi University of Education students who aim to become science instructors teach elementary school students about electricity

The Chubu Educational Advancement Foundation

The Chubu Educational Advancement Foundation was founded for the purpose of contributing to the advancement of elementary and junior high school education throughout Japan. Through the foundation, we support a diversity of creative projects in elementary and junior high school education. The presentation ceremony for the Sixth Chuden Educational Awards to recognize research and results on superior teaching practice was held in November 2007. The Seventh Chuden Education Grant awards for experimental education programs and educational research were also presented at that time. One Educational Award was presented and five commendations were awarded while 101 grants were presented.

Foundation President Ochi (Vice President of Chubu Electric Power) (to the left of the microphone) officiates at the awards

- The Chubu Educational Advancement Foundation
  Web http://www.chuden-edu.or.jp/

Contributions to Society: Cultural and Sports Activities

As a corporation maintaining close ties with the community in which it operates, 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.

Sponsorship of Joint Concert by Nagoya Philharmonic Orchestra and High School Brass Bands

Since fiscal year 1999, we have been organizing joint concerts by the Nagoya Philharmonic Orchestra and high school students as a part of our effort to support the music activities of high school students who will lead the cultural development of tomorrow's Japan. The ninth concert took place in fiscal year 2007, with some 40 members of brass bands from four high schools in Gifu Prefecture taking part. After repeated practices together, they played for an audience of approximately 1,200 in a concert at the Gifu Civic Auditorium in February 2008. The joint concert program provides great opportunities for high school musicians to receive instruction directly from Nagoya Philharmonic Orchestra members during joint practice sessions.

Joint concert by Nagoya Philharmonic Orchestra and high school students

University Students Give Presentations in Show Windows

Chubu Electric Power has collaborated with a fine arts university to present art work by students in a show window (16 m long and 2.7 m high) on the east side of our head office building in Higashi-ku, Nagoya City. An exhibition of work by Aichi Prefectural University of Fine Arts and Music students was presented from October 2007 to March 2008. Entitled "Spaces bathed in light warm people's lives" and created with a youthful sensibility, the novel, colorful display was enjoyed by passersby.

Our Rugby Club Coaches School Team Members

The Chubu Electric Power rugby club is helping young people grow in good health through rugby. Every year since 1996, we have been inviting members of rugby teams from local high schools for friendship and exchange events, in addition to giving them some technical guidance. One of these exchange events was held in April 2008 at the Chubu Electric Power Nisshin General Athletic Field. Members of rugby teams from four high schools in Aichi Prefecture took part.
We also do coaching for elementary and junior high school students. In May 2007, we held a rugby workshop with about 50 members of specially picked teams from our rugby school for junior high school students in Aichi Prefecture. In February 2008, a rugby workshop was held in Nagoya for some 100 elementary and junior high school students. Ten current members of the Chubu Electric Power rugby club took part as coaches.

Local high school rugby team members invited for friendly gathering

Local Communities

Contributions to Society: Social Contribution by Group Companies

Participation in Civic Activities: Putting a Stop to Trash Tossing

AICHI ELECTRIC Co., Ltd.

On the day of the "Stop Trash Tossing and Feces Pollution" civic campaign, we conducted a public clean-up in the area of our offices in Kasugai City, Aichi Prefecture. The clean-up was centered mainly on the "Friendly Green Path" in that town. By the request of Kasugai City, we are continuing this cooperative activity.

Protecting Children from Accidents: Traffic Accident Watch Campaign

Chita LNG Co., Ltd.

We take part in the curbside watch campaigns conducted eight times annually by the local Traffic Safety Association. We also carry on watch campaigns in intersections on the 10th, 20th, and 30th of every month with the cooperation of other companies belonging to the association. We are helping to assure safety and peace of mind in the local community by making it possible for children and older people to use the streets safely.

Registered Blood Donation Supporter: Cooperating to Popularize Blood Donation

Chubu Plant Service Co., Ltd.

We have registered as blood donation supporters in the program directed by the headquarters of the Japanese Red Cross Society Blood Program, and for which the Ministry of Health, Labor and Welfare makes public appeals. We have undertaken to distribute the blood donation supporter logo mark, and have called on employees to cooperate in our activities to popularize and increase public awareness of blood donation.

The blood donation supporter logo mark

Exhibiting at Messe Nagoya 2007: Providing Safety, Security, and Comfort

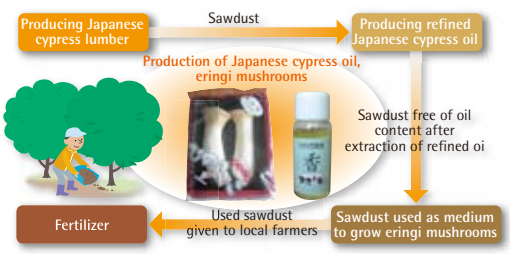
TOENEC CORPORATION

Messe Nagoya is a trade fair operated by the Nagoya Chamber of Commerce and Industry with other organizations. Its main purpose is to introduce the environmental and related measures being carried on by corporations in the area. TOENEC exhibits included soil purification measures, water purification systems, and groundwater utilization systems. We showed items that introduced our work in environmental measures and resource recycling.

Used Raw Materials Make Fertilizer: Promoting the Recycling Society Business Model

Toho Industry Co., Ltd.

We have been using sawdust from Japanese cypress trees, which is a specialty product of the Kishu region, and using it as a medium for growing mushrooms. We sell the mushrooms, and give the used sawdust to local farms for use as fertilizer. This is the environmentally friendly recycling business model that we are pursuing.



Employees

We employ a diversity of people to promote equal opportunity,
and also because we recognize individual capability and aptitude.
We also strive to create a corporate culture
that enables each of our employees to fully exercise his or her skills.
We have built an employment system aimed at maintaining an optimal balance
between work and home, and between work and the community.
We offer support so that each employee can work safely and in good health.

Creating a Pleasant Workplace Environment: Respect for Human Rights and Equal Opportunity

Respect for Human Rights and Equal Opportunity

Chubu Electric Power has eliminated discrimination based on sex, age, academic record, nationality, and so on in advertising and hiring for positions as well as during employment. We pursue equality of opportunity by assuring transparency in compensation and benefits.

Human Rights Awareness and Education Policy

Chubu Electric Power formulated a Human Rights Awareness and Education Policy in order to increase every individual employee's proper understanding of human rights. We are promoting awareness and education programs in accordance with this policy that Chubu Electric Power "will fulfill its responsibilities to society as a company in order to work for the realization of a society in which all human rights are respected." We have organized Individual Rights Awareness Promotion Committees at the head office and regional offices. These committees formulate annual promotion plans, conduct various types of in-house training, and organize Human Rights Week and other such timely activities to increase awareness of human rights. We also take active part in external training sessions organized by government agencies and other organizations.

Establishment of a Point of Contact

Chubu Electric Power is working to prevent harassment by utilizing various types of training to foster correct understanding of harassment and deepen awareness of it. Other activities include utilization of the intranet for consciousness-raising and establishment of harassment contact points inside and outside the company where people can consult on this issue.
Chubu Electric Power has also set up the Personnel Consultation Office as a point of contact where employees can pose questions they might have about company personnel measures.

Hiring of Challenged and Elderly People

We are actively committed to hiring physically challenged individuals to support their independence in society. Including Chuden Wing, an exceptional subsidiary*, as of June 1, 2008, the percentage of our employees who are physically challenged is 2.04%, exceeding the legal requirement of 1.8%.
In light of the amendment to the Law Concerning Stabilization of Employment of Older Persons, we are not just providing extension of employment but are seeking to put the superior capabilities of employees at retirement age to effective use across a wider range. In 2006, therefore, we reevaluated our "senior staff" system for rehiring employees who have reached the age of mandatory retirement.

* Exceptional subsidiary:
The employees of subsidiaries incorporated with special consideration for hiring physically challenged individuals can be considered employees of the parent company for purposes of legal hiring requirements, if they meet certain criteria. Such subsidiaries are called "exceptional subsidiaries."

Initiatives at Chuden Wing Co., Ltd.

Group company Chuden Wing Co., Ltd. opens new employment opportunities for physically challenged persons, and is certified as an exceptional subsidiary. The company opened for business in April 2003 and recently celebrated its fifth year in operation. The 53 staff members, including 37 with mental or physical challenges, work together in the business areas of printing, marketing of gifts and other products, gardening, and so on. They are striving to achieve a balance of the business activity and contribution to society by employing people with challenges.

The three staff members who work in its printing plant are hearing-impaired , but they produce goods of as high quality as other companies. They are working to upgrade their skills on a continuing basis in order to satisfy our customers. All of them have acquired government certification as offset printing technicians (grade 2).

Employees

Creating a Pleasant Workplace Environment: Work-Life Balance

Chubu Electric Power provides various kinds of support so that even as employees actively engage in their jobs in the workplace, they can also live fulfilling lives with their families.

Work System Designed to Harmonize Jobs and Family Life

In October 2005, we revised our work system by introducing a planned holiday and designated work program, in order to allow our employees to balance their work and personal life, and also to encourage them to participate in community activities. The aim of this program is to specify flexible work days and working hours, based on the individual's preferences and in keeping with the work situation, enhancing both our ability to plan the execution of work and employees' home lives.

Support for Balancing Childcare and Nursing Care with Work

Support for Childcare

[Related data]
Our childcare leave was used by 173 employees (all women) during fiscal year 2007.

Our childcare leave program* allows employees to take leave until their child reaches the age of 18 months, or the last day of the fiscal year in which the child turns one year of age, whichever comes later.
In April 2008, we introduced an arrangement intended to further enhance our support for employees who participate in childcare by making it possible to apply life support leave to childcare leave for a certain period of time.
We also have a shortened working-hour program that is available to employees until the last day of the fiscal year in which their child turns six years of age.

Support for Long-Term Care/Nursing Care

[Related data]
The long-term care/nursing care leave was used by seven employees (one woman and six men) during fiscal year 2007.

We have set up a long-term care/nursing care leave program* that allows employees to take up to a total of two years of leave to provide such care.
This program is also intended to lessen the financial burden on employees who are providing long-term and nursing care by having the company pay a portion of their salary while they are on leave under the program.

Starting in April 2008, we have also removed the restriction on the number of days acquired under the shortened working-hour program so that employees who are caring for someone in need of intensive long-term or nursing care can balance that care with their work.

Personal Support System

The Personal Support System introduced in fiscal year 2007 provides subsidies on payments for childcare facilities, long-term care facilities, and other such assistance services.

Telephone Consultation Service Established

Chubu Electric Power has set up a telephone consultation service to assist employees in balancing their work with childcare. The service is for employees who have children up to the sixth year in elementary school, including the period of pregnancy. External advisors stand ready to consult with individual employees.

Life-Support Leave

Chubu Electric Power provides life-support leave to support employees who are actively trying to fulfill their roles as members of their families and of their local communities. Employees can use this leave for volunteer activities, registering as donors, and other activities contributing to society, as well as for their own illness or injury, for caring for an ill child, taking part in school events, and acquiring official certification.

Conducting Employee Satisfaction Surveys

We conduct employee satisfaction surveys as a mechanism to get feedback from our employees. From April to May of 2008, we utilized the intranet to conduct surveys to measure and study our employees' work satisfaction and workload.

Women's Activities Promotion Office Programs

Chubu Electric Power is addressing measures to promote activities by women as a high-priority issue for management. We are committed to creating a corporate climate in which a diverse body of personnel can engage in activities that fully utilize their capabilities regardless of their sex, age, or other such characteristics.
The Women's Employment Promotion Project, which was initiated as an "f Project" in January 2006, was succeeded by the Women's Employment Promotion Office that we established as a dedicated organizational unit in July 2007. This office has declared three main pillars upon which it engages in promoting activities by women.

Three Main Pillars of Women's Initiative

- Creation of opportunities for female employees to demonstrate their abilities
- Awareness reform and improvement of support systems
- External collaboration

This office seeks to improve the visibility of its measures and to collect the opinions of employees by setting up the @C-Walker website, and opening an electronic meeting room. Members of the office also make workplace visits to talk with women executives, conduct employee attitude surveys, and so on to ascertain employee opinions and desires.
We also hold seminars for women employees and their managers in the five prefectures of the Chubu region. These serve as occasions for changing the way people think.
Other activities include organizing various seminars with outside speakers to raise awareness, including among management, as well as organizing forums by Chubu Diversity Net, and meetings for exchanges among different industries.

Seminar in the Matsumoto region (April 2008)

We will continue implementing measures to enable women and other members of our diverse workforce to perform to the fullest extent of their capabilities.

Chubu Diversity Net

The purpose of this organization is to develop a corporate climate of acknowledgement and respect for diversity in the workforce by having corporations in the Chubu region share diversity-related information and case examples of measures they have taken. Formed by INAX Corporation, Denso Corporation, Toyota Tsusho Corporation and Chubu Electric Power, together with the Chubu Industrial Advancement Center (CIAC), the managing corporations together organize study groups or recruit participating corporations to hold forums and organize research groups. They also conduct seminars to disseminate information among management.

From a Chubu Diversity Net Partner

Mr. Hideki Suzuki
Deputy General Manager,
Diversity Development Group and
Group Leader
Tokyo Human Resources Group
Human Resources Development
Toyota Tsusho Corporation

Since Chubu Electric Power called on us to help found the Chubu Diversity Net in January 2007, the number of participating corporations has been steadily growing. As of the end of March 2008, there are 33, and we organize regular study groups and workshop-style meetings for exchanging information. This organization could never have come into being if Chubu Electric Power had not proposed it and put all its effort into creating it. When Chubu Electric Power established the Women's Activities Promotion Office in July 2007, it was a great encouragement for us, and there has been dramatic progress ever since. The website has come on line, seminars are held company-wide, and a record of achievement is steadily being established. Regarding the website in particular, I understand that members of the Women's Activities Promotion Office are writing messages for it every day. I am tremendously impressed by the strength of their dedication.

Employees

Personnel Motivation and Career Development

Chubu Electric Power takes measures for the improvement of employee job skills and supports career development by motivated employees.

Human Resource Development—Training & Education

We have a diverse set of human resource development programs designed to allow each employee to recognize his or her role in the organization and strive to enhance their skills and abilities with a sense of motivation. These programs include specific education programs for employees of different levels, programs designed to pass on or master technical skills, and on-the-job training programs, as well as programs that focus on communication skills.

Group Initiatives in Human Resource Development

The Chubu Electric Power Group Council for Promotion of Education has been set up to pursue effective human resource development by organizing combined training sessions and combined lecture meetings with the cooperation of all Group companies. Sessions held in fiscal year 2007 included topical training for management and skill improvement training for junior employees.

Open Recruitment System

We have established the "Open Recruitment System" that allows highly motivated employees to demonstrate their talents in new business fields. In order to transfer our employees according to their desires and initiative, we implemented this system for transfers to the sales field in February 2003, and to other divisions in April 2004. As of the end of fiscal year 2007, there had been 567 applicants, and 262 of them had been transferred to other divisions.

Career and Skill Development

In April 2008, Chubu Electric Power introduced a new personnel, compensation, and performance evaluation system intended to provide fine-tuned measures for achieving growth and demonstrating capabilities. The performance evaluation system was given particular attention, with a focus on stronger skill development and promotion functions. We also reviewed the substance of the supervisor interview and the evaluation items employed.

TOPICS

Workplace Measures for Personnel Motivation

Motivation by Means of Facilitation Meetings

Gifu Regional Office, Chubu Electric Power

The Gifu Regional Office of Chubu Electric Power is employing facilitation to engage in workplace motivation. Facilitation is a method used in meetings to encourage all the participants to interact autonomously so that they can demonstrate their initiative while also inducing them to reach a consensus.
At the sales department in this regional office, experts were invited to hold lectures for management so they could learn the techniques. Further support for the program involved setting up a page on the sales department website to increase awareness. We then expanded this approach to our other business locations, who have adopted this method for meetings of various kinds. In addition to encouraging extensive and active discussion to resolve issues, this method is also proving useful for reforming member awareness and upgrading skills. We are hearing comments from business locations that it is effective in raising capabilities in the field.

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. We are committed to creating a pleasant workplace environment where employees can do their jobs in safety and good health. This consideration for safety and well-being also extends to subcontractors.

Safety and Well-Being Campaign Policies

To promote comprehensive safety and well-being, we convene an annual ad-hoc committee to consult on and determine the direction of company-wide safety and well-being activities based on opinions from the regional offices and supervisory units.
In accordance with the committee guidelines, the regional offices formulate their own guidelines, and the locations make plans for implementation. Performance of the PDCA cycle on an annual basis is linked to more effective measures.

FY2008 Safety and Well-Being Campaign Policies

1. Safety

(1) When driving
Eliminate traffic accidents through constant awareness of safety.

(2) At work
Eliminate work-related accidents by observing basic rules and conforming with them without fail.

2. Well-Being

(1) Reform of health awareness and action in order to improve lifestyles

(2) Measures to prevent health problems due to overwork

(3) Mental health care measures

Group Safety and Well-Being Activities

To promote the development of labor welfare throughout the Group, we organized a council on safety and well-being among Group companies and are taking various steps on this front. Convening about four times a year, the council facilitates close communication among Group companies, and works to prevent accidents, disease, and injury through such publicity and consciousness-raising activities on safety and health management as joint patrols and seminars.

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 campaign policies. We prepare guidelines to counsel contractors on accident prevention, and furnish them with thorough safety instruction.

Promotion of Mental and Physical Health

Programs to Promote Mental Health

Chubu Electric Power has always attributed high priority to mental health care measures. In fiscal year 2007, our industrial health staff made workplace visits and provided counseling. Other measures included training for management and professional health care staff in improved detection of symptoms and responsive measures, and dissemination of information about stress relief through safety and well-being committees as well as other routes.

Programs to Promote Physical Health

We have made every effort to upgrade the self-administered prevention efforts of our personnel and improve their health. Measures taken include dissemination of information about metabolic syndrome and guidance on health improvement for better lifestyles.
In order to prevent health problems due to overwork, we have also taken such measures as instituting thorough follow-up after unscheduled checkups, and conducting training for management and professional health care staff to improve their knowledge about preventing health problems.

Stakeholder Dialogues

In addition to explaining our CSR efforts in a clear manner to community members, it is also vital to maintain two-way communication with them to receive feedback that we can utilize in future environmental management.
On March 7, 2008, we held our fourth Stakeholder Dialogue, attended by 17 people, including representatives from consumer groups and environment-related NPOs in the Nagoya area and its suburbs as well as environmental representatives from local corporations.

Under the topic of **"working with local communities to promote measures against warming,"** and with Masayo Kishida, president of the NPO Partnership Support Center acting as coordinator, the meeting broke up into three groups and a vigorous exchange of views took place.

Opinions Heard Regarding Measures by Chubu Electric Power and the Group

CO_2 Reduction

- We want Chubu Electric Power to further improve power-generating efficiency.
- We want methods for achieving even slight reductions in the CO_2 generated by coal-fired thermal power generation.
- Chubu Electric Power should give priority to making a 20% reduction in waste-emission intensity.
- Promote the afforestation movement.

▼

- Please see specific measures on p. 34–43.
- Chubu Electric Power recognizes measures against global warming to be a crucial management issue, and we are fully engaged in bringing the full resources of the Group to bear on the matter.

Renewable Energy Sources

- We want Chubu Electric Power to promote the introduction of hydroelectric power and other natural energy sources.
- The Green Power Fund should be expanded.
- Chubu Electric Power should improve power storage systems to deal with the output fluctuations of natural energy sources.

▼

- Please see specific measures on p. 35–36.
- Chubu Electric Power is committed to making a maximum Group-wide effort to introduce wind power generation in order to increase the utilization of renewable and other alternative energy sources.

Environmental Education

- Environmental education for the child-rearing generation is crucial.
- Environmental education will not spread through local communities except in collaboration with NPOs.

▼

- Please see specific measures on p. 55–56.
- We intend to work for improvement of education within the Group as well as to collaborate with environmental NPOs in our efforts to improve environmental education for the next generation.

We Received Ideas for Promoting Global Warming Countermeasures with Local Communities

Renewable Energy Sources

- Dissemination and promotion of photovoltaic power and other clean forms of power generation
- Promote wind power generation using the wind environment around buildings and exhaust air and gas
- NGOs should be included as recipients of Green Power Fund subsidies

CO_2 Reduction and Energy Saving on the Customer Side

- Make CO_2 emissions more visible
- Support the development of energy-saving products and promotional items

Collaboration with Local Communities

- Make Chubu Electric Power sales offices the unit for promoting cooperative activities with NPOs
- Use the thermal effluent from nuclear power and thermal power plants for local agriculture or other such purposes
- Disseminate environmental management systems among the business partners of Chubu Electric Power
- Promote rooftop greening, revive urban parks, put fallow fields to effective use

Opinion Exchange with Mie University

Chubu Electric Power and Mie University, national university corporation, have been engaging in industry-university cooperation. As part of this program, in August 2007 we held an exchange of views, as we had done in the previous year, with the university, including its students, on the matter of contributing to the creation of a sustainable society. The university's Environmental Report 2007 and our CSR Report 2007 served as the basis for discussion.

Views on the Chubu Electric Power CSR Report

In the course of this exchange, views like the following were expressed regarding the Chubu Electric Power CSR Report.

- Chubu Electric Power is carrying out quite a number of programs for environmental education, and it might be a good idea to include their results in the report.

▼

- Questionnaires and other means are being used to measure the results of environmental education for employees, but the fact is that very little change is apparent in the numerical data. In the future, as we take measures to improve education, we will also continue to carry out questionnaire surveys and will consider publishing the results.

- How has employee awareness of the environment changed since the company began putting out the CSR reports?

▼

- We distributed the CSR Report to all our employees. However, as we have not taken any steps to monitor its visible effects, we are considering the use of questionnaire surveys or similar means for this.

- The report will be more multifaceted if, rather than just programs in urban areas, it also includes articles and views of people living near power plants and other more rural residents.

- Environmental activities by Chubu Electric Power employees include, for example, cleanup of the Machiya seashore (Tsu City) as a case in Mie Prefecture. Programs in local communities of this kind should be featured more prominently in CSR reports.

▼

- Many activities are being carried out at our regional offices and business locations. We will try to provide more information about local communities, including their comments, and also about measures taken in local communities.

- There is great interest in information about nuclear power generation, so we want to see easy-to-understand accounts.

▼

- Stakeholders have shown great interest in information about nuclear power generation, even in questionnaire surveys and so on. We will therefore give further consideration to how to incorporate the most recent information and how to make the information as readily understandable as possible.

Sustainable Management Rating

Chubu Electric Power has been undergoing continuing assessment of its sustainable management rating and receiving management diagnoses by the Sustainable Management Forum of Japan NPO. In fiscal year 2007, our contributions to the creation of a sustainable society were assessed in 19 aspects of each of the fields of management, environment, and society. The results show that Chubu Electric Power initiatives generally received high ratings in most of the assessment items, but it was also pointed out that further improvement is necessary in areas such as the following. We intend to study how to improve in these areas.

Main Findings

- **In the environmental field, it will be necessary to clarify policies regarding material and energy controls and protection of biological diversity in all areas of business.**
- **In the societal field, the company should make greater efforts to disclose indices and other data. Further efforts toward more thorough CSR consciousness-raising and education will also raise the level of CSR activities.**

Third-Party Views

We consulted three consumer life advisors regarding making our CSR reports easier to read and understand.
They read the manuscript of the 2008 Chubu Electric Power Group CSR Report and checked its subject headings and contents, terminology, language, graphics, figures, and other aspects.

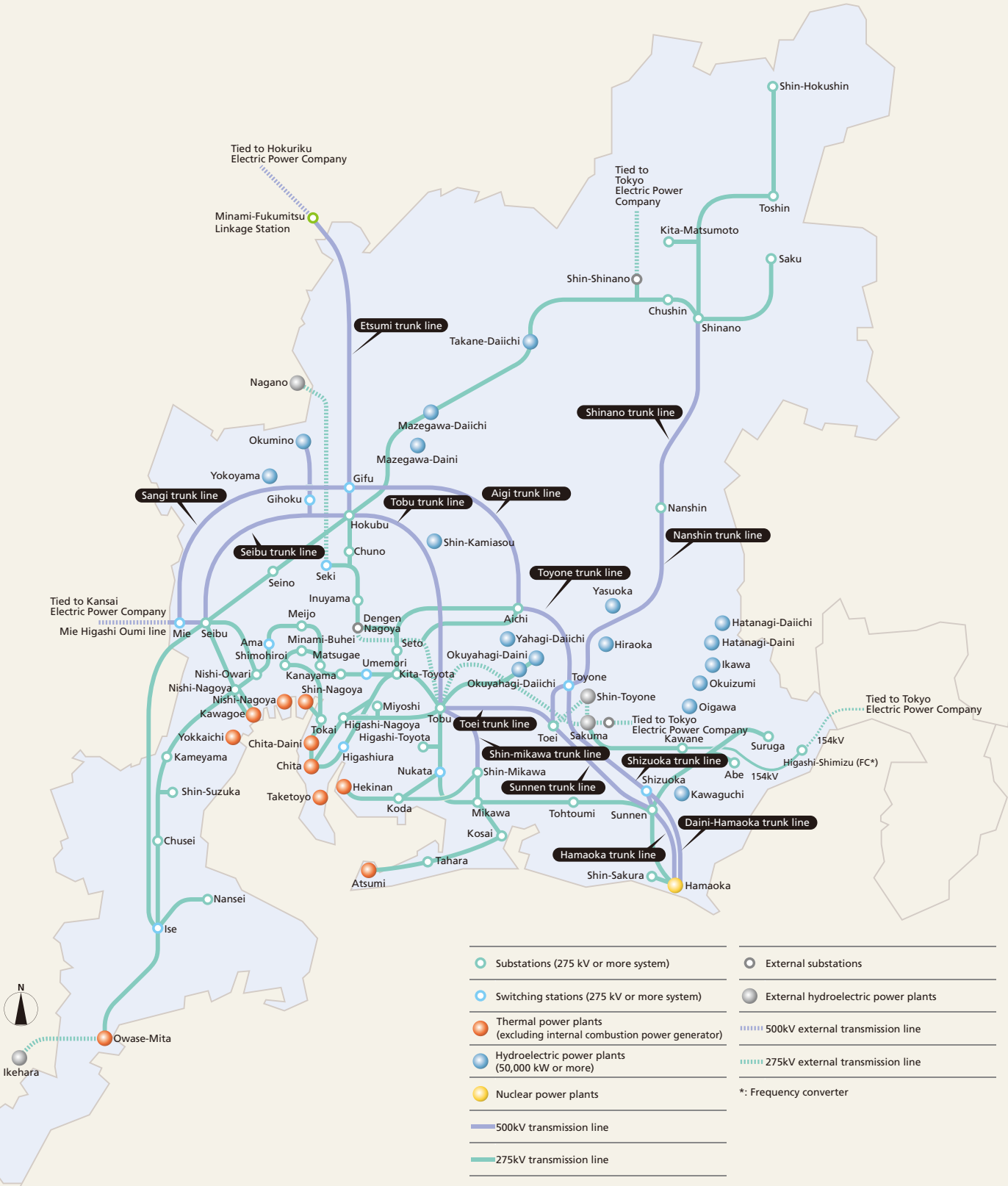
Remarks on CSR Report 2008

The corporation's social responsibility has been taking on increasing importance, as suggested by the statement that the continued existence of the corporation depends on CSR management.
Every time a corporate scandal is revealed, we believe that the way a corporation handles the aftermath of the scandal will determine its continued survival. This is not overstating the case.
The latest CSR report from the Chubu Electric Power Group observes that power companies have had procedural deficiencies and have engaged in falsification of data on power production facilities. It also acknowledges very seriously the fact that non-compliance events are known to have taken place in Chubu Electric Power itself. The Company publicly announced this in press releases, and has taken pains to work out measures to prevent recurrence and supply electricity, taking account of safety and a sense of security.
Taking the balance between economic and environmental considerations to be the fundamental concern, the Chuden Eco Partnership initiative appears to be an activity that is well-liked and trusted by the people in the local community. Other activities include the HeartBridge operation, in which people can participate using the Internet, as well as programs to promote environmental and energy education for the next generation. These are proof of the company's status in that regard, and we rate them highly.
The matter of greatest concern right now is the issue of global warming and the sharply rising prices of crude oil, coal, and grains on the global resource markets.
This is not a transient phenomenon. Given the advancing industrialization of newly emerging economies, such as BRIC, this can be expected to persist over the long term.
In that case, nuclear power cannot be ignored when we consider the stable supply of electric power in the context of global warming. The notion of the return to nuclear power is becoming widespread in the EU.
Projections of major earthquakes in Japan as they affect nuclear power plants have to date identified the Hamaoka Nuclear Power Station belonging to Chubu Electric Power as likely to be the most severely affected in the event of the predicted Tokai earthquake.
The mass media have recently broadcast reportage on the Niigataken Chuetsu-oki Earthquake and the tragic circumstances of the major earthquake in Sichuan Province. While the seismic safety of the Hamaoka Nuclear Power Station is set forth in the present report, we would like to see even more detailed information disclosure.
Another point is that a variety of measures are being taken to create a pleasant workplace environment for employees. These include the childcare leave program, the shortened working-hour program, and the employee satisfaction surveys, among other measures.
Inauguration of the Women's Activities Promotion Office, for the purpose of giving women opportunities to demonstrate their abilities, is also an encouraging matter for women. We would have liked to see the report include some words directly from the women who are actually engaged in activities. However, we will hope to see something of this in the next report.
Finally, our involvement, however slight, in the preparation of this report, allowed us to perceive things about the activities and the policies of the Chubu Electric Power Group that we had not known before.
We hope that Chubu Electric Power will apply still further effort and ingenuity to these reports so that they will be read by large numbers of stakeholders and become a tool for better understanding of the Chubu Electric Power Group.

Consumer life advisors
Kimiko Ohashi
Keiko Sakurai
Yoko Makihara

Consumer life advisors exchanging views with the editorial board of the CSR Report

Schematic Diagram of Chubu Electric Power System (as of end of March 2008)



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Produced by the CSR Group,
Corporate Planning & Strategy Division
Published September 2008

E0-12-4-06 900

The report has been printed with biodegradable soy ink, and the "waterless" printing process involved no use of harmful liquid wastes.