



Editorial Policy

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

The 2009 edition has been produced in reference to external guidelines such as the "GRI Sustainability Reporting Guidelines 2006" and the "Environmental Reporting Guidelines (FY2007 Version)" issued by the Ministry of the Environment, to ensure this report contains all the information that is required in a CSR report. We have also concentrated on including information mainly on activities of high interest to our stakeholders and of strong importance to the Chubu Electric Power Group.

An electronic version of this report and further details of our CSR activities are available on our website.

Scope of this report

Organizations

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

Period

Fiscal year 2008 (April 2008 through March 2009)

(This report also includes information regarding some important events and activities that occurred outside the above period.)

Date of Previous Report

September 2008

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Legend

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>

Web

Related websites are listed.

Photographs on the Cover

Top: AOYAMA-KOGEN WIND FARM (straddling the cities of Tsu and Iga in Mie Prefecture), setting an example for the promotion of renewable energies

Bottom: Hekinan Thermal Power Station (Hekinan City, Aichi Prefecture), adjoining an "Eco Park" designed to conserve biodiversity

Look! P33,40

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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, 2009)

Power Generation Facilities

Thermal	23.904 GW (11 locations)
Hydroelectric	5.219 GW (182 locations)
Nuclear	3.504 GW (1 location)
Total	32.626 GW (194 locations)

Power Transmission Facilities

Transmission Line Route Length	12,212 km
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Transforming Facilities

Number of Substations	937 locations
Capacity	121.886 million kVA 300 MW*
Linkage Station	1 location
Capacity	300 MW

Power Distribution Facilities

Distribution Line Length	136,022 km
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* Frequency conversion facilities listed separately (Operating output: 100MW)
Figures may not equal the total due to rounding.

Primary Business Areas

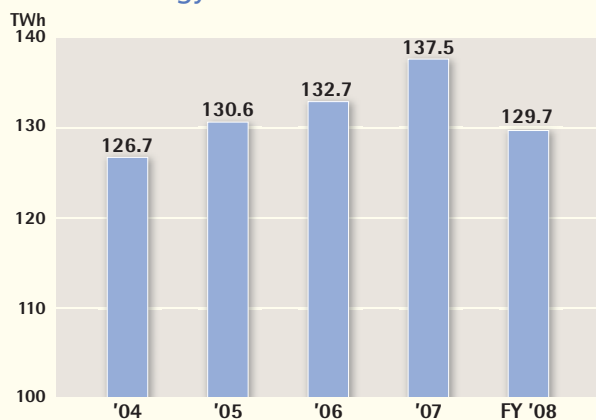
Electric utility and related enterprises
Gas supply and thermal storage brokerage
On-site energy business
Overseas consulting and investment
Real estate management service
IT business
Etc.

Principal Business Indicators

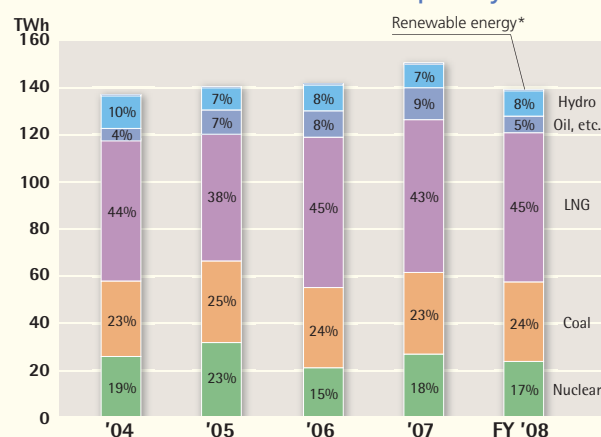
(for FY2008 and FY2008 term-end)

Capital	430.7 billion yen
Total Assets	5,110.4 billion yen
Interest-Bearing Debt	2,744.0 billion yen
Number of Outstanding Shares	779,004,665
Number of Shareholders	351,211
Number of Employees	16,266
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 Contracts (excluding certain high voltage customers)	
Electric Lighting	9,221 thousand
Electric Power	1,238 thousand
Total	10,459 thousand
Electric Energy Sold	129.7 TWh
Total Operating Revenues	
Consolidated	2,509.9 billion yen
Non-consolidated	2,335.1 billion yen
Ordinary Income	
Consolidated	130.5 billion yen
Non-consolidated	101.3 billion yen
Shareholder's Equity Ratio	
Consolidated	29.6%
Non-consolidated	28.4%

Electric Energy Sales Trend



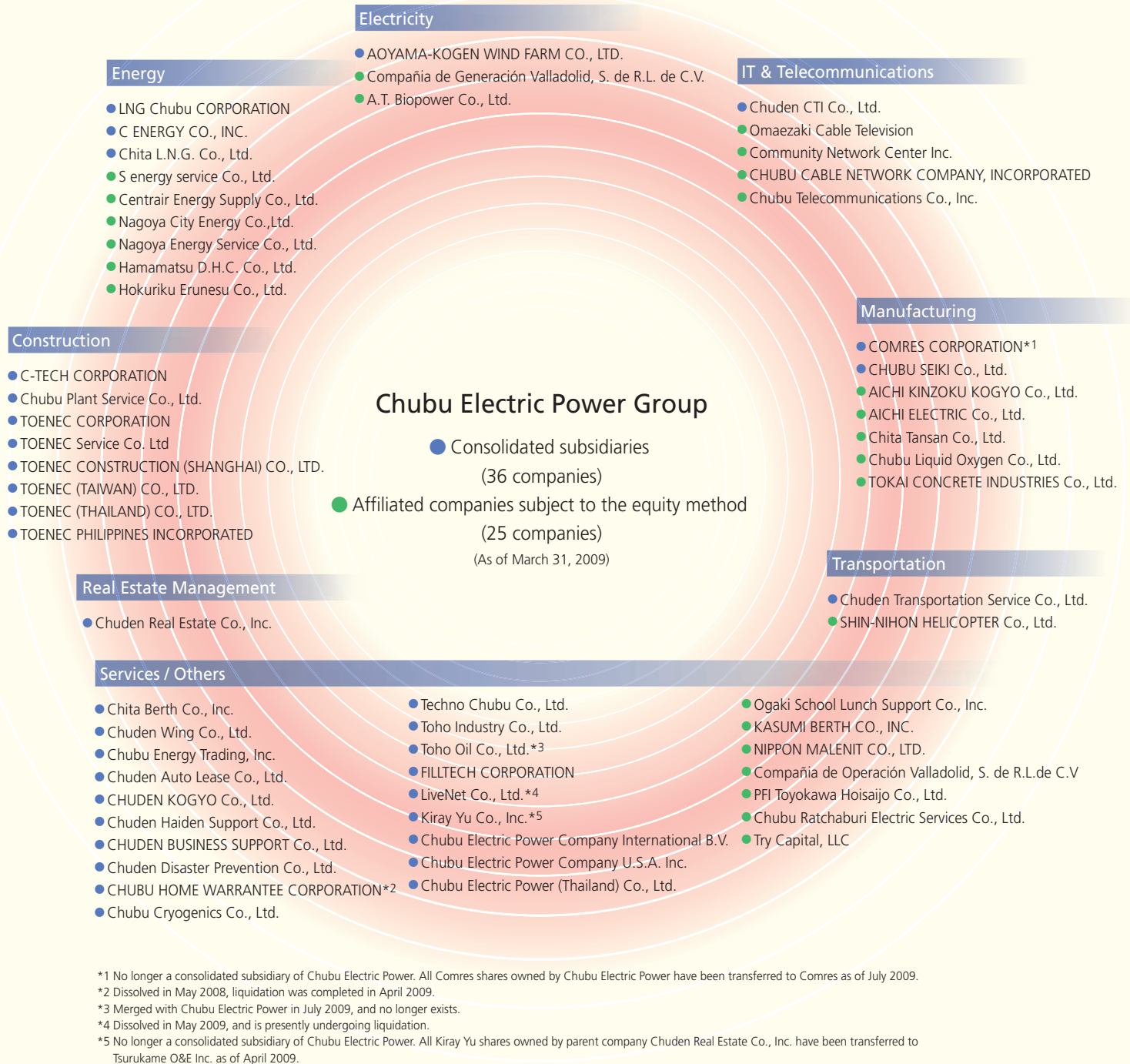
Breakdown of Generated Output by Source



* No figure is available as the share is less than 1%.
Figures may not equal the total due to rounding.

Chubu Electric Power Group

We are a total energy supplier, with electricity and energy as our core business.



Initiatives to Strengthen Group Management

April 2008	80.5% of shares in Chubu Telecommunications Co., Inc. were transferred to KDDI Corporation, and a cooperative partnership was established between Chubu Electric Power and KDDI.
July 2008	C-TECH CORPORATION, CHUBU CABLE NETWORK COMPANY, INCORPORATED, and local cable television companies split up and swapped stocks to establish a business holding company (Community Network Center Inc.).
October 2008	The vehicle leasing operation of TOENEC Service Co., Ltd. was transferred to EIRAKU AUTO SERVICE Co., Ltd. through a spin-off (EIRAKU AUTO SERVICE changed its name to Chuden Auto Lease Co., Ltd.).
July 2009	Chubu Electric Power acquired Toho Oil Co., Ltd. Comres Corporation's artificial zeolite production and gypsum sales businesses were transferred to Techno Chubu Co., Ltd. through 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 creating a sustainable society by fulfilling our responsibility to both deliver a stable supply of energy and protect the global environment, while placing our highest priority on safety.

Providing a stable supply of energy is our fundamental corporate social responsibility

Social and economic systems are facing unprecedented challenges today, due to the extreme fluctuation in the price of crude oil and other fossil fuels and the global economic downturn triggered by sudden unrest in the financial markets. These factors are also casting a dark shadow over the Chubu region.

Given this situation, the Chubu Electric Power Group is doubling its efforts to deliver a stable and affordable supply of electricity, gas, LNG and onsite energy, as well as superior energy services, in response to the diversifying needs of our customers.

As a public utility company, we are grounded in the understanding that it is our fundamental corporate social responsibility to provide stable energy supply in any business climate.

Our mission to promote nuclear power

At the end of 2008, we announced a replacement plan for the Hamaoka Nuclear Power Station, which involves the decommissioning of Units No. 1 and 2 and the construction of a new unit, Unit No. 6. We are also moving forward with our plans to commence an MOX fuel program by fiscal year 2010. MOX fuel production was completed in January 2009, and arrived at the Hamaoka Nuclear Power Station in May. Japan depends on imports for 96% of the energy it consumes. However, a large part of those imports comes from the Middle East, where the political situation is unstable. When considering the future stability of energy supply, not to mention the significance of environmental conservation, nuclear power clearly holds the key to our future. Thus, electric power companies have an important mission to promote nuclear power generation.

For our part, we will step up our efforts to ensure safe and efficient operations at the Hamaoka Nuclear Power Station, and promote greater understanding of nuclear power through transparent disclosure of safety information.

Initiatives for achieving a low-carbon society

Today, international negotiations are taking place in order to establish a new, post-Kyoto framework for global warming prevention. In June, Japan announced its medium-term greenhouse gas emission reduction targets in preparation for COP15 (Conference of Parties to the UN Framework Convention on Climate Change). We, the present generation, have a responsibility to future generations to prevent global warming, and we electric power companies, who account for about 30% of all CO₂ emissions in Japan, face a direct and serious challenge in addressing the issue. In consideration of the above situation, the Chubu Electric Power Group has formulated an action plan that establishes new medium-term targets to be achieved by fiscal year 2020. Since our share in nuclear power generation is smaller compared to other electric power companies, we plan to more strongly promote nuclear power generation as a method that does not emit CO₂, as well as improve our thermal power generation efficiency. Moreover, we will make Group-wide efforts to develop renewable energies, particularly through mega solar generation (large-scale solar power generation) at the Taketoyo Thermal Power Station (Chita County, Aichi Prefecture); wind power generation in Omaezaki City, Shizuoka Prefecture, and in the Aoyama Kogen highlands in Mie Prefecture; and through biomass power generation at our coal-fired thermal power plants. In addition to the above initiatives, we will continue to provide comprehensive energy services through partnerships among our Group companies while also pursuing the development of new services, to satisfy customer needs to reduce environmental loading and increase the use of renewable energies.

Furthermore, we plan to replace approximately 40% of all vehicles we own with electric vehicles by the end of fiscal year 2020, and contribute to spreading the use of electric vehicles in pursuit of the goal of achieving a low-carbon society.

Our responsibilities as a member of society

The Chubu Electric Power Group, as a member of society, contributes to the sustainable development of local communities by sponsoring social action programs. For example, we patrol the central area of Nagoya City to prevent crime, sponsor gardening and social welfare activities in cooperation with NPOs and local administrations, and support a variety of cultural and sports activities. We also promote science education for the next generation, by conducting electric experiments and environment/energy classes at elementary and junior high schools and hosting educational tours through our workplaces and facilities. The Chubu Electric Power Group values communication with local residents. To be a group of companies worthy of respect by local communities, we will continue to work as one to fulfill our corporate social responsibility.

Strengthening interactive relationships with stakeholders

On the Highlights pages of this report, we introduce activities related to nuclear power and the environment, which are the Chubu Electric Power Group's two major policy pillars, as well as the activities of two of our subsidiaries. In the Environmental Reporting chapter, we present our new action plan in an easy-to-understand manner, with an emphasis on items of particular interest to our stakeholders. In these sections and throughout this entire report, we present detailed information on the recent status and future plans and goals of CSR activities that we wish to communicate to our stakeholders.

We welcome your input, and will take your comments to heart to further improve the quality of our CSR efforts. We hope you will read through this material and share with us your candid views and comments.



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

Ensuring a Stable Supply of Electric Power and Protection of the Global Environment

Hamaoka Nuclear Power Station Replacement Plan, Etc.

In December 2008, Chubu Electric Power announced a plan to terminate operations at Units No. 1 and 2 at Hamaoka Nuclear Power Station and to build new Unit No. 6 to replace them, as well as a plan to build a spent fuel dry storage facility. The following provides an overview of these plans.

Reasons for Creating the Replacement Plan

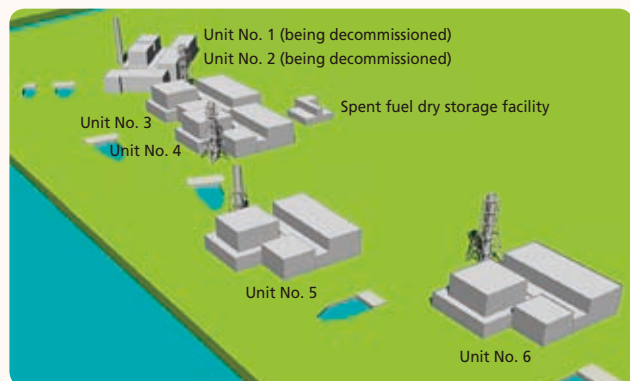
The Hamaoka Nuclear Power Station, located in Omaezaki City, Shizuoka Prefecture, has undergone work to increase seismic tolerance to withstand an earthquake motion target value of 1,000 gals (at bedrock), and thereby give peace of mind to members of the local community.

Work on Units No. 3-5 was finished by March 2008 and Chubu Electric Power was examining work plans for Units No. 1 and 2 when it was concluded that the work would require considerable cost and time, and thus not be economically feasible.

On the other hand, while nuclear power is a relatively small part of the power supply structure of Chubu Electric Power, we recognize this form of power has an important role to play in providing a stable supply of electric power and helping protect the global environment, and we therefore have a responsibility to work actively to promote nuclear power.

Thus it was determined to terminate operations at Units No. 1 and 2 and build new Unit No. 6 to replace them.

Location of Unit No. 6 and spent fuel dry storage facility



Unit No. 6 Plan Overview

The plan calls for Unit No. 6 to be built at the east end of lands currently set aside for the power plant. It will use a 1,400 MW-class advanced boiling water reactor (light water reactor), and our aim is to start operations in 2018 or within several years thereafter.

Decommissioning of Units No. 1 and 2

Operation of Units No. 1 and 2 ceased in January 2009, with an application to authorize our decommissioning plan submitted to the national government in June.

Decommissioning is scheduled to be finished by fiscal year 2036, and during this process we will act in compliance with the law, always putting the highest priority on safety.

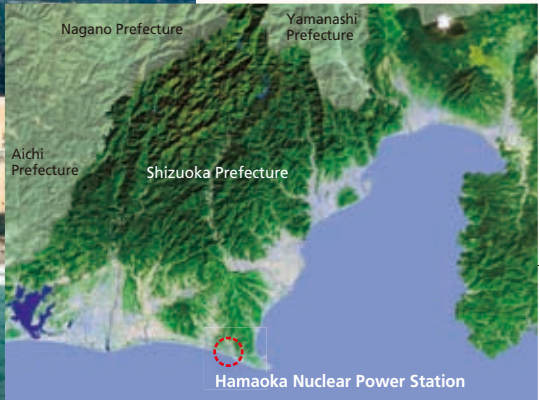
Decommissioning Record

Two nuclear power reactors in Japan are going through decommissioning at this time: one at the Tokai Power Station (Japan Atomic Power Company), and the other the Fugen reactor (the Fugen Decommissioning Engineering Center of the Japan Atomic Energy Agency). In addition, the JPDR test reactor (Japan Atomic Energy Agency) has been completely and safely dismantled, and the decommissioning process was completed in 2002 as planned.

Disposal of Radioactive Waste

Approximately 480,000 tons of waste will result from decommissioning Units No. 1 and 2, of which radioactive waste is estimated to make up about 17,000 tons (approximately 3% of the total).

Radioactive waste resulting from the decommissioning will be classified by radioactivity level, etc., and buried appropriately in accordance with the law. Waste that is not radioactive and waste that does not need to be handled as radioactive will be recycled or disposed of as industrial waste.



Overview of Hamaoka Nuclear Power Station

Location: Omaezaki City, Shizuoka Prefecture
 Area: 160 ha
 Total output: 3,504 MW (Units No. 3-5)

Amount of waste resulting from decommissioning of Units No. 1 and 2 (estimate)

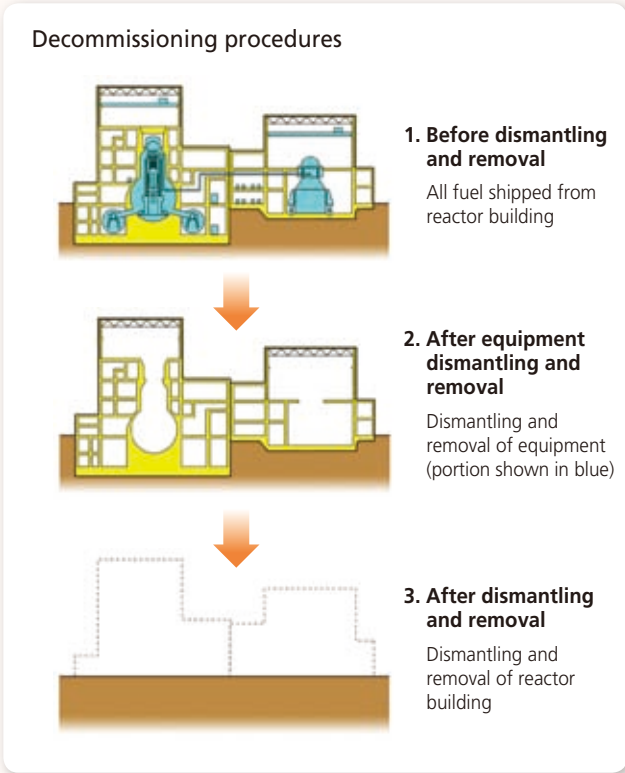
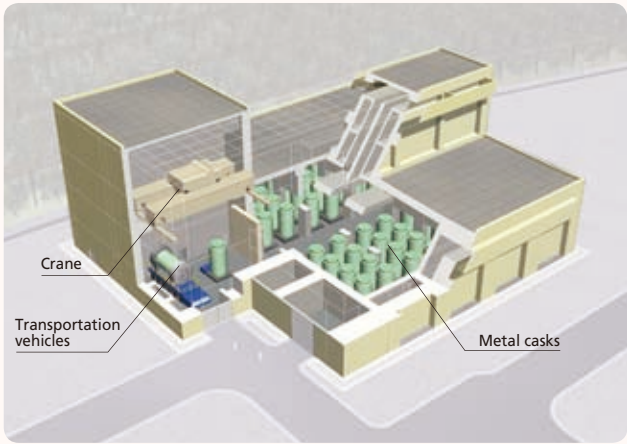


*1: Does not include low-level radioactive waste produced during operation (waste produced during inspections, end-of-life filters, etc.).
 *2: Does not include underground structures such as building foundations.

Overview of Spent Fuel Dry Storage Facility Plan

A spent fuel dry storage facility is used to store spent nuclear fuel in special containers (metal casks) until it is shipped to a reprocessing plant. In Japan, spent fuel in excess of the reprocessing plant's processing capacity is appropriately stored and controlled by the atomic power business (electric power company). Chubu Electric Power wishes to build a spent fuel dry storage facility and begin using it in fiscal year 2016 as operations have ended at Units No. 1 and 2.

Overview of spent fuel dry storage facility



Status of MOX Fuel* (Pluthermal*) Program

Because uranium is also a finite resource that has to be used effectively, Chubu Electric Power is proceeding with an MOX fuel program at Hamaoka Nuclear Power Station Unit No. 4. Since May 2008, we have posted employees to the MELOX Plant (a plant producing MOX fuel) in France to directly confirm the plant's quality assurance efforts during fuel production. In January of 2009, the plant completed 28 MOX fuel assemblies. After the fuel, which arrived at Hamaoka Nuclear Power Station in May 2009, has been inspected by the national government, it is to be loaded into the reactor during a periodic inspection in fiscal year 2010 and then used there.

* **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).



MELOX Plant

Location:
Marcoule, France
Start of operations:
1995



Voice on Site

Producing MOX Fuel at the MELOX Plant



Susumu Hatta (left)
Katsumi Yamada (right)

Nuclear Fuel Section,
Engineering Department,
Hamaoka Nuclear Power Station,
Chubu Electric Power Co., Inc.

Preparing for Earthquakes

Working with a New Seismic Resistance Guideline

Under the September 2006 revision of the "Seismic Design Evaluation Guideline for Nuclear Power Reactor Facilities," the Nuclear and Industrial Safety Agency (NISA) requires that electric power companies conduct a seismic safety assessment on existing nuclear power plants using new seismic durability guidelines.

Chubu Electric Power completed these seismic safety assessments on Units No. 3-5 of Hamaoka Nuclear Power Station and reported the results to NISA by March 2009.

Increasing Seismic Tolerance

Chubu Electric Power completed voluntary work in March 2008 to increase the seismic tolerance of Units No. 3-5 to withstand an earthquake motion target value of 1,000 gals. The Japan Power Engineering and Inspection Corporation (JPEIC), a third-party organization, evaluated the work and said in its March 2009 report to Chubu Electric Power that "We have assessed the seismic durability under the motion target value and confirmed that each process of the work was managed and executed properly."

Community Education in Plant Area and Exchanges of Opinion

Community Education by Plant Employees

Chubu Electric Power conducts all types of communication activities for members of the community around Hamaoka Nuclear Power Station so that they can get a better understanding of the plant and greater affinity for our presence.

In Omaezaki City in particular, plant employees visited about 11,000 customer households in February 2009 as part of an effort to visit every home in the area for face-to-face conversations. Employees who would ordinarily be working inside the power plant spent about a month explaining our replacement plan to community members, hearing their comments, hopes and encouragement in return.

Chubu Electric Power listens directly to the community in other ways as well, with staff visiting local community centers to hold dialogues and engaging power plant monitors, who are local residents recruited by public advertisement to keep an eye on operations.

The Hamaoka Nuclear Power Station values these interactions with the local community and hopes to build friendly relations with residents by reflecting their opinions in power plant management.



Plant employees tried to visit every home in Omaezaki City.

Opinion Exchanges with Local Experts

Since fiscal year 2007, the Hamaoka Central Administration Office has held "Hamaoka Nuclear Power Station Forum for Hearing Opinions" as one way of preventing the recurrence of inappropriate events found in the fiscal year 2006

inspection of nuclear power generation facilities.

These sessions were established to introduce "third party observation" of nuclear power plant management. Membership includes scholars, representatives of the economic world, environmental specialists and others residing in Shizuoka Prefecture who are opinion leaders in this region. These sessions serve as a forum for gathering a broad range of opinion about power plant management, including opinions and ideas for creating an environment free of misconduct.

Examples of Opinions Received So Far

- At the meetings to check up on and share information from inside the power plant (i.e., CAP Meetings*), I'd like you to evaluate whether you are managing your business appropriately in keeping with policy, and then to make further improvement in this area.
- I'd like someone to talk about the state of your initiatives for implementing new inspection systems.
- You should explain the decommissioning of Units No. 1 and 2, the construction of Unit No. 6 and the establishment of the spent fuel dry storage facility so that members of the community can understand the need for and safety of these plans.

The opinions that we gather, as well as Chubu Electric Power's actions in response, are posted on our website for all to see.

* **CAP (Corrective Action Program) Meeting:** These meetings, chaired by the site director, are held every morning with a goal of creating a more open workplace and increasing power plant management transparency. Members, including employees of partner companies, promptly share information about problems and run these meetings as a forum for knowledge exchange without assigning blame for personal mistakes.



Members of "Forum for Hearing Opinions" committee on a site observation



Effective Use of Rice Husks and Oil Palm Empty Fruit Bunch Biomass. Contributing to Communities and Global Environmental Conservation.

Overseas Biomass Power Generation Projects

For Chubu Electric Power, the period up through fiscal year 2010 has been set aside as a time of building our overseas energy business, during which we aim to use our management resources, including know-how and personnel, to secure new sources of revenue.

As an example, we are presently engaged in biomass power generation* projects in Thailand and Malaysia and pursuing business opportunities therein. These environment-related projects outside Japan support local communities and help protect the global environment by diversifying energy sources and reducing greenhouse gases (GHG), and we will continue to pursue such projects, always weighing the efficiency and risk involved.

Following is an introduction to two biomass power generation projects now underway.

* **Biomass power generation:** The generation of electric power using renewable, organic plant- and animal-derived resources as fuel, such as garbage or wood scrap.

Rice Husk Biomass Power Generation Project in Thailand

A small-scale power plant of 20 MW and using rice husks for fuel began commercial operation in the grain producing region of north-central Thailand's Pichit Province (about 320 km north of Bangkok) in December 2005.

Currently, Thailand is dependent on thermal power from natural gas to generate most of its electric power, but by properly burning and producing electric power from husks produced at rice mills, this power plant, though small in scale, is hugely significant in that it helps diversify Thailand's energy sources while protecting the environment.

This project has been registered as a CDM project*, from which Chubu Electric Power will purchase approximately 470,000 tons of CO2 emissions credits generated through fiscal year 2012. CO2 emissions credits have already been issued as case Thailand No. 1, with the entire amount transferred to Chubu Electric Power.

Another unique feature of this project is that Chubu Electric Power has not only invested in the operating company, A.T. Biopower Co., Ltd., but our subsidiary Chubu Electric Power



Rice husk biomass power generation project in Thailand

Location: Pichit Province, Thailand (approx. 320 km north of Bangkok)
 Fuel: Rice husks
 Power plant output: 20 MW
 Operating company: A.T. Biopower Co., Ltd. (34% owned by Chubu Electric Power)

(Thailand) Co., Ltd. is managing power plant operations and maintenance. Chubu Electric Power employees have been posted locally to share our experience and know-how and make certain that the plant develops an efficient management system.

In the early stages of the project, local residents were concerned about pollution from smoke and wastewater, but these concerns were allayed by flue-gas treatment using dust collectors, thoroughgoing compliance with environmental standards, our zero emissions practice of discharging no wastewater offsite, and other such measures. A.T. Biopower Co., Ltd. has additionally established and donated to a fund used for local development, including the maintenance of water channels and hosting of sports events. The plant furthermore gives priority to hiring locally, and new jobs such as supplying rice husks and service parts have created employment for more than 100 local residents, so that now the project has come to be accepted by the community.

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



Oil Palm Empty Fruit Bunch Biomass Power Generation Project in Malaysia

The first of two small-scale (10 MW) electric power plants using palm empty fruit bunches in eastern Sabah State on the island of Borneo, Malaysia started commercial operation in January 2009, followed by a second location in March. Malaysia is one of the world's leading producers of palm oil, but most of the empty fruit bunches left over from the production process are treated as waste, emitting a large amount of the greenhouse gas methane into the atmosphere.

Our project uses these palm empty fruit bunches as fuel to generate electric power instead of discarding them as waste. Palm empty fruit bunches can be difficult to handle and burn because of their high moisture content, but we have provided technical advice based on our experience and know-how with the project begun earlier to generate electric power from rice husks in Thailand, and have worked with our joint investors and the operating company to make improvements to resolve the issues.

Through our participation in this CDM project, Chubu Electric



Oil Palm Empty Fruit Bunch Biomass Power Generation Project in Malaysia

Location: Sandakan, State of Sabah, Borneo Island, Malaysia
 Fuel: Oil palm empty fruit bunches
 Power plant output: Two locations at 10 MW each
 Operating companies: Kina Biopower Sdn Bhd (Location 1) Seguntor Bioenergy Sdn Bhd (Location 2) (Chubu Electric Power owns an 18% interest in each)



Power expects to earn dividends from the electric power generation business and to acquire approximately two million tons in CO₂ emissions credits created through fiscal year 2012.



Palm tree



Palm fruit bunches (above) and fruit from which palm oil is extracted (right)



Palm empty fruit bunches for use as fuel (after fruit is removed)

Voice on Site

Protecting the Environment by Steady Power Plant Operation



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

Scene from a TV commercial

I had the rare opportunity to appear in a TV commercial* called "Far From Home." My friends back home said, "Was that you I saw in that TV commercial for Chubu Electric Power? I had no idea they were doing so much

for the environment around the globe."

Of course one of our objectives is to make a profit, but what really makes me happy is to see people in Thailand rejoicing at our efforts and stakeholders understanding Chubu Electric Power's overseas projects that help to protect the global environment.

My goal is to keep operating and maintaining our power plants to enhance Chubu Electric Power's corporate value.

* The commercial was shown in Chubu Electric Power's sales area. It can also be viewed on our website.

We Meet Customer Needs
with Ideal Solutions
for Their Energy Use.

C ENERGY's ESCO Projects

As part of the Chubu Electric Group and its endeavor to be a corporate group that provides Multi-Energy services, C ENERGY CO., INC.'s actively undertakes ESCO projects*.

Nowadays, mitigating environmental burdens like CO₂ is one of the most crucial management issues faced by enterprises. C ENERGY deals with this issue through its ESCO projects, which also help its customers enhance their enterprise branding.

The solutions C ENERGY proposes to its customers offer numerous benefits, including:

- Achievement of CO₂ reductions and energy savings with the optimal equipment
- Lower cost burden by eliminating initial investment
- Less burden on personnel by providing one-stop service

* ESCO project: A project that offers comprehensive energy-saving services for factories, office buildings, etc. Part of the cost-savings achieved from these solutions goes to pay the service fee, while the remaining savings are taken by the customer as profit.

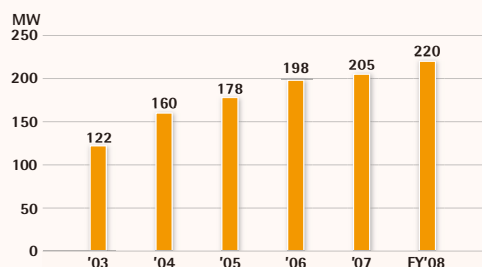
Offering Services for a Changing Environment and Customer Needs

Since its founding in 2001, C ENERGY has been offering services that address customer needs and changes in the social environment, including fluctuating fuel prices and growing environmental awareness.

As the business environment facing ESCO projects changes drastically, these projects help customers cut costs and solve environmental management issues like reducing CO₂, with a cumulative total of 200 MW in on-site power source contracts in 2007.

In recent years, C ENERGY has worked actively to install and replace heat source equipment such as that for chillers, as well as get into the field of new forms of energy, including solar energy and fuel cells.

Cumulative total of on-site power source contracts



Monitoring room at ASMO Co., Ltd.

Creating the "ASMO Perfect Energy Plant (APEP)" (ASMO Head Office Plant)

ASMO Co., Ltd., the Kosai City, Shizuoka Prefecture manufacturer of numerous small automobile motors that can claim the top share globally, seeks to be a leader not only in products but in protecting the environment as well, as set out in the ASMO Environmental Policy.

The company was working to achieve APEP, both for cutting CO₂ emissions and controlling energy costs. To help ASMO meet those goals, C ENERGY examined the company's energy saving measures plant-wide and proposed implementing an eco-friendly energy-saving plant, which ASMO subsequently adopted. This project will not only save energy costs, but also cut annual CO₂ emissions by an estimated 5,000 tons.

This project received Energy Use Rationalization Business Support Program subsidies from the New Energy and Industrial Technology Development Organization (NEDO).



One of the world's largest-class screw inverter compressors and adsorption dryer

from Customers

This was the first such project for us, and we were stumbling in the dark beginning with the planning stage. C ENERGY gave us proper advice whenever we needed it, and we were able to



Members of the Safety and Environment Department Construction Center at ASMO Co., Ltd.

complete APEP because they made improvements to some large-scale energy saving facilities, from supply equipment to usage equipment. In the future, our hope is to get their advice on the operations side as well so we can try to make further energy-saving and environmental burden mitigation efforts.

Daring to Dream with the Challenged

Chuden Wing's Independence Support Program

Chuden Wing Co., Ltd. was established to promote the employment of individuals with mental or severe physical disabilities. Following its basic philosophy of "Helping each other" and "Respecting others," Chuden Wing has sought to support the independence of those with mental and physical challenges and help them to grow together with us since the company's founding in April 2003.

Chuden Wing, an exceptional subsidiary* of Chubu Electric Power, runs businesses that let 60 people, including those with mental and physical challenges, join their minds and strengths to work together in the business areas of printing, marketing of gifts and other products, gardening, and so on. The company hired its first employees with mental disabilities in September 2008, adding one male and one female to the staff.

Chuden Wing's initiatives both to promote the employment of the mentally and physically challenged and to run a competitive business have been a subject of interest to many parties, including government and other enterprises.

* **Exceptional subsidiary:** Refers to a subsidiary that makes special arrangements for the employment of the challenged and meets certain conditions required by the Employment Promotion Act for People with Disabilities. Workers employed by such a subsidiary can be considered employees of the parent company to help the parent company meet its required percentage of employees with challenges.

More than 10,000 Individuals Visit Chuden Wing!

Chuden Wing welcomes visitors from enterprises, schools, government and the local community.

Visitors can see Chuden Wing employees hard at work, learn about the company's management philosophy and initiatives, and leave their impressions, which are many and varied. In November 2008, Chuden Wing welcomed its 10,000th visitor.



Ceremony marking the 10,000th visitor to Chuden Wing



Gardening work by Chuden Wing employees

Exchanges with Community during Site Festival

In June 2008, Chuden Wing held a site festival at its head office in Minami-ku, Nagoya City. About 400 people, mostly area residents, visited the festival, which let company workers interact with the community in clinics on gardening and making bookmarks.

A charity bazaar took place the same day, with the money raised going to the Social Welfare Conference of Minami-ku, Nagoya City.

Today, just as when it was founded, Chuden Wing values its ties to the community and lets every employee "dare to dream."



Assembling potted plants in a gardening clinic

Voice on Site



Yuya Umemura
(Joined Chuden Wing in April 2007)
Gardening Section,
Chuden Wing Co., Ltd.

In the Gardening Section, we grow flower seedlings from seed and make a line of flower pots called Mokudama, using chips from driftwood that collects at dams. My favorite job is placing them in the molds to shape them.

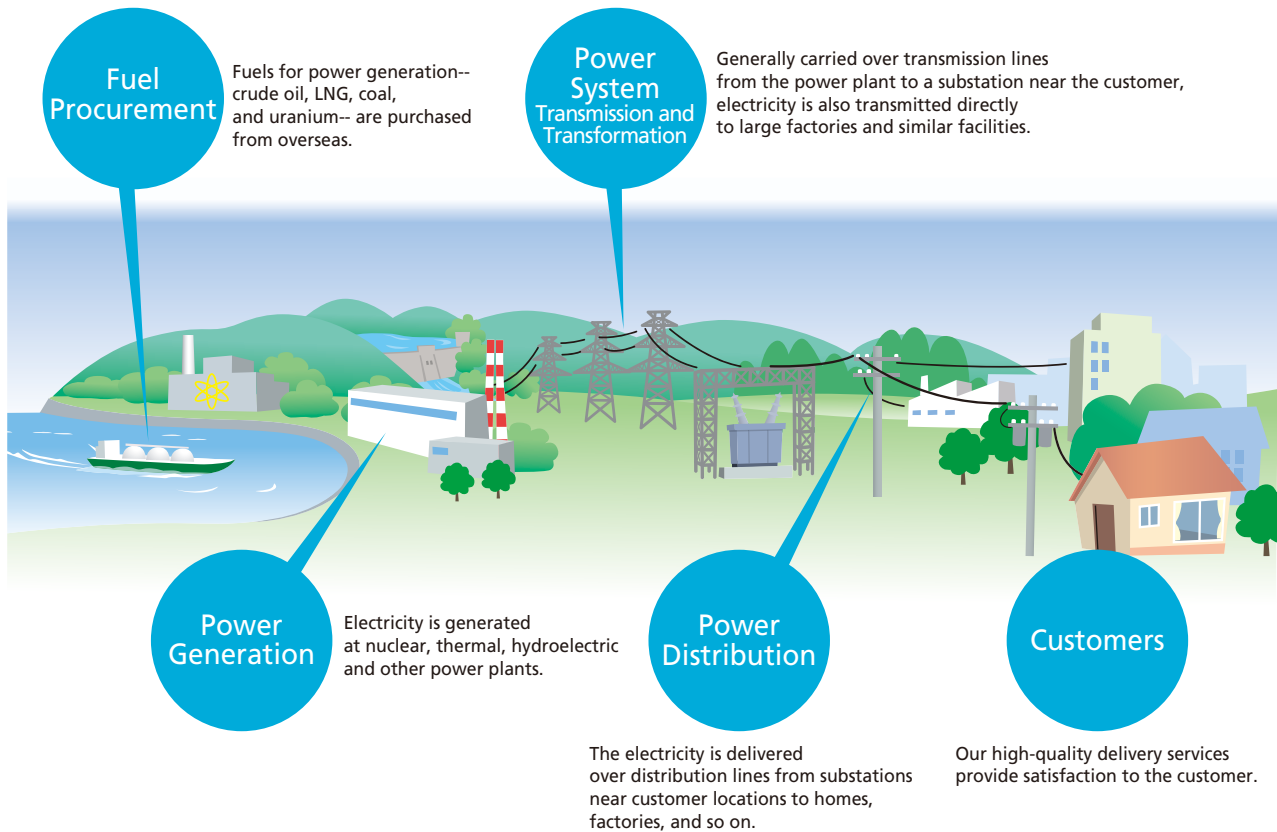
Web <http://www.chuden-wing.co.jp/>

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.

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.

How Electricity Gets to the Customer



Efforts to Pass on Technical Skills

As Japan's population ages and our veteran technical workers retire in large numbers, it has become a matter of urgency to pass on their work skills. At Chubu Electric Power, we are actively working to pass down these skills, for example by examining the intangible skills (or tacit knowledge) that our veteran workers have and making them tangible, and developing a sense of professionalism by running a technical skills certification program for our experienced workers. In addition to technical skills, our desire is to give the rising generation a sense of mission and passion as producers of electric power. For this reason, our veteran employees are letting younger workers shadow them as they go about the job of providing a stable supply of electric power.

Power Generation Divisions

Compiling Technical Know-How and Putting It to Use

Chubu Electric Power has prepared "Original Technical Documentation," compilations of know-how (knowledge, skills, discoveries and assessment standards) we have accumulated over the years relating to thermal power equipment design, operation and maintenance. These

materials are incorporated into our information-sharing tool "Thermal Power Know-How Information System," and used in on-the-job training.

Power System Divisions

Technical Certification System Introduced

Chubu Electric Power has a system in place to clearly demonstrate the level of technical skills needed for distribution equipment maintenance work and to certify workers in that level of skills. Through this program, we aim to maintain and improve technical skills and increase motivation with technical study goals.

Power Distribution Divisions

Hosting the "Power Distribution Engineering Olympics"

Our Power Distribution Engineering Olympics are intended to build power distribution technical skills and develop staff members who respond accurately to customer needs. Featuring competitions based on scenarios such as recovering from outages quickly and responding to customer requests, the event lets workers demonstrate the skills they have acquired and work to improve them.

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 4.24 gigawatts over the fiscal decade from 2009 through 2018.

HP > English TOP > CORPORATE INFORMATION > Profile
> Mid-Term Outlook

Stable, Flexible and Economical Fuel Procurement

With worldwide financial unease, a slowing economy and the resulting severe fluctuations in fuel supply and demand, we have seen unprecedented changes in the fuel situation, with the future outlook uncertain. Chubu Electric Power is dealing with this situation by working to ensure stability and increase economy when we procure the fuel essential to supplying electric power, and furthermore ensuring the flexibility to respond quickly and appropriately to supply and demand changes. We are taking a number of measures to achieve this by strengthening our fuel supply chain from production and purchasing to actual power generation.

Among other changes, we are decentralizing our sources and combining contracts for LNG, the main fuel for thermal power, and increasing our flexibility in terms of volume and destination in our contracts.

Since April 2008, we have been procuring coal through Chubu Energy Trading, Inc., a company established in December 2007 and conducting business in fuel trading*. The resulting ability to adjust volumes, by such means as buying or selling with third parties on the market, allows us to procure coal with flexibility.

*Fuel trading: Refers to two-way trade in fuel (i.e., both buying and selling), rather than one-way purchasing of fuel from sellers as in the past.

From Business Partners

Seeking Mutual Growth for Qatar and Chubu Electric Power



Mr. Ali Al-Hammadi
First Director of Japan Liaison Office for Qatargas
President,
Tasweeq
(Qatar International Petroleum
Marketing Company Ltd.)

I have spent five years in Japan as the representative here for Qatargas in Qatar's first LNG project. I was present at Kawagoe Thermal Power Station to witness the first delivery of LNG in Japan in January 1997.

At that time, Qatar was just a little country with no record of supplying LNG, but Chubu Electric Power put its faith in our country and signed a purchase contract in 1992, an event that made the world take Qatar seriously.

Even today, we feel a debt of gratitude to Chubu Electric Power as our first and most important customer.

I took my newborn twins to see the first loading of a vessel in Qatar and the delivery in Japan. Watching these historic events with my family is something I will never forget. I was there for the first delivery with my colleagues. Despite the weather being bone-chillingly cold, we celebrated with ice cream and had the feeling that we were watching history happen in front of us. Because of my involvement, I feel that this LNG project is like my child, and I have deep affection for Japan, where I lived with my family for five years, and for my friends there.

Parts of Qatar that were once roadless desert have been transformed into global LNG facilities, and Qatar itself has become the world's leading LNG producer.

We have caught a glimpse of a great dream in which LNG allows Qatar and Chubu Electric Power to develop together. My hope is that we will continue to hold on to this dream in the future.

Delivering Safe and Reliable Electricity

Efforts in the Power Generation Divisions

■ Working for Reliable Operation

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

It is important, for example, to properly manage the level of rivers used to generate electric power at our hydroelectric power plants and correctly manage floodwaters reaching our dams. For these reasons, our dam control centers constantly monitor ever-changing river conditions to control the water level and release water from the dam gates when tools like radar and precipitation data predict that the river level will rise.

To make sure that these releases do not harm people fishing or camping close to the river, staff conduct river patrols and sound sirens to give people advance notice. We are always very careful to follow pre-established operating methods.

Additionally, to help our staff maintain and enhance their technical skills for dam control, we give them periodic



The dam being monitored at Akigami Dam Control Office

training to deal with various anticipated scenarios, using a dam control simulator that mimics actual equipment.

■ Assuring the Soundness of Power Generation Facilities

We are always performing patrols, inspections and repairs to make sure that we have made every effort to keep our power plants in a healthy condition and prevent trouble. Dams, water channels, gates and other facilities at hydroelectric power plants undergo periodic patrols and inspections, and since many of these facilities are subject to impact by natural disaster, we send staff out immediately after heavy rains and earthquakes to perform special inspections.

Around June, prior to the rise in river levels which accompanies the annual rainy season, the Ministry of Land, Infrastructure and Transport conducts a periodic dam inspection to ensure that facilities are sound.

Our thermal power department conducts a general facilities inspection on all power generating units prior to the summer when demand for electric power increases. Our aim here is to enable early detection of any signs of abnormality or trouble spots in our thermal power facilities and thereby prevent problems and ensure safety. Staff members use check sheets to identify any latent factors that might cause trouble, and thermal imaging measurement devices help them see if there are any unusual temperature rises, so that any trouble spots found can then be repaired or otherwise addressed.

Voice on Site

Equipment Soundness Begins with a Detailed Inspection Plan



Hidenobu Takehata
Nishihara
Civil Engineering Office,
Ogaki Local Maintenance Office,
Gifu Field Maintenance
Construction Office,
Gifu Regional Office,
Chubu Electric Power Co., Inc.

I'm involved in performing equipment inspections on hydroelectric works. There are nine hydroelectric power plants under the jurisdiction of the Nishihira Civil Engineering Control

Center, which means hundreds of facilities that must be inspected.

During equipment inspections, we measure the electrical current and voltage of machinery and also use our five senses to detect any unusual vibration, noise or other phenomena. Making detailed inspection plans and using teamwork are important if we are going to perform these equipment inspections without missing anything.

The equipment that we maintain and manage has been handed down to us by senior members of the company, and we try to conduct the inspection work faithfully and pass this equipment down to the next generation in perfect condition so that we can continue to provide our customers with clean and stable electric power.

Efforts in the Power System 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 out 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.

Chubu Electric Power seeks to even out the annual workload to better deal with the rising amount of work that has to be done to repair aging facilities. To solve the particular challenge of doing this work during the summer season when electric power demand is high, we avoid the



Work on power transmission lines to keep up with rising demand

time of day when lightning occurs and take advantage of the early morning hours when demand is low, which lets us do our work while ensuring supply reliability.

■ 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. Power transmission lines and substations are also subject to regular observation and inspection so that faults in the facilities can be detected early. We also work to maintain and pass on the technical skills needed to perform periodic inspections. For example, we make improvements to inspection procedures, introduce new diagnostic techniques and provide technical skills certification and quality management systems for our employees.

■ Rapid Response to Faults

Power transmission lines are set up in a grid pattern, ordinarily with at least two lines in any area, and there are multiple transformers at substations. 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, ongoing basis.

Voice on Site

Safety and Precision with a Smile



Hiroshi Katagiri
Maintenance Group,
Power Line Maintenance Part,
Electric Power Headquarters,
C-TECH CORPORATION

I help to maintain power transmission lines, performing inspection and repair work to support a stable supply of electric power.

In October 2008, during transmission line repair, I noticed unusual wear in an insulator fitting where the power line meets the pylon, and this discovery helped us to avoid a major problem.

I had never seen such unusual wear, but I thought about the mechanism behind it, and senior members and others concerned answered my questions for me. I came to understand how important it is to approach things like this from many angles, and that realization has been a great asset for me.

I will continue to pay close attention to the characteristics of equipment and the natural conditions of the landscape where our power lines pass, and I hope to perform safe, high-quality work so that there will be a stable supply of electric power.

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.

■ Prompt Recovery from Power Outages

To counter 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.



Remote operations with distribution line automation system

■ 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.

Topics

Response to Rainstorm of Late August 2008

In late August 2008, the area around Okazaki City experienced severe rainfall, setting a one-hour precipitation record for the month of August and causing a great deal of flood damage. The downpour caused power outages in parts of the city, and some electrical facilities were damaged by flooding. Chubu Electric Power arranged a recovery team of 300 people, mostly from the Okazaki Customer Service Office but also from the Okazaki Regional Office, other regional offices and Group companies. The team went around the flooded area doing recovery work on a rolling basis. In areas where flooding was particularly severe, the recovery work was difficult, but the team steadily performed tasks like removing poorly insulated parts of the system and replacing electric power meters, so that the recovery was completed quickly.



An area impacted by severe rainfall

As an "Electricity Professional," I Do It for Our Local Customers



Yoshiaki Inagaki
Distribution Operation and
Management Section,
Okazaki Customer Service Office,
Okazaki Regional Office,
Chubu Electric Power Co., Inc.

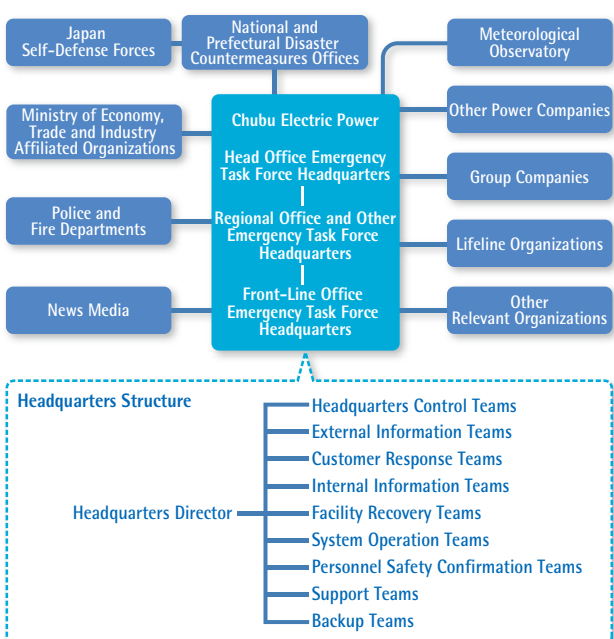
During the Okazaki storm, I worked for three solid days to get power back as early as possible on damaged distribution lines and to visit customers who were struggling with power outages. The exceptionally heavy rains caused rivers to flood and roads to be cut off, so I kept looking for detours that would let me get around those places. I went from place to place to bring help as soon as possible to those who were struggling. Rapidly rising water caused damage to the homes and autos of some of my colleagues. It was a sense of mission to bring electric power to our local customers, as well as the sight of my colleagues working so hard, and of course the messages of thanks from our customers, that led me to work so hard without sparing time for eating or sleeping. I look forward to continuing to serve the community as an electricity professional, following the motto of a stable supply of electric power.

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 declared immediately 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 to 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 and 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 the potential 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 facilities, we also maintain special power-generation and mobile-transformer vehicles at main business locations.

■ 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



Head Office Disaster Prevention Conference Room

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.

Four Pillars of Management

The Mission of Chubu Electric Power Group

As a "multi-energy services group" based in the Chubu region, we achieve sustained growth in the Group as a whole as we deliver new value with energy at its core to our customers, and as we strive to protect the global environment in our business domains.

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, for example, giving them information on energy and the environment, 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 stable energy supply, protection of the global environment and efficient use of energy, 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. We are steadily pursuing nuclear power in particular, with safety as the highest priority, since this energy source has supply stability and global environmental advantages.

3. Fulfilling our Corporate Social Responsibility (CSR), Including Protection of the Global Environment

Pursuing our intention of coexistence with the community, Chubu Electric Power actively fulfills its corporate social responsibility (CSR) as a good corporate citizen by practicing thoroughgoing compliance* management, protecting the global environment and increasing the trust between us and members of the community. Particularly in our initiatives to protect the global environment, we are working to increase the percentage of our energy from non-fossil sources, respond to customers' and the community's environment-related needs, and help spread renewable energy and energy-saving technologies.

4. Strengthening our Business Foundation to Enhance Corporate Value

Through the strategic use of management resources, reorganization and enhanced management of Group companies, and the pursuit of technical R&D for the future of the electricity and energy business, we are working to strengthen our business foundation, enhance our corporate value as a competitive multi-energy services group, and meet the expectations of our stakeholders.

*On-site energy (service): A service in which energy facilities are installed on the customer's premises (a factory, etc.) to supply the customer with the energy it needs.

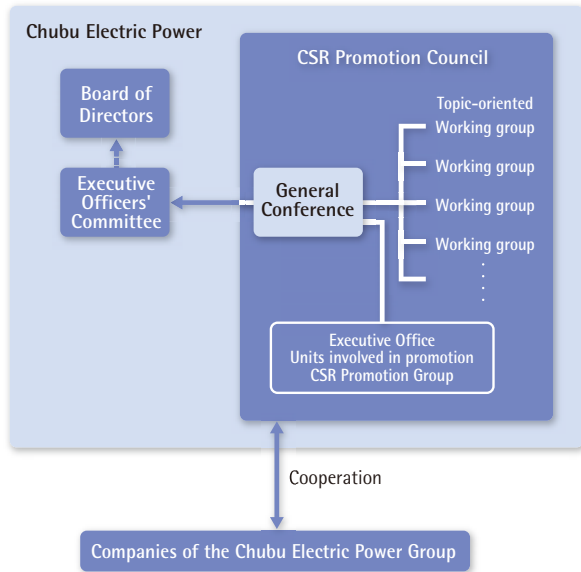
*Compliance: To comply with the law, internal rules and corporate ethics standards.

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.

CSR Promotion System



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 2008 seminar took up the topic of biodiversity, and invited Dr. Hideki Ishida, Professor at the Graduate of School of Environmental Studies, Tohoku University, to give a lecture. Dr. Ishida discussed the significance of biodiversity in global environmental

issues, the development of a new recycling society using technologies derived from the wisdom of nature, and other related issues.



Dr. Hideki Ishida delivering a lecture on biodiversity

■ e-Learning

To promote greater understanding of the CSR concept and its importance, Chubu Electric Power has been offering a series of e-learning programs to all its employees since fiscal year 2008.

■ 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.

Look! P64

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.

Checks and Evaluations of CSR

Chubu Electric Power holds stakeholder dialogues and exchanges of views with Mie University in order to acquire external evaluations regarding our CSR initiatives and reports. We also apply to the Sustainable Management Rating Program, which is run by the Sustainable Management Forum of Japan, a non-profit organization that provides assessments of CSR management.

Look! P64-65

CSR Promotion

Major Activities in Fiscal Year 2008 and Goals / Plans for Fiscal Year 2009

Area of Activity		FY2008 Plan
Management and Economy	CSR Awareness	<ul style="list-style-type: none"> • Implement awareness-raising activities for employees by means of e-learning. • Continue conducting Executive CSR Seminars and holding meetings to exchange views.
	Internal Controls	<ul style="list-style-type: none"> • Establish and enforce appropriate internal control systems based on the Corporate Law. • Enforce appropriate internal controls and assess the validity of financial reporting based on the Financial Instruments and Exchange Act.
	Compliance	<ul style="list-style-type: none"> • Utilize Corporate Instructors (CIs) for further promotion of autonomous activities.
Environment		See Action Plan (P. 28–29)
Society	Customers	<ul style="list-style-type: none"> • Improve business operations and launch new services in response to customer feedback obtained from the Customer Response System, lifestyle websites, the e-Lifestyle Information Center, and other points of contact with customers.
	Shareholders and Investors	<ul style="list-style-type: none"> • Disclose information in an appropriate and timely manner, and improve interactive communications.
	Business Partners	<ul style="list-style-type: none"> • Implement measures aimed at promoting fair and just procurement activities and strengthening mutual understanding, including explanatory meetings with business partners.
	Local Communities	<p>Assuring safety and security in local communities</p> <ul style="list-style-type: none"> • Provide information services that contribute to ensuring safety and security, in response to local needs.
		<p>Education for the next generation</p> <ul style="list-style-type: none"> • Implement educational support programs relating to energy and the environment in response to the needs of elementary and junior high schools.
	Employees	<p>Promotion of human rights awareness activities and harassment prevention activities</p> <ul style="list-style-type: none"> • Provide education to increase awareness and appropriate consulting services through harassment contact points.
<p>Utilization of diverse human resources</p> <ul style="list-style-type: none"> • Implement activities for promoting work-life balance and women’s active participation in the work force. • Achieve the effective utilization of part-time workers and temporary workers. 		
<p>Assuring labor safety and well-being</p> <ul style="list-style-type: none"> • Prevent traffic and industrial accidents. • Promote mental health care measures. 		

Self-evaluation  Level 3: attainment of goal for the fiscal year  Level 2: goal not yet attained  Level 1: need for improvement

Major Activities in FY2008	Self evaluation	Plans for FY2009	See page
<ul style="list-style-type: none"> • Provided a series of e-learning programs to all employees of Chubu Electric Power. • Conducted Executive CSR Seminars. • Held exchanges of views with front-line offices (12 offices). 		<ul style="list-style-type: none"> • Expand awareness-raising activities through e-learning to Group companies. • Continue conducting Executive CSR Seminars and holding meetings to exchange views. 	P19
<ul style="list-style-type: none"> • Established management rules and regulations for Group companies as part of the effort to develop internal control systems. • Enforced appropriate internal controls related to financial reporting and assessed the validity of financial reports based on the results of independent inspections conducted by the operations departments and the results of audits conducted by the internal audit department. 		<ul style="list-style-type: none"> • Continue developing and enforcing appropriate internal control systems based on Corporate Law. • Continue enforcing appropriate internal controls and assessing the validity of financial reporting. 	P23
<ul style="list-style-type: none"> • Supported the activities of front-line offices through collaboration between CIs and the Secretariat. • Conducted employee questionnaire surveys on the extent of compliance awareness and practice. 		<ul style="list-style-type: none"> • Promote initiatives for overcoming personal and organizational issues related to compliance promotion (announce compliance promotion policies through Compliance Chief Managers (CCM), follow-up on the results of employee questionnaire surveys). 	P24 P25
<ul style="list-style-type: none"> • Improved operations and launched new services by using the Customer Response System. • Conducted questionnaire surveys of users of lifestyle websites and the e-Lifestyle Information Center. 		<ul style="list-style-type: none"> • Continue improving business operations and launching new services in response to customer feedback obtained from the Customer Response System, lifestyle websites, the e-Lifestyle Information Center, and other points of contact with customers. 	P52 P53
<ul style="list-style-type: none"> • Held settlement briefings (3 times), briefings for personal investors (2 times), and facility tours for shareholders (9 times). • Disclosed information in an appropriate and timely manner, based on relevant laws and regulations. 		<ul style="list-style-type: none"> • Continue disclosing information in an appropriate and timely manner and improving interactive communications. 	P54
<ul style="list-style-type: none"> • Conducted presentation sessions for business partners (204 companies participating). • Actively utilized the consultation contact point established within the Purchasing and Contracting Division in the Head Office. 		<ul style="list-style-type: none"> • Continue implementing presentations to business partners and related activities to realize fair and impartial procurement and to improve mutual understanding. 	P54
<ul style="list-style-type: none"> • Provided information services such as the "Kizuna Net" network to communicate with parents and guardians of schoolchildren (subscribers: approx. 150,000 users in 440 schools). • Operated "Pat-net Aichi," a service for the distribution of information on suspicious individuals, in cooperation with Aichi Police Headquarters (subscribers: approx. 73,000 users). 		<ul style="list-style-type: none"> • Continue disseminating and promoting information services that contribute to ensuring safety and security. 	P55
<ul style="list-style-type: none"> • Implemented "traveling classes" at elementary and junior high schools (599 classes). 		<ul style="list-style-type: none"> • Improve education support programs by reviewing them in accordance with new education guidelines. 	P57
<ul style="list-style-type: none"> • Implemented various educational programs based on the Individual Awareness Promotion Plan (human rights awareness education in level-specific training programs, seminars for promoting human rights awareness, e-learning on power harassment countermeasures, etc.). 		<ul style="list-style-type: none"> • Continue implementing education programs and awareness-raising activities based on the Individual Rights Awareness Promotion Plan. • Provide information to raise human rights awareness in the entire Group. 	P60
<ul style="list-style-type: none"> • Conducted Company-wide seminars for female employees and their immediate superiors. • Conducted support seminars for employees returning from childcare leave. • Conducted diversity forums and joint training with employees from different industries. • Employed part-time workers as regular employees. 		<ul style="list-style-type: none"> • Make office visits that would bring changes to employee awareness (70 offices). • Conduct diversity forums, exchange meetings with employees from different industries, and joint training programs. • Continue employing part-time workers as regular employees. 	P61 P62
<ul style="list-style-type: none"> • Implemented awareness-raising activities, including mutual safety patrols by a council on safety and well-being established with Group companies. • Implemented a mental health campaign. • Conducted workplace visits through industrial health staff. • Continue implementing activities for better mental and physical health. 		<ul style="list-style-type: none"> • Continue implementing joint labor-management safety programs that include Group companies. • Continue implementing activities for better mental and physical health. 	P63

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 deliberations and decision-making regarding important management matters and items prescribed by law and the 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. Specifically, we have appointed outside directors since 2007 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.

The Executive Officers' Committee meets once a week, as a rule, in order to conduct timely and appropriate decision-making. This body conducts preliminary deliberations 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.

We have adopted an executive officer system to ensure that management's decision-making and supervision duties are separate from the execution side and to help accelerate execution. Presidential authority is given largely to the executive officers with other responsibilities who serve as General Managers, and the execution of duties in specified areas is completed by persons below the rank of General

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

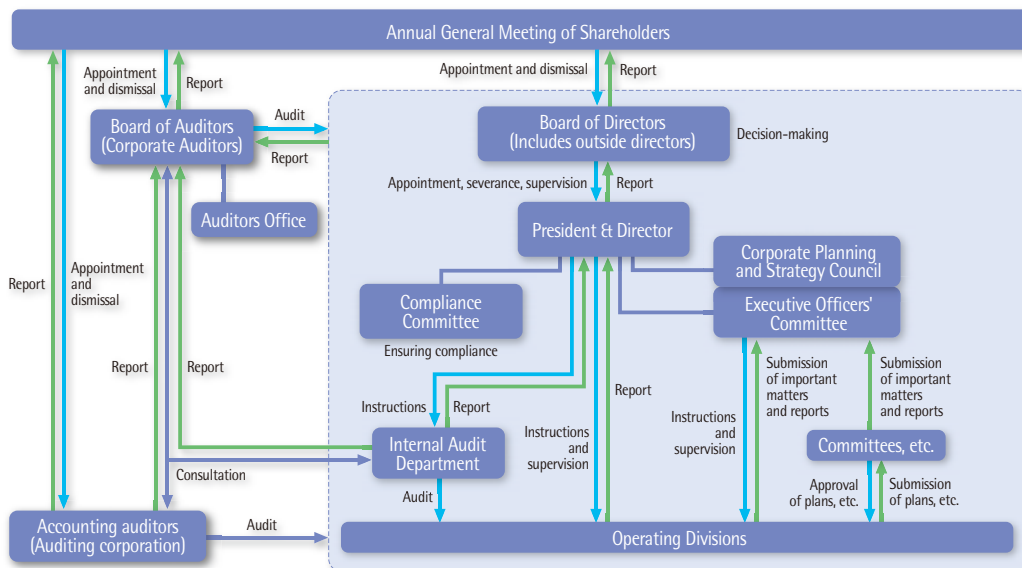
Furthermore, management responsibilities and executive responsibilities are clarified, and appointments of directors, executive officers with other responsibilities and executive officers are made for one year to ensure that our management system is capable of responding quickly to changes in the business environment.

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, interview directors regarding the performance of their duties, and examine the circumstances of company operations and finances.

The Internal Audit Department, which is under the direct control of the President and independent of the operating divisions, is responsible for internal audits of the activities of the operating divisions, basing its perspective on internal control system effectiveness and CSR.

*Corporate governance: The monitoring and regulation of enterprise management, and the systems for performing these tasks.

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



Internal Controls*

Preparation and Operation of Internal Control System

Chubu Electric Power set its basic stance on the preparation of a Company Law-based internal control system at an April 2006 meeting of the Board of Directors, where we described a "system to ensure the proper conduct of business operations," consisting of items related to business management, risk management, compliance, auditing and so on. A revision was made at a March 2008 Board of Directors meeting that reflected internal control on financial reporting, among other matters, followed by a revision reflecting items relating to business management of Group companies, decided at an April 2009 meeting of the Board of Directors. Chubu Electric Power appropriately prepares and operates its internal control system as based on this "system to ensure the proper conduct of business operations."

■ 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. In fiscal year 2008, a number of official regulations concerning Group management were put into place to ensure that internal controls are maintained and applied in an appropriate fashion.

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*

Concerning internal control on financial reporting as based on the Financial Instruments and Exchange Law, Chubu Electric Power has prepared a system to visualize, confirm and evaluate important business processes relating to financial reporting. This system has been in operation since April 2008.

***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.

***Internal control on financial reporting:** Starting with business years beginning April 1, 2008 or thereafter, companies listed on stock exchanges are required to write internal control reports evaluating their internal control on financial reporting, as well as to receive a certificate of audit of their internal control reports by a certified public accountant or auditing firm and to submit it to the Prime Minister together with their securities reports.

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.

Topics

Response to New Strains of Influenza

In April 2007, Chubu Electric Power wrote the "Chubu Electric Power Action Plan on Responding to New Strains of Influenza" and published it on our website, in accordance with the Ministry of Health, Labour and Welfare's "Guidelines for Countermeasures to New Strains of Influenza at Businesses and Workplaces." We are establishing a more detailed action plan in response to

guideline revisions made in February 2009.

We are making every effort to ensure that, in the event of an outbreak of a new strain of influenza in Japan, we will have thoroughgoing measures in place to prevent the spread of infection and to secure substitute and supplementary personnel so that we can continue to supply electric power without impediment.

Corporate Governance

Personal Information Protection and Information Security

Protection of 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 based on the Act on the Protection of Personal Information, and we are implementing a variety of measures accordingly.

Efforts to Ensure Information Security

Chubu Electric Power takes the following initiatives to prevent leaks of personal information or other information we collect for our operations.

- **Systematic Countermeasures**

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 promoters appointed by the president.

- **Human Countermeasures**

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 by e-Learning. Efforts to implement proper control of 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.

- **Physical Countermeasures**

Areas where official duties are carried out are kept locked and separate from areas accessible to non-company personnel, among other measures.

- **Technical Countermeasures**

We have measures in place to deter computer viruses and unauthorized access, PC access is verified by IC card, and access records are compiled and analyzed.

Information Leaks and Preventing Recurrence

When cases of loss or theft of information occur, we immediately provide the customers and interested parties 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.

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.

Ensuring Compliance

Chubu Electric Power Declaration of Compliance

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

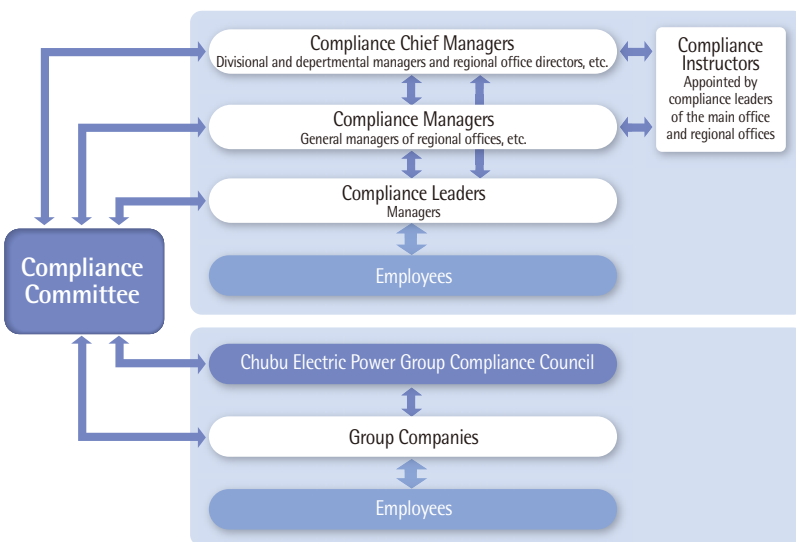
Compliance Promotion System

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. 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 views of people in the workplace in order to find solutions to issues in our ongoing work. In fiscal year 2007, moreover, as a new spur to autonomous activity, we appointed a Compliance Instructor (CI) to each division, regional office and so on. CIs have worked closely with administrative offices to provide activities support to frontline offices and have sent questionnaires to all employees to determine how well compliance awareness has become established and is being put into practice. Hereafter, we will encourage actions to overcome personal and organizational issues found by the questionnaire and other sources to help compliance become even better established.

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

Since disclosing noncompliance events relating to electric power generation facilities in March 2007, Chubu Electric Power has adopted recurrence prevention measures and an associated action plan. Its three-part recurrence prevention measures (spread / reinforce the importance of compliance, create mechanisms for open communication, and improve arrangements to prevent the occurrence of noncompliance events) are a company-wide effort headed up by our "Assessment / Inspection Committee Relevant to the Inspection of Power Plants" (chaired by Vice President Asano). During fiscal year 2008 we again made efforts to prevent recurrence in keeping with our action plan, steadily carrying out a variety of measures and confirming that such measures

are on track. In the future we will continue such activities as part of the execution of our duties, being mindful of initiatives conducted heretofore and to what degree our countermeasures have become established. Of particular note, in June 2009 we established an "Electric Power Facilities Safety Promotion Council" (Supervisor: Vice President Asano), which, in place of the above committee, shares information with departments concerned with promoting electric power facility safety. Chubu Electric Power will continue to work assiduously to firmly establish compliance as part of our corporate culture.

* Refers to power generation facility problems that have been found at several electric power companies, such as data falsification and inadequacy of necessary procedures. A thorough review of operations at Chubu Electric Power revealed 40 instances of noncompliance events.

Environmental Policies and Promotional Framework

Chubu Electric Power Group Environmental Declaration and Regime for Protecting the Global Environment

We consider the fight against environmental degradation to be one of the Group's most critical issues, so in April 2004 we established the Chubu Electric Group Environmental Declaration, which has guided our initiatives in this area.

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 CO₂ 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.

Chubu Electric Power has established an action plan with specific targets based on the four guidelines above, and following this plan we will work for environmental conservation.

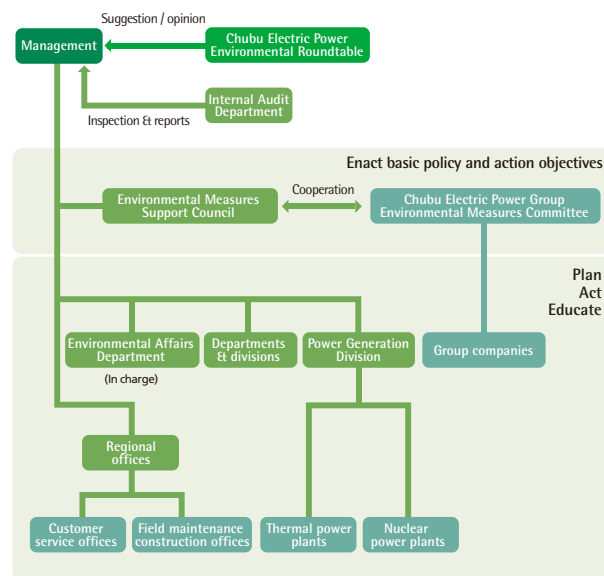
Furthermore, after reaching fiscal year 2008, the end of the period for our previous medium-term goals, we have set fiscal year 2020 as our new target date, which is

also the next medium-term goal date for global warming prevention measures in Japan and abroad. **Look! P28-29**

Regime for Protecting the Global Environment

We are working closely with Group companies and building a framework for promoting environmental management across departments and regional offices, headed up by the President.

Regime for Protecting the Global Environment



■ Environmental Measures Support Council

The Council, chaired by the General Manager of the Environmental Affairs and Plant Siting Division, 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.

■ Chubu Electric Power Environmental Roundtable

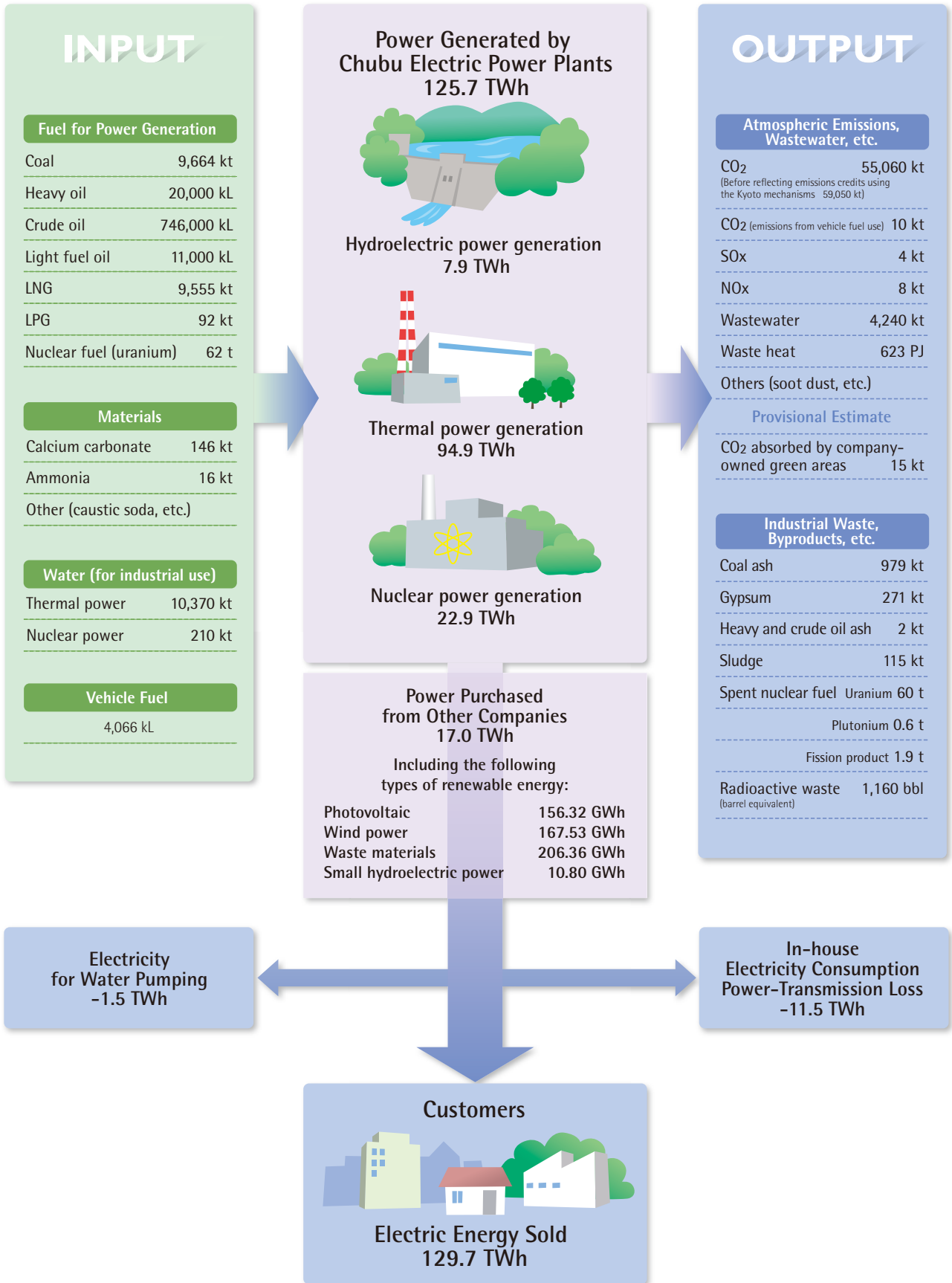
We have established a Chubu Electric Power Environmental Roundtable, through which the General Manager of the Environmental Affairs and Plant Siting Division can receive advice and suggestions on environmental measures in general from experts in environmental issues.

■ 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.

Business Activities and Environmental Impact

Inputs and Outputs of Business Activities



Action Plan

Item		Relevant Guidelines	Medium-term Goal (FY2020)	
Global Warming Prevention Reduction of CO ₂ Emissions	Promoting Nuclear Power Generation	1,2	<ul style="list-style-type: none"> Maximizing the usage of nuclear power generation facilities, while placing priority on ensuring safety (85% facility utilization rate*1) Promoting nuclear fuel recycling Promoting the replacement of nuclear power plants and making continuous efforts to cultivate new sites 	
	Promoting Development of Renewable Energy	1,2	<ul style="list-style-type: none"> Steadily achieving the annual targets of the Renewable Portfolio Standards (RPS) Law (16 TWh throughout Japan by FY2014 (an estimated 2.3 TWh to be achieved by Chubu Electric Power)*2) Steadily achieving the targets for after FY2015 under the RPS Law 	
	Promoting Energy Conservation	Improving Thermal Efficiency of Thermal Power Plants	1,2	<ul style="list-style-type: none"> Achieving Japan's highest level of thermal efficiency through continuous efforts to maintain the present efficiency level of existing facilities, and through steady development and optimum operations at the Joetsu Thermal Power Station Overall thermal efficiency of 47% (lower heating value standard)
		Promoting the Introduction of Next-generation Vehicles*3	1,2	<ul style="list-style-type: none"> Promoting the introduction of next-generation vehicles Introducing 1,500 vehicles
	Promoting Energy Conservation	Saving Energy in the Residential Sector	1,2,4	<ul style="list-style-type: none"> Expanding the usage of Eco Cute heat pumps and other high-efficiency products Actively implementing ecological lifestyle promotion activities
		Saving Energy in the Commercial and Industrial Sectors	1,2,4	<ul style="list-style-type: none"> Proposing solutions that utilize the technologies and expertise of Chubu Electric Power and Group companies
	Researching CO ₂ Reduction Measures	2	<ul style="list-style-type: none"> Promoting research on CO₂ reduction measures Supporting the widespread usage of next-generation vehicles and the effective utilization of biomass fuels Technologies for the separation, capture, fixation, and biological utilization of CO₂ 	
	Complementary Initiatives	2,4	<ul style="list-style-type: none"> Utilizing the Kyoto mechanisms (appropriate response toward the post-Kyoto framework) 	
<p>Reducing the average CO₂ emission*4 by 20% for the period from FY2008 to FY2012 (below FY1990 level) Appropriate response toward the post-Kyoto framework for the period after FY2013</p>				
Protecting Biological Diversity	Biodiversity-friendly Business Activities	4	<ul style="list-style-type: none"> Implementing biodiversity-friendly business activities 	
	Promoting Environmental Conservation Activities	4	<ul style="list-style-type: none"> Achieving harmony with nature in our service territory and conserving the environment Promoting nature regeneration activities and the development of nature conservation technologies Donating 16,000 saplings per year and achieving a cumulative total of more than 500,000 trees 	
Creating a Recycling Society	Achieving Zero Emissions*5	2	<ul style="list-style-type: none"> Reducing external landfill waste among Chubu Electric Power and Group companies Achieving an external landfill waste ratio of less than 1% 	
	Promoting Green Procurement	2,3	<ul style="list-style-type: none"> Improving the green procurement rate for office supplies among Chubu Electric Power and Group companies Achieving a 100% green procurement rate for office supplies 	
Chemical Substances Management	Supporting PCB Treatment	2	<ul style="list-style-type: none"> Promoting proper management and treatment of devices containing PCB Completing the treatment of all devices by 2016 	
Thorough Environmental Management		3	<ul style="list-style-type: none"> Promoting the utilization of the Environmental Management System (EMS) to improve operational effectiveness and efficiency among Chubu Electric Power and Group companies on a continuous basis 	
Training Personnel Capable of Taking Independent Action on Environmental Concerns		3	<ul style="list-style-type: none"> Maintaining and improving environmental awareness among employees of Chubu Electric Power and Group companies Achieving full participation in the Chubu Electric Power Group Eco Points Program, and training a cumulative total of 300 Chuden Foresters, or volunteer forest conservation instructors 	
Communication with Local Communities		4	<ul style="list-style-type: none"> Promoting education on energy and the environment in cooperation with local communities Actively implementing environmental activities with local communities and strengthening partnerships with local companies 	
Cooperation with the World		4	<ul style="list-style-type: none"> Expanding overseas energy projects using the technologies and expertise of Chubu Electric Power and Group companies 	



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

*2: Estimated from the power supply/demand projections and supply plans released by the Japan Electric Power Survey Committee.

*3: Refers to such new types of vehicles as electric vehicles and plug-in hybrid vehicles

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

Results for fiscal year 2008 have been evaluated based on the newly established medium-term goal for fiscal year 2020.

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

Results for FY2008	Self evaluation	Future Initiatives	See page
<ul style="list-style-type: none"> Only achieved a facility utilization rate of 54.4%, due to the long-term shutdown of Unit No. 5 at the Hamaoka Nuclear Power Station to investigate the cause of a rise in hydrogen concentration, in addition to the previous shutdown of Units No. 1 and 2 (FY2008 target: 55.0% or higher) 		<ul style="list-style-type: none"> 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 	P4 P6 P32
<ul style="list-style-type: none"> Achieved the RPS Law target volume of approx. 1.04 TWh Promoted the development of the Taketoyo Mega Solar Power Station (slated to commence operations in FY2011) 		<ul style="list-style-type: none"> Promoting the development and introduction of wind and solar power generation, biomass mixed combustion in coal-fired power plants, and small hydroelectric power plants Purchasing surplus power on a continuous basis 	P33 P34
<ul style="list-style-type: none"> Achieved an overall thermal efficiency of 46.08% owing to preferential operations of highly efficient thermal power plants (FY2008 target: 45.7% or higher) 		<ul style="list-style-type: none"> Steadily developing the Joetsu Thermal Power Station (FY2012 – FY2014) Preferentially operating high thermal-efficiency power plants 	P35
<ul style="list-style-type: none"> Explored plans for introducing next-generation vehicles and installing charging facilities 		<ul style="list-style-type: none"> Promoting the introduction of next-generation vehicles to achieve the medium-term goal 	P37
<ul style="list-style-type: none"> Strengthened various PR measures to promote widespread usage of Eco Cute (performance: contracts for approx. 710,000 units; cumulative total of 280,000 units) Renewed the website of the environmental household account book program to further promote its use 		<ul style="list-style-type: none"> Promoting widespread usage of Eco Cute and other high-efficiency products Promoting ecological lifestyles through the environmental household account book program 	P37
<ul style="list-style-type: none"> Promoted the usage of electric heat pumps (1,148 applications, approx. 154 MW) (FY2008 target: 143 MW or more) Promoted local heat supply services through the Chubu Electric Power Group companies 		<ul style="list-style-type: none"> Further promoting energy conservation by developing and proposing high-efficiency products 	P10 P37
<ul style="list-style-type: none"> Conducted R&D of charging systems to promote the use of next-generation vehicles Conducted an experimental study of sterling engine power generation for effective utilization of biomass fuel 		<ul style="list-style-type: none"> Promoting next-generation vehicle charging systems, effective utilization of biomass fuels, and research on CO₂ fixation technologies, to reduce CO₂ 	P31 P33
<ul style="list-style-type: none"> Contracted to purchase CO₂ credits as planned, using the Kyoto mechanisms 		<ul style="list-style-type: none"> Finding new projects for steady procurement of CO₂ credits 	P36
Emission intensity after reflecting emissions credits using the Kyoto mechanisms 0.424 kg-CO ₂ /kWh (8.5% reduction from the FY1990 level) CO ₂ emission intensity before reflecting emissions credits using the Kyoto mechanisms 0.455 kg-CO ₂ /kWh (1.9% reduction from the FY1990 level)			
<ul style="list-style-type: none"> Conducted a survey of raptorial birds and implemented activities for the preservation of rare species, as part of environmental assessment 		<ul style="list-style-type: none"> Promoting biodiversity-friendly business activities 	P39 P40
<ul style="list-style-type: none"> Constructed and designed facilities that harmonize with nature and the scenery Implemented environmental conservation activities to regenerate the seaweed beds and tidal flats in the vicinity of our power plants Donated 16,176 saplings (cumulative total of 350,000 saplings) 		<ul style="list-style-type: none"> Promoting the construction of facilities that harmonize with nature and the scenery Promoting the development of nature regeneration technologies Supporting the creation of verdant communities 	P39 P40
<ul style="list-style-type: none"> Achieved an external landfill waste ratio of 0.9% Cultivated new applications of Circulash*6 (substance for removing dioxins from incineration plants) 		<ul style="list-style-type: none"> Promoting the 3 Rs*7 to reduce external landfill waste in consideration of economic efficiency Promoting the effective utilization of coal ash, including the recyclable resource, Circulash 	P42 P47
<ul style="list-style-type: none"> Achieved a green procurement rate of 96% for Chubu Electric Power and 82% for all Group companies (FY2008 target: 100% green procurement rate) 		<ul style="list-style-type: none"> Further increasing awareness of the importance of green purchasing for office supplies 	P45
<ul style="list-style-type: none"> Thoroughly treated all insulating oils containing low levels of PCBs and devices containing high levels of PCBs Launched a treatment facility for pole-mounted transformer containers and components (rate of progress: 6%; FY2008 target: approx. 8%) 		<ul style="list-style-type: none"> Thoroughly treated all insulating oils containing low levels of PCBs and devices containing high levels of PCBs Promoting the treatment of pole-mounted transformer containers and components 	P44
<ul style="list-style-type: none"> Made continuous efforts to achieve 100% EMS implementation rate within the Chubu Electric Power Group, and promoted the utilization of EMS to implement efficient environmental activities 		<ul style="list-style-type: none"> Utilizing EMS to improve operational effectiveness and efficiency on a continuous basis 	P45 P47
<ul style="list-style-type: none"> Implemented the ECO Points Program (6,362 participants) Trained 20 Chuden Foresters during the year (cumulative total of 60) 		<ul style="list-style-type: none"> Improving the management and registration system of the ECO Points Program to promote further participation by employees Training Chuden Foresters (20 per year) 	P46 P49
<ul style="list-style-type: none"> Held Chubu Electric Power Elementary School Eco Sessions (participation by 251 students in six schools) Implemented the Chuden Eco Partnership Program (29 activities with 19 civic organizations) Implemented participatory forest conservation programs (8 times), traveling classes (599 times), and tours of workplaces and facilities (281 times) Promoted EPOC*8 activities in cooperation with other companies 		<ul style="list-style-type: none"> Implementing Chubu Electric Power Elementary School Eco Sessions and the Chuden Eco Partnership Program on a continuous basis Implementing participatory forest conservation activities called "Invitation to the Forest," traveling classes, and tours of workplaces and facilities, on a continuous basis Further promoting EPOC activities 	P49 P50 P56 P57
<ul style="list-style-type: none"> Launched a project to generate power using oil palm empty fruit (March 2009) (target to reduce approx. 2 million tons of CO₂ by the end of 2012) Supported improvement of thermal efficiency in thermal power plants in APP*9 participant countries Developed and surveyed new CO₂ reduction projects 		<ul style="list-style-type: none"> Steadily promoting power generation projects that use rice hulls and oil palm empty fruit Providing support for the improvement of thermal efficiency in thermal power plants in APP participant countries Developing and surveying new CO₂ reduction projects on a continuous basis 	P8 P36

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

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

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

*9: Asia-Pacific Partnership on Clean Development and Climate

Environmental Accounting

Environmental Preservation Costs and Environmental Preservation Impact

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.

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: FY2008

Scope of tables: All corporate facilities of Chubu Electric Power

Environmental Preservation Costs

Environmental preservation investments amounted to 67.2 billion yen; other environmental expenses totaled 167.4 billion yen. These amounts represented 26.5% and 7.7% of our capital investment and total operating expenses, respectively.

Category	Item	Investment (100 million yen)			Expenses (100 million yen)		
		FY '07	FY '08	Changeover	FY '07	FY '08	Changeover
Global environmental preservation	Global warming prevention and ozone layer preservation	19	330	311	122	228	107
Regional environmental preservation	Air pollution prevention, water pollution prevention, etc.	93	64	-28	552	548	-4
Resource recycling	Resource conservation, industrial waste measures, and radioactive material measures	6	106	100	233	267	34
Purchase of low environmental impact products, etc. (Electric vehicles, low-pollution vehicles, etc.)		4	4	0	2	3	0
Management programs	Personnel costs related to environmental preservation measures, costs for obtaining and maintaining ISO 14001, etc.	1	2	2	18	17	-1
Research and Development	Environment-related research and development	0	0	0	58	48	-10
Social programs	International cooperation, landscape protection, greening, natural environment preservation, etc.	155	164	8	559	555	-5
Environmental damage countermeasures	Pollution impact levy under the pollution-related health damage compensation system	0	0	0	8	8	0
Total		279	672	393	1,552	1,674	122
Percentage of total capital investment		13.1%	26.5%	-	-	-	-
Percentage of total electric utility business expenses		-	-	-	7.6%	7.7%	-

(Note) 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

Category	Item	Indicators		
		FY '07	FY '08	
Global environmental preservation	Global warming prevention	CO ₂ emissions intensity	0.470 kg-CO ₂ /kWh	0.424 kg-CO ₂ /kWh*
		Power purchases from renewable energy sources	615.64 GWh	541.02 GWh
		SF ₆ recovery rate (at inspection time)	99.2%	99.1%
Regional environmental preservation	Air pollution prevention	SO _x emission (thermal power)	0.06 g/kWh	0.05 g/kWh
		NO _x emission (thermal power)	0.09 g/kWh	0.08 g/kWh
Resource recycling	Industrial waste measures	External landfill waste	14,000 t	12,000 t
	General waste measures	Waste paper recovery rate	88.9%	86.5%
Social programs	Landscape protection	Total length of power distribution cables laid underground	25 km	23 km
	Greening	Green area at power plants	2,401,000 km ²	2,397,000 km ²

* After reflecting Kyoto Mechanism credits

(Note) 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)			
		FY '07	FY '08	Change over	
Global environmental preservation	Global warming prevention	Fuel cost reduction due to change in gross thermal efficiency of thermal power plants, etc.	-15	202	-
Resource recycling	Industrial waste measures	Sales income from recycled gypsum, coal ash, etc., and reduced expenses due to reuse of transformers and other equipment	75	107	32

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

Global Warming Prevention

Promotion of Global Warming Prevention Measures

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

Supply perspective:

Use energy sources that emit less CO₂

- Promote nuclear power generation
- Promote the adoption of power generation using renewable energy sources
- Improving thermal efficiency of thermal power
- Participate in CO₂ reduction projects in developing countries

Demand perspective:

Energy conservation

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

Reduction of CO₂ Emissions

Chubu Electric Power aims to reduce CO₂ emissions per kilowatt-hour (CO₂ emission intensity) by 20% relative to fiscal year 1990 during the first commitment period (fiscal year 2008 to fiscal year 2012) of the Kyoto Protocol.

Our CO₂ emissions intensity for fiscal year 2008 was 0.424 kg-CO₂/kWh, thanks to the start of operations at the high-efficiency combined-cycle Shin-Nagoya Thermal Power Station Group No. 8 and application of Kyoto Mechanism credits (the emissions intensity prior to applying Kyoto Mechanism credits was 0.455 kg-CO₂/kWh), which is an 8.5% reduction compared to fiscal year 1990. CO₂ emissions totaled 55,060,000 tons (or 59,050,000 tons before applying Kyoto Mechanism credits).

■ Participation in Experimental Integrated Emissions Trading Market in Japan

An experimental emissions trading market started in Japan in October 2008.

In addition to measures we are taking on electric power supply and demand, Chubu Electric Power will address domestic emissions trading as one means for achieving our CO₂ emissions intensity reduction target as we monitor the progress of this experiment.

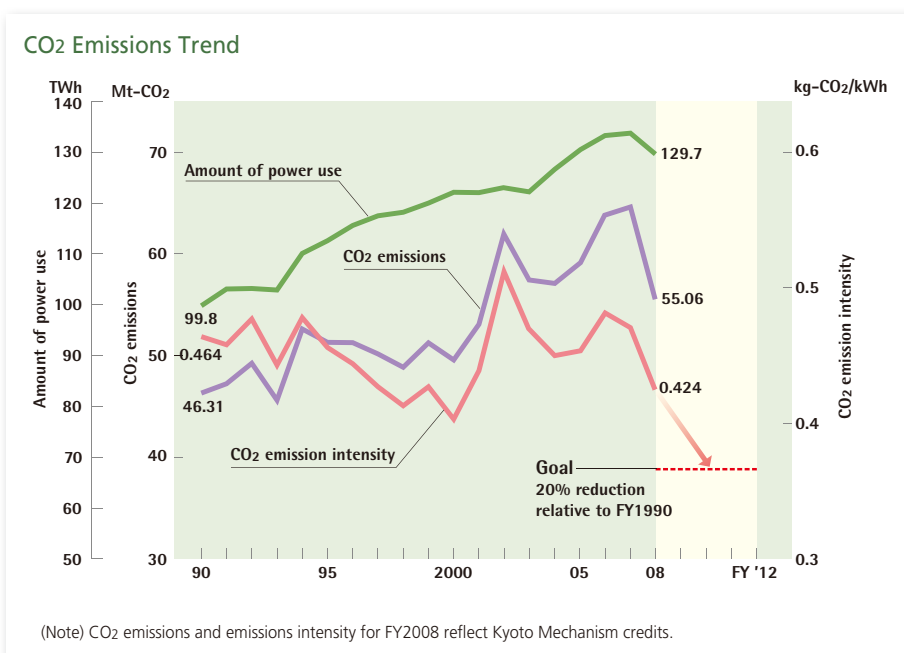
■ Research into Reducing CO₂

Chubu Electric Power stepped up development of CO₂ reduction technologies with the start of the CO₂ Reduction Technology Group in our Electric Power Research and Development Center in April 2008.

We will continue our proactive R&D initiatives for a low-carbon society.

Major R&D Initiatives for a Low-carbon Society

- Research into electric power networks that respond flexibly to weather changes affecting solar power
- R&D on recharging systems to support diffusion of next-generation automobiles (electric vehicles, plug-in hybrids, etc.).
- Studies of CO₂ reduction technology trends in Japan and abroad, etc.



Global Warming Prevention

Initiatives from the Electric Power Supply Perspective

Promoting Zero Emissions Power Generation* (Nuclear Power)

Because nuclear power offers supply stability and emits no CO₂ as power is generated, it has the advantage of helping to avert global warming.

Nuclear power is a relatively small part of the power supply structure of Chubu Electric Power as compared to other electric power companies, but it is a form of power we need to prioritize and proactively develop. As we seek the best mix of power types, we shall continue to make every effort to develop nuclear power internally so that we can increase its proportion of the power supply mix.

***Zero emissions power generation:** Renewable energy sources such as solar, wind, hydro and biomass, and sources that do not emit CO₂ during power generation, such as nuclear power.

Development of Nuclear Power

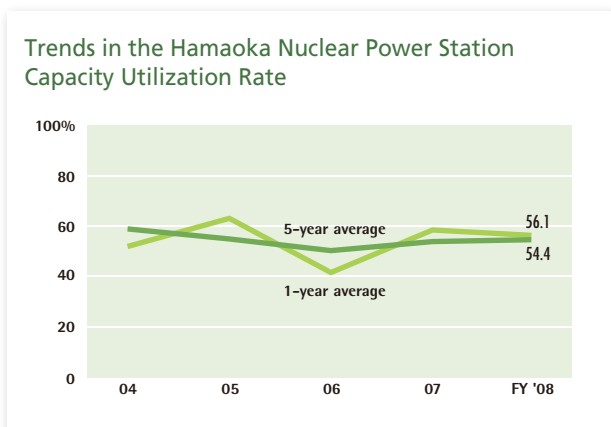
In our Hamaoka Nuclear Power Station (Omaezaki City, Shizuoka Prefecture) replacement plan, Chubu Electric Power intends to terminate operations at Units No. 1 and 2 and, in their place, build Unit No. 6 (1,400-MW class), with a target operations starting date in 2018 or within several years thereafter.

We will continue to operate this plant stably and disclose information actively, putting the highest emphasis on safety, as we endeavor to educate the public and operate a trusted power plant.

Look! P04

Additionally, we will actively accept electric power from nuclear power plants under development by other companies, such as the Ohma Nuclear Power Plant (J-Power, Aomori Prefecture, starting operations in fiscal year 2014) and the Tsuruga Nuclear Power Station Units No. 3 and 4 (Japan Atomic Power Co., Fukui Prefecture, starting operation in 2015 and 2016, respectively).

Increase in the Capacity Utilization Rate of Nuclear Power Plants

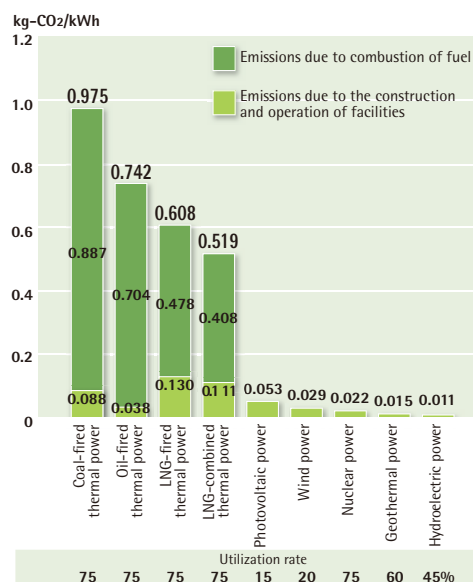


We are striving to make efficient use of nuclear power plant facilities while placing top priority on safety. The capacity utilization rate at Hamaoka Nuclear Power Station in fiscal year 2008 was 56.1% (with the average for the past five years being 54.4%), partly because Units No. 1 and 2 have been out of operation for a long time and Unit No. 5 has also been out of service for the long term as it undergoes examination to determine the cause of a rise in hydrogen concentration.

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.

Breakdown of CO₂ Emissions by Type of Power Generation



(Note) CO₂ 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)

Initiatives from the Electric Power Supply Perspective

Promoting Zero Emissions Power Generation (Renewable Energy*)

Despite shortcomings such as low energy density and unstable output, renewable energy helps reduce consumption of fossil fuels and alleviate environmental impact.

Chubu Electric Power actively supports the development and diffusion of electricity generation using renewable energy.

* **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.

Mega Solar Electricity Generation

Chubu Electric Power is developing a commercial mega solar project on the grounds of Taketoyo Thermal Power Station (Taketoyo Town, Aichi Prefecture) with a target launch in fiscal year 2011. Under development to produce 7 MW of electricity, it will be the largest solar energy project in Chubu Electric Power's sales area and save an estimated 3,400 tons of CO₂ emissions annually.



Artist's view of Mega Solar Taketoyo Power Station

Topics

Development of a Multi-Stage Solar Energy System AICHI KINZOKU KOGYO Co., Ltd.

Group company AICHI KINZOKU KOGYO developed the "Multi-Stage Solar Energy System," combining solar panels, storage batteries, inverters and other equipment onto the company's own iron columns made with transmission pylon production technology. This arrangement makes it possible to install solar energy systems in places where space is limited.



Wind Power Generation

Chubu Electric Power will start operating the Omaezaki Wind Power Station (22 MW; Omaezaki City, Shizuoka Prefecture) in fiscal year 2009-2010, followed by another site (26 MW) in fiscal year 2012 or thereafter.

Also, the following wind power plants are being operated or developed by Group companies.

Wind Power Plants of Chubu Electric Power Group Companies

C-TECH CORPORATION

Wind Park Misato (Tsu City, Mie Prefecture)	16 MW	Started operations in February 2006
Wind Park Kasatori (Iga City, Mie Prefecture)	38 MW	Operations to start FY2009-2010

AOYAMA-KOGEN WIND FARM CO., LTD.

AOYAMA-KOGEN WIND FARM (Tsu City and Iga City, Mie Prefecture)	15 MW	Started operations in March 2003
Expansion plan for same	Approx. 80 MW	Operations targeted to start in FY2015

Biomass Power Generation

■ 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; 4,100 MW) is accounted for by woody biomass fuel. The consequent reduction in coal use has the effect of cutting annual CO₂ emissions by approximately 300 kt-CO₂.

■ Research at Aichi Rinku New Energy Research Area

The Aichi Rinku New Energy Park consists of many types of facilities concerned with new forms of energy in the Chubu Rinku area of Tokoname City, Aichi Prefecture. The experimental park is dedicated to all types of new energy research based on the spirit and achievements of the Aichi Expo.

Chubu Electric Power is performing proving research here on generating electrical power from a Stirling engine that runs on biomass.

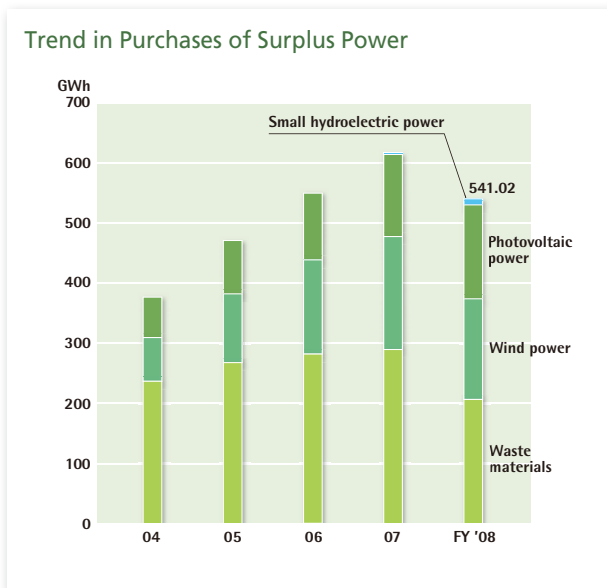
Global Warming Prevention

Hydroelectric Power Generation

With 182 hydroelectric power plants that have 5,220 MW of capacity, Chubu Electric Power uses Japan's water resources effectively. We are also developing small-hydroelectric power plants to take advantage of currently unused water drop-offs at existing dams and other places. We are additionally pursuing the Tokuyama Hydroelectric Power Station Plan (output of 153.4 MW) to tap the valuable water resources of the Japan Water Agency's Tokuyama Dam (Ibigawa Town, Gifu Prefecture), with fiscal year 2014 targeted for the start of operations.

Purchases of Surplus Electric Power

Chubu Electric Power is helping to diffuse renewable forms of energy such as solar and wind by purchasing excess supplies of electric power from these sources. In fiscal year 2008, these purchases resulted in a reduction of CO₂ emissions by approximately 250,000 tons.



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 2008, we have received 1,320 donations from 1,053 customers. To ensure transparency in the receipt and use of donations, the Fund is being managed by the Chubu Industrial and Regional Advancement Center.

We are publicizing the Fund through our website, and match customer donations with our own contributions.

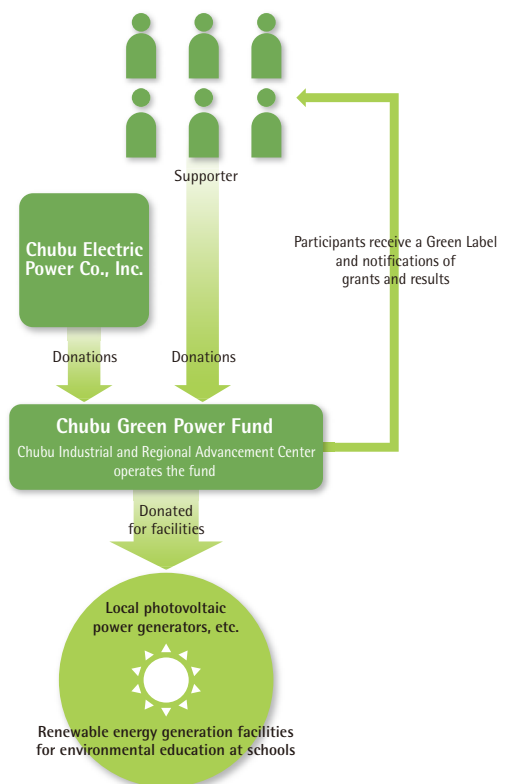
Financial Support Results (at end of FY2008)

Supported facilities	Financial support results	Output
Photovoltaic	92 locations	2,067 kW
Wind power	1 location	14,000 kW
Power generation facilities for purpose of environmental education	8 locations	6.3 kW

(Note) Assistance to wind power generation facilities ceased from fiscal year 2003.

Chubu Industrial and Regional Advancement Center
<http://www.cirac.jp/action/green.html>

The Chubu Green Power Fund Mechanism



Initiatives from the Electric Power Supply Perspective

Efficient Use of Energy

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 CO₂ emissions. We are striving for higher thermal efficiency by installing high-efficiency combined-cycle generation systems* and effectively operating high-efficiency thermal power plants. In fiscal year 2008, the gross thermal efficiency of our thermal power plants reached 46.08% (LHV basis*), an improvement of 1.14 points over the previous year and again setting the top mark for Japan. The result was to reduce CO₂ emissions by approximately 1.2 million tons.

* **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.

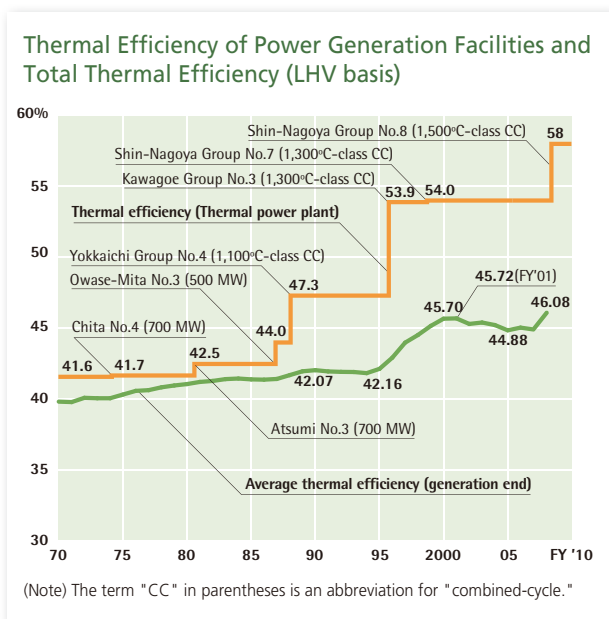
* **Combined-cycle power generation:** Technology that combines gas turbines and steam turbines to generate electricity.

* **LHV basis:** The thermal efficiency rate found by subtracting the heat of condensation of moisture in the fuel and moisture produced by combustion.

■ Implementing Leading-Edge Combined-Cycle Power Generation

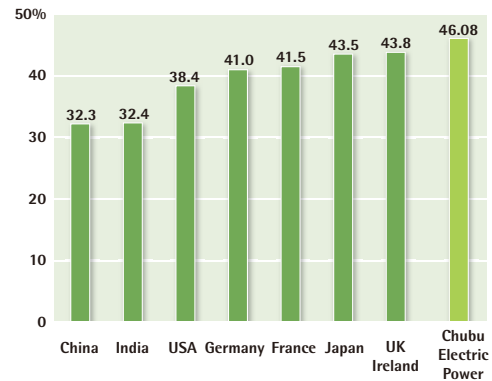
In fiscal year 2008, the high-efficiency combined-cycle Shin-Nagoya Thermal Power Station Group No. 8 (1,534.4 MW; Nagoya City, Aichi Prefecture) began operations. Group No. 8 employs a 1,500°C-class gas turbine to achieve a thermal efficiency of 58% (LHV basis), effectively reducing CO₂ emissions by approximately 1 million t-CO₂ 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 CO₂ emissions.

Comparison of Thermal Efficiency of Power Generation Facilities in Major Countries (LHV basis)

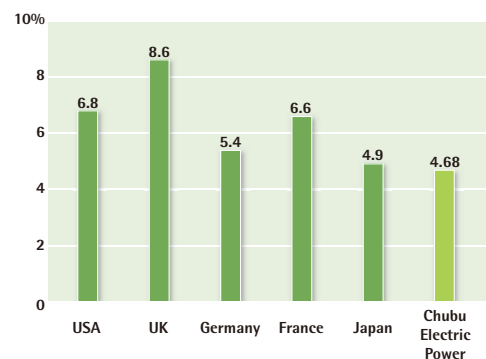


Source: Compiled from materials from the Federation of Electric Power Companies of Japan
Chubu Electric Power: FY2008; Others: calendar 2005

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 2008 were only 4.68% (one of the lowest levels among the electric power companies in Japan).

Comparison of Transmission and Distribution Loss Rates in Major Countries



Source: Statistics on Foreign Electric Power Industry, 2008 Ed., Japan Electric Power Information Center, Inc.
Chubu Electric Power: FY2008; Japan: FY2007; Others: calendar 2006

Global Warming Prevention

Overseas Initiatives

Use of Kyoto Mechanisms

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 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.

- * **Clean Development Mechanism:** In CDM projects, a developed country joins a GHG emission reduction project in developing countries, and may count part of the resulting reduction as its own.
- * **Joint Implementation:** Under JI, a developed country jointly implements a project for reduction of GHG emissions, and may count part of the resulting reduction as its own.

Overseas Environmental Projects

Australia Adelaide Afforestation Project	Participated in FY2002. 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 the whole amount of CO2 credits from this project. Look! P08
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. It began operation in FY2008. Look! P08
World Bank Prototype Carbon Fund (PCF)	Participated in FY2000. The PCF purchases the CO2 credits and allocates them to investors. Investment of \$10 million
Japan Greenhouse Gas Reduction Fund (JGRF)	Participated in FY2004. The JGRF purchases the CO2 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 and other such projects. Investment of \$10 million

Purchasing CO2 Emission Credits

We have so far concluded purchase agreements for approximately 29.5 Mt of CO2 credits. This includes environment-related businesses overseas. Credits are used to help us meet our CO2 emissions intensity reduction targets.

Purchasing CO2 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.
	Others Joint purchases with Japan Carbon Finance, Ltd., etc.

Working with the APP*

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 coal fired thermal power plants in APP-participant countries by activities to implement and disseminate best practices for operation and maintenance management. This initiative aims to support the transfer of global warming prevention technologies on a global scale while developing and enhancing related technical skills, and is expected to be a useful tool for advertising the effectiveness of sector-specific approaches in Japan and abroad as the world considers the post-Kyoto era.

* **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.



Initiatives from the Electric Power Demand Perspective

Energy Conservation and Others

Promoting More Efficient Energy Use by Customers

To reduce CO₂ 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.

■ Promoting E-Kucho (Electric Air Conditioning Systems)

In our sales promotion activities focused on energy solutions, we recommend highly efficient, environmentally friendly electrical heat pump air conditioners. In fiscal year 2008, we received 1,148 orders corresponding to approximately 154 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 (CO₂). Eco Cute reduces energy consumption from water heating and is also budget- and environment-friendly.

Throughout fiscal year 2008, we undertook PR efforts to promote the Eco Cute hot water system, with one example being the "Project Furo-eco" marketing campaign. Thanks to our loyal customers, the number of Eco Cute units sold in the Chubu Electric Power sales area in fiscal year 2008 totaled 71,000 (up 15% from the previous year), for a cumulative count of 280,000 units since sales began.

■ Energy Conservation / CO₂ Reduction Awareness-Raising

Chubu Electric Power takes every opportunity to provide customers with information about energy savings and CO₂ reduction and to make the concept of CO₂ emissions more tangible to them.

- Indicating on meter reading statements how to calculate CO₂ emissions
- Recommending use of "environmental account books" on our web site, etc.
- Offering energy conservation consulting as part of our customer solution services
- Recommended high-efficiency energy conservation equipment at ENE-WAY and other such exhibitions

Topics

Raising Awareness of Energy Conservation

Chubu Electrical Safety Inspection Association

Our partner organization, the Chubu Electrical Safety Inspection Association, helps raise awareness of energy conservation by promoting the installation of demand-monitoring systems to help customers use electricity more efficiently and by giving electrical safety classes, on-site classes and seminars on revisions to the Energy Conservation Law as sponsored by local chambers of commerce.

Research and Development on High-Efficiency Equipment

The Compact Cube heat pump chiller, jointly developed by Chubu Electric Power, Mitsubishi Electric Corporation and Kansai Electric Power Company, Incorporated, won the Chairman's Prize at the 19th awards of the Energy Conservation Center, Japan. Compact Cube vastly reduces energy consumption and CO₂ emissions by efficiently producing cooling and heating water for office buildings and factories.

Introduction of Electric Vehicles

Chubu Electric Power will introduce about 1,500 electric vehicles (including plug-in hybrids) to our fleet by the end of fiscal year 2020. Electric vehicles emit only about one-fourth the CO₂ emissions of gasoline-powered vehicles, and by adding 1,500 of them to our fleet, we can reduce our own CO₂ emissions by about 1,500 tons annually.



Global Warming Prevention

Other Global Warming Countermeasures

Reduction of Non-CO2 Greenhouse Gases

Chubu Electric Power is also working to reduce greenhouse gases from sulfur hexafluoride (SF6) used in insulation and other substances found in power facilities.

HFC	FY2008 emissions approximately 281 t-CO2 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.
SF6 (sulfur hexafluoride)	FY2008 emissions approximately 70 kt-CO2 SF6 is mainly used in insulation for power facilities. We are working to recover SF6 during inspection and repair, in order to reuse the recovered gas for other purposes.
CH4 (methane)	The level of unburned CH4 generated from combustion of fuels at thermal power plants was below the CH4 level in the air. Accordingly, there were effectively no emissions.
N2O (dinitrogen monoxide)	We are working to reduce N2O emissions through improvement of power generation efficiency, among other methods.

Initiatives in Physical Distribution

We are working to conserve energy and reduce CO2 in the transportation of fuel, materials and waste. Emissions in fiscal year 2008 came to approximately 17,000 t-CO2. 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. For shipments of fuel from outside Japan, we are working to receive LNG from large container ships to boost shipping efficiency, and we are presently reinforcing the receiving docks at our Chita LNG terminal for this reason*. Procuring LNG by large container ships is estimated to reduce CO2 emissions per vessel by about 40% compared to conventional tankers. Chubu Electric Power will continue to strive for further increases in logistics efficiency.

* Reinforcement of receiving docks at our Kawagoe LNG terminal will begin in the second half of fiscal year 2009.

Energy Management Initiatives at Our Offices

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 CO2 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.

CO2 Emissions from Electricity Consumption in Offices and Vehicle Fuel Consumption (FY2008)

Electricity consumption in offices	Approx. 60 kt-CO2
Vehicle fuel consumption	Approx. 10 kt-CO2

Gas/LNG Sales and On-Site Energy Service

With the growing awareness of the environment, we are transitioning from heavy oil to low-carbon fuels like natural gas to meet customer energy needs. The Chubu Electric Power Group is responding to customer needs through our sales of gas and LNG and our on-site energy service initiatives.

- **Chubu Electric Power**
Sales of gas through our own pipelines, etc.
FY2008 sales: About 310,000 tons
- **LNG Chubu CORPORATION, Hokuriku Erunesu Co., Ltd.**
LNG sales by tanker truck
FY2008 sales: About 150,000 tons
- **C ENERGY CO., INC.**
On-site energy service sales
Cumulative contracts at end of FY2008: 99

Look! P10

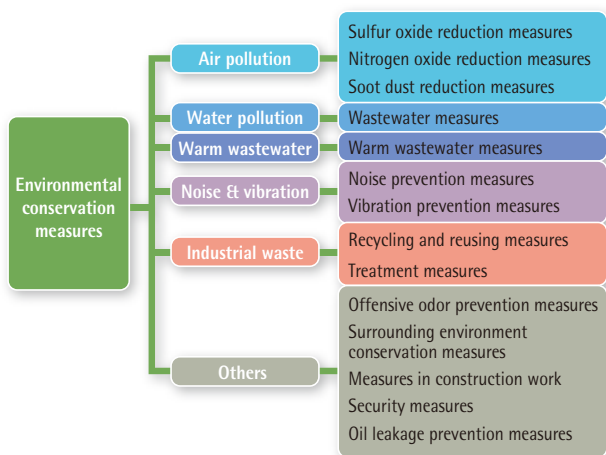
Topics

Eco Power Station Initiative

Chubu Electric Power's thermal power division has engaged in an "Eco Power Station Initiative" since January 2009 with the goal of better protecting the global environment and enhancing ecologically sound power plant management. Every member of the division is involved, not only in boosting electric power generating efficiency as before but also in conducting smaller activities – things that have been taken for granted in the past – more tangible in terms of their CO2 reduction. These efforts are expected to pay off in greater environmental awareness.

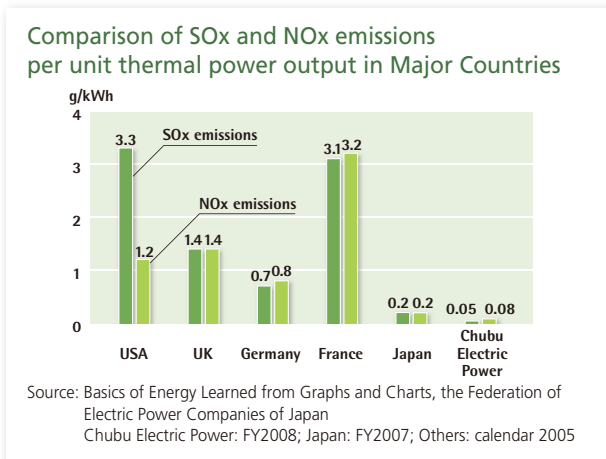
Environmental Conservation Measures at Power Plants

We are paying close attention to the surrounding environment by implementing measures addressing air pollution, water pollution, noise and vibration, based on environmental conservation agreements and pollution control agreements with local municipalities, and we are monitoring the effectiveness of these measures. At our power plants, 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 plants 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 plants 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.



Wastewater Treatment

Water used at power plants 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

We did not violate any environmental laws or ordinances in fiscal year 2008, although there were two instances of exceeding or deviating from values stipulated by pollution prevention arrangements. Neither incident had any impact on the surrounding environment, and we have implemented recurrence prevention measures.

- Residual chlorine concentration at Unit No. 2 drain outlet at Taketoyo Thermal Power Station exceeded pollution prevention arrangements value
Recurrence prevention measure: When starting up electrolyzer, we gradually adjust electrical current while checking residual chlorine concentration
- pH (a measurement of hydrogen ion concentration) of effluent from domestic wastewater treatment system at Kawagoe Thermal Power Station deviated from pollution prevention arrangements value
Recurrence prevention measures: Exchanged filtration materials, changed disinfectant

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 (worldwide average). The law requires that people living near a nuclear power plant receive annual radiation doses of no more than 1 millisievert from the plant. Persons living near Hamaoka Nuclear Power Station received less than 0.001 millisievert in fiscal year 2008.

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

Environmental Conservation

Protecting Biodiversity*

The Chubu Electric Group is committed to doing business in ways that preserve biodiversity.

***Biodiversity:** A state in which a large number of living species (species diversity), the diversity of genetic types within a species (genetic diversity) and the richness and balance of the ecosystem consisting of these (ecosystem diversity) are maintained.

Environmental Assessment

Environmental assessments are performed when new power plants or other facilities are built.

During the environmental assessment, we take a survey of the plant and animal species on land and in the water and check to make sure that there will be no harm done to these even after construction.

Construction Initiatives

During facility construction, we make every effort to minimize the area of land that will be altered or deforested and to protect rare plant and animal species.

As we build the Tokuyama Hydroelectric Power Station (Ibigawa Town, Gifu Prefecture; 153.4 MW), we have been taking steps to protect biodiversity, such as monitoring birds of prey and reflecting the results in our building plans, adopting means to protect rare plants in altered zones such as spoil deposit areas, and replanting zones altered by construction with native species. We plan to examine specific revegetation techniques such as using removed top-soil to replant seedlings to ensure revegetation with native species.

Equipment Management Initiatives

We own about 2,300 hectares of green land, in forests and green areas of our power plant premises.

We green our thermal and nuclear power plants 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 natural plant life, and also include food plants favored by local birds and other animals.

The Shin-Nagoya Thermal Power Station features the Satoyama Community Garden, where trees and flowering plants have been maintained since October 2008.

In addition, the Hekinan Thermal Power Station offers Eco Park, a facility open to the community, where, by weeding and hoeing, we maintain ponds and meadows full of low plants so that wild birds can fly to the ponds.

Dealing with Exotic Species

■ Research on Countermeasures Against Non-Native Species

In recent years, non-native species have caused problems at electric power facilities. Because there is little usable knowledge about the ecology of non-native species, we are researching these non-natives as they appear and using this to prevent problems.

• *Asian Green Mussels from Southeast Asia*

This mussel clings to water intake channels at thermal power plants, and if it falls off in large numbers can cause damage by blocking condenser intake filters. We are learning about the mussel's resistance to temperature and oxygen deprivation and putting this to use in our prevention measures.



Asian green mussels

• *Chinese Freshwater Mussels from China*

These mussels invade rivers and do such damage as plugging up cooling water pipes at hydroelectric power plants. We are studying the ecology of this creature for ideas such as how to prevent it from clinging to equipment and the best timing for removing it.

■ Extermination of Alien Species

The redback spider is a poisonous spider from the tropics that has started to appear in Japan, especially in coastal areas. It is one of the invasive alien species designated in the Invasive Alien Species Act (act concerning prevention of ecosystem, etc. damage by invasive alien species), established in 2004. Because we have discovered this spider in coastal power plants, Chubu Electric Power is taking appropriate steps to exterminate it.

Biotechnology

■ Underwater Forest Re-establishment Technology

Underwater forests, where seaweed such as eelgrass, paddle weed and Sargassum grow thick, provide food and spawning areas for fish while absorbing nutrient salts in the water, keeping it clean.

Tidal flats, moreover, nurture marine resources like clams, and microorganisms in the bottom sediment break down nutrient salts in the water to keep it clean; both these places need to be maintained as critical to the support of marine ecosystems. Thus, Chubu Electric Power works to conserve the coastal environment by developing technology to protect and restore the underwater forests and tidal flats around our power plants.

Underwater forest technology and technologies for producing eelgrass and paddle weed starts, as determined by research, are being put to use to restore underwater forests at Chubu Centrair International Airport, and Chubu Electric Power is taking part in marine environment improvement technologies in closed coastal areas, a project of the Ministry of the Environment, by conducting proving tests with Mie Prefecture in this field.

■ Rare Plant Protection Technologies

Chubu Electric Power is researching propagation of individual plants and regeneration of plant communities to protect rare plant species found on the company-owned Uchigatani Forest (Gujo City, Gifu Prefecture) and areas around our electric power facilities.

So far, this effort has established technologies for propagating such rare plants as the kyomaru rhododendron, yuania japonica and calanthe tricarinata.

Biodiversity Education

Through our intranet, the Chubu Electric Group provides employees with all types of environmental information, including biodiversity facts.

In addition, in December 2008 we held a CSR seminar for top management from Chubu Electric Power and Group companies on the theme of biodiversity.

Look! P19

Topics

Biodiversity Protection Lecture for Junior High School Students

Techno Chubu Co., Ltd.

Taking part in a junior high school off-campus learning program, Group company Techno Chubu Co., Ltd. gave a course on maintaining biodiversity.

Fourteen participating first-year junior high school students listened to a lecture on plants and animals in danger of extinction and the significance of maintaining biodiversity and toured a biotope built on the rooftop at Techno Chubu. The students all came away with a deeper environmental awareness by learning about biodiversity protection.



Cooperation with Community Greening Activities

Since fiscal year 1985, our employees have taken part in tree plantings and we have distributed tree seedlings for public facilities like schools and parks to support greener neighborhoods and help avert global warming. These efforts have produced a cumulative total of about 350,000 trees by the end of fiscal year 2008.



Tree planting in Nisshin City, Aichi Prefecture

Environmental Conservation

Waste Reduction

Targeting Zero Emissions

In fiscal year 2004 we set the target of zero emissions, 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 1,500 kt in fiscal year 2008. Waste disposal at external landfills decreased by 2 kt over the previous fiscal year, to 12 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, Waste By-Products and Amount Recycled (FY2008, unit: kt)

	Amount generated	Amount recycled	External landfill waste
Coal ash	979	979	0
Heavy and crude oil ash	2	2	0
Gypsum	271	271	0
Sludge (including solidified sludge)*1	115	58	3
Waste plastic	3	1	2
Metal scrap	31	31	0
Glass and ceramic scrap	2	0	2
Construction debris	77	72	5
Other*2	19	18	1
Total	1,500	1,431	12

*1: In-house landfill waste 45 kt (used as landfill material)

*2: Waste oil, waste alkali, etc.

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

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.

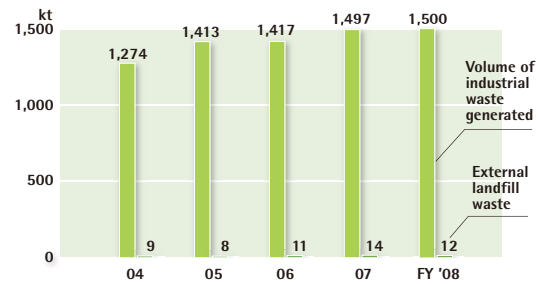
Circulash is effective for removing dioxins from incinerator facility exhaust gases and insolubilizing heavy metals (such as lead) found in fly ash, and is used as a dioxin remover at incinerator facilities in Aichi and Tochigi prefectures.

As a product that recirculates resources, Circulash is sure to be widely used in the future for environmental improvement.

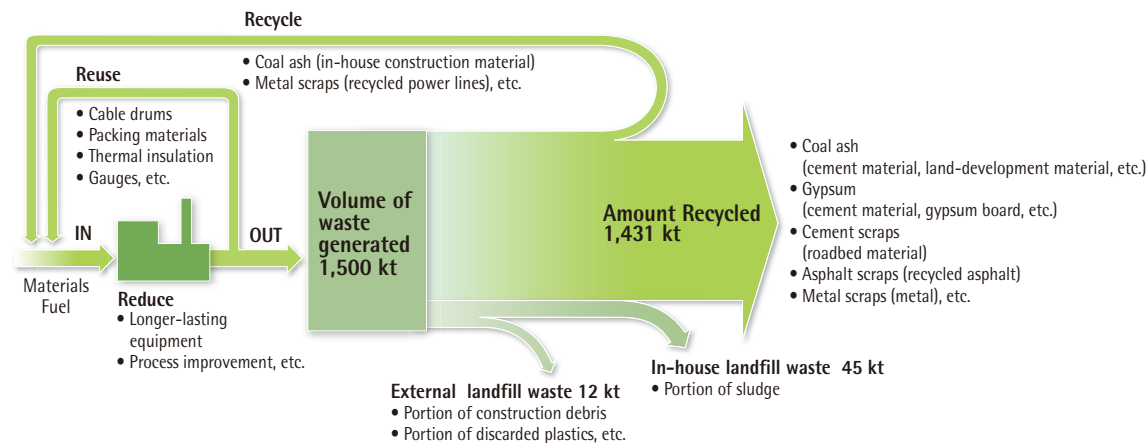


Delivering Circulash to an incinerator facility

Waste Generated by Our Facilities and Waste Disposal at External Landfills



Industrial Waste Processing and Recycling Flowchart (Chubu Electric Power)



■ Effective Use of Waste

Our thermal power plants are equipped with nitrogen processors to break down and remove the nitrogen compounds in wastewater that would otherwise contribute to eutrophication in coastal areas. This equipment uses methanol as a nutrient to feed the bacteria that remove the nitrogen. We conducted proving tests on the effectiveness of using ethanol, a by-product generated by manufacturers of alcoholic beverages, as an alternative to methanol, and concluded that the substitute has potential for use in actual equipment. Accordingly, in April 2009 we started using this nutrient source at Hekinan Thermal Power Station on a regular basis.

■ Initiatives for Recycling

An effort to make effective use of leaves and similar materials drifting into the Miyamae Hydroelectric Power Station (Matsusaka City, Mie Prefecture) won the Chairman's Prize for fiscal year 2008 from the Reduce, Reuse, Recycle Promotion Council. At one time, driftwood, leaves and litter reaching the power plant were combed off by a screen-cleaning mechanism and separated manually for processing, but in fiscal year 2000 we installed a refuse processing plant, which promotes fermentation of organic matter and processes it into a soil amendment. We distribute this soil amendment at local events and provide it to elementary schools and so on for them to use.



Refuse processing plant



Soil amendment Flower Friend

Management of Radioactive Waste

The term "radioactive waste" refers to that portion of waste generated by nuclear power plants that contains radioactive material. 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 2008, we were safely managing 35,458 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 22,933 drums to the Low-Level Radioactive Waste Disposal Center (operated by Japan Nuclear Fuel Limited) in Rokkasho Village, Aomori Prefecture. There, after the radioactive material is sealed the drums are stored underground (at a depth of at least 4 m).

Topics

Developing Technology to Make Fuel from Cow Manure Chubu Plant Service Co., Ltd.

Group company Chubu Plant Service Co., Ltd. is developing technology to turn cow manure into fuel as it seeks to achieve effective use of the waste that livestock produce in large quantity.

The company performs compositional analysis to identify combustion issues and conducts basic combustion testing to investigate drying and storage techniques.



Dewatered cow manure (before drying)

Environmental Conservation

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 appropriate 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 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 work on reducing emissions of PRTR substances by reviewing the scope and interval of equipment repair and by recovering and reusing substances.

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 22,000 kL of insulation oil has been treated so far, which is then 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 from May 2008. We have processed about 48,000 pole mounted transformers, recycling such parts as their metal

components.

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 (JEMA) in 2002, we are also implementing proper control over transformers and other equipment that have been found to contain trace amounts of PCB.

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.



Work underway at the Transformer Recycling Center

Environmental Management

Environmental Management System and Green Procurement

Building Environmental Management Systems

We are committed to building our environmental management systems (EMS) 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.

Since establishing environmental management rules in January 1998, we have worked steadily to build an environmental management system, or EMS, at each of our business premises, some of which have earned ISO 14001 certification, with the others building ISO 14001-compliant systems.

Facilities with ISO 14001 Certification (As of the end of FY2008)

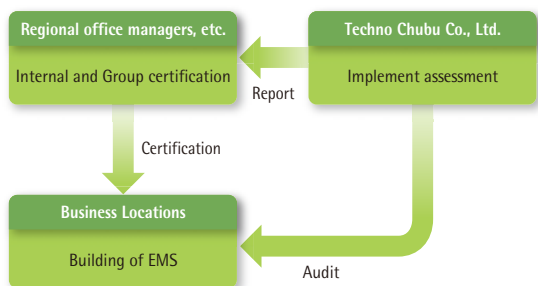
Headquarters	Chita/Chita Daini Thermal Power Station
	Hamaoka Nuclear Power Station
	Electrical Engineering Technology Center
Regional offices	14 facilities supervised by Shizuoka Regional Office
	17 facilities supervised by Nagano Regional Office
	13 facilities supervised by Okazaki Regional Office

■ EMS Internal Certification System and Group Certification System

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

In April 2008, we expanded the Chubu Electric Power in-house certification system to the whole Group to support efforts to build environmental management systems suited to varying business needs.

Internal Certification System / Group Certification System



Promoting 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! P54

■ Green Procurement of Office Supplies

In fiscal year 2008, our green procurement ratio was 96%. We are now aiming to further raise our employees' environmental awareness, 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.

Evaluating materials for their potential for energy savings, resource conservation, recycling and minimal use of hazardous substances, we purchase removable insulating materials that can be reused and coatings with low content of harmful chemicals.

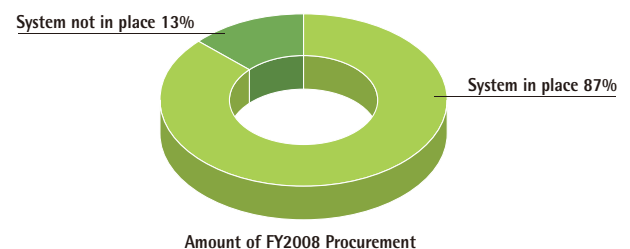
In addition, since fiscal year 2005 we have solicited "green proposals" for improving environmental performance from our business partners.

■ Supply Chain Initiatives

Suppliers accounting for approximately 90% 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.

Percentage of Material Procurement from Companies with Environmental Management Systems in Place



Environmental Management

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 2,888 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.

e-Learning

Since fiscal year 2002, we have provided online environmental education for all employees. The training given in fiscal year 2008 followed the theme of "Using the Environmental Management System to Reduce CO₂ Emissions," in which 91% of employees participated.

Chubu Electric Power Group ECO Points Program

We are implementing the 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. There were 6,300 or more employees taking part as of the end of March 2009. Initiative results are compiled every half-year and commendations given to individuals and business sites that have done particularly well. In the first half of fiscal year 2008, the Hiraoka Dam Control Office, Iida Field Maintenance Construction Office of Chubu Electric Power's Nagano Regional Office took first place in the group category and an employee of the same office did likewise in the individual category; and both received statements of appreciation from the General Manager of Environmental Affairs Dept.

In addition, we conduct social service activities with

environmental non-profits and others so that the concern of initiative participants for the environment can be returned to the community.

Fiscal Year 2008 Social Service Projects

Regeneration of mangrove forest	Supported Hoi Nam Du, a group leading efforts to restore mangrove forests in the Can Gio district of Ho Chi Minh City, Vietnam. Provided 2,000 mangrove seedlings and prepared an environmental education base that students from both countries will use
Tree plantings	Planting of oaks and other trees in Nagakute Town, Aichi Prefecture park 
Donation of environmental study kits	About 1,000 environmental study experiment kits using Circulash made from coal ash were given to children

Topics

First-Place Individual in Chubu Electric Power Group ECO Points Program



Toshio Ikeda
Hiraoka Dam Control Office,
Iida Field Maintenance
Construction Office,
Nagano Regional Office,
Chubu Electric Power Co., Inc.

Mr. Ikeda (left), first-place winner in the individual category in the ECO Points program for the first half of FY2008, receives a statement of appreciation from the General Manager of Environmental Affairs Dept.

My family and I have been really active in events like area cleanups. The ECO Points program is a great way to raise the environmental awareness of individuals and the entire workplace. I plan to continue being actively involved and hope to see the program expand.

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

In fiscal year 2008, this committee met in May and December, considered implementation of a Group certification system for environmental management systems, and toured the Japan Atomic Energy Agency's Tono Geoscience Center, which conducts research into the geologic disposal of high-level radioactive waste. (As of the end of fiscal year 2008, 31 companies including Chubu Electric Power have participated.)

■ Holding Theme-Specific Study Groups

The Chubu Electric Power Group Environmental Measures Committee is also holding theme-specific study groups to provide education for environmental representatives in coordination with meetings and conferences. In December 2008, study groups were held on the themes of "The Current Status of Global Warming and World, Japan, and Chubu Electric Power Group Initiatives for Prevention of Warming" and "Environmental Management Systems."



Chubu Electric Power Group Environmental Measures Committee

Group Environmental Goals

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

Item	Goals	Group Results for FY2008 (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
	Procurement rate FY2013: 100%	Procurement rate 82%
Electric power utilization (offices)	FY2010: 3% reduction (relative to FY2005)	216,270 MWh (+0.6% relative to goal)
Vehicle fuel utilization (gasoline)	FY2010: 3% reduction (relative to FY2005)	9,546 kL (+0.9% relative to goal)
Water utilization (water supply)	FY2010: 3% reduction (relative to FY2005)	1,284,000 m ³ (-1.7% relative to goal)
CO ₂ emission intensity	Power generation divisions: Emission intensity reduced 20% over FY2008-2012 (relative to FY1990)	0.424 kg-CO ₂ /kWh (+14.3% relative to goal)
	Production divisions: Emission intensity reduced 5% in FY2010 (relative to FY2005)	462 kg-CO ₂ /million yen (-20.5% relative to goal)
Industrial waste	FY2013: Promote work on zero emissions	Industrial waste 1,506 kt
Waste final disposal volume		Final disposal volume: 13 kt Final disposal rate: 0.9%

Partnerships in Environmental Communication

Environmental Communication

"Taking the Environmental Challenge."

Chubu Electric Power uses TV commercials and advertising to provide information about our initiatives for global environmental protection, a topic of high public concern. In fiscal year 2008, we took out advertising in newspapers and on signboards with the slogan of "Taking the Environmental Challenge." created TV commercials highlighting our rice husk biomass power generation project in Thailand and the fact that nuclear power emits no CO₂ during electricity generation, and produced videos promoting new forms of energy.



Signboard advertising in Nagoya Station



Advertising indicating that nuclear power emits no CO₂ during electricity generation

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 web site. Together with "design no Ma" e-Lifestyle Information Center (opened November 2008), it provides lifestyle information on topics such as food, home, health and eco-life
BizEne	Comprehensive web site with energy solutions for corporate customers; provides measures to improve energy utilization with the latest information and many case examples

The Ministry of the Environment used our Eco Land in fiscal year 2008 as part of Children's Day for Visiting Kasumigaseki, in which children on summer vacation visit government agencies for social experience. Eco Land was set up in an area where children learn about environmental problems.

Technofair

Technofair 2008 took place at the Chubu Electric Power Technological Development Department in October, pursuing the theme of "Taking the Environmental Challenge: E (Good) Technologies for Reducing CO₂." Chubu Electric Power and nine Group companies gave research presentations at this event.

About 3,500 visitors came to the two-day fair and had the opportunity to learn about technological development at the Chubu Electric Power Group, especially our CO₂ reduction technologies.

Environment Month Event

During Environment Month in June 2008, we held an event in cooperation with the non-profit Weather Casters Network on the theme of "What Do You Mean When You Say There's Something Wrong with the Planet: Learning about the Weather to Understand Global Environmental Changes."

About 80 children and parents took part. Led by a familiar TV weather caster, they enjoyed learning about the global climate by doing experiments in how CO₂'s greenhouse effect causes rising temperatures and practiced weather casting by using chroma keying to create composite images of weather maps.

Environment and Energy Seminar

We offer a course through the Nagoya Open University of the Environment* in which university students from Aichi Prefecture learn about the environment and energy and share their thoughts on these topics.

In fiscal year 2008, participants heard a lecture on Chubu Electric Power's environmental efforts, took tours at power plants, Technofair and so on and traded views with Chubu Electric Power employees.

* Nagoya Open University of the Environment: An environmental learning network run jointly by citizens groups, businesses, universities, government agencies and others to promote the "human development and human network development" to support "Eco-Capital Nagoya" and a sustainable global society.

Nagoya Open University of the Environment

[Web http://www.n-kd.jp](http://www.n-kd.jp)

Community and World Partnerships

An Invitation to the Forest

In Yamato-cho, located in the city of Gujo in Gifu Prefecture, we own a broad expanse of forest covering 11 km², called Uchigatani Forest.

We are making use of this woodland to conduct a forest conservation program with public participation under the name "Invitation to the Forest." Seeking to train people capable of acting voluntarily to protect the environment in the greater community, the program works with the non-profit Lovers of Water and Greenery, formed mainly by current and former Chubu Electric Power employees, and other local non-profits to protect the forest and give people the opportunity to experience it firsthand. Among the trainees are 60 "Chuden Foresters," volunteers who understand planted forests and know how to thin them. These volunteers are active in forest conservation activities in Aichi Prefecture and elsewhere.



Chuden Foresters thinning a forest stand

Cooperative Programs with Environmental Non-Profits

■ Tree-Planting Certificates

In collaboration with the non-profit Chubu Recycle Citizens' Organization, we have given away commemorative tree-planting certificates since 2001.

In fiscal year 2008, 7,000 customers were chosen by lottery to receive a tree-planting certificate; that is, credit for planting a seedling.

Winners can choose to plant a seedling themselves, give a seedling to a loved one or donate the certificate to a tree-planting group in Japan or abroad. Those who chose to donate the seedling in Japan or abroad had the new option in fiscal year 2008 of giving assistance to a project to prevent desertification in the Inner Mongolia Autonomous Region of China, yellow sand from which causes damage even in Japan. Including this project, participants could

choose from two sites in Japan and one site each in India and China.

Aside from planting trees, we use this project to inspire concern for the environment as we try to spread such eco-friendly actions into the greater community.



Grassland in the Inner Mongolia Autonomous Region of China 20 years ago



Planting trees to prevent desertification

■ Environmental Classes

Chubu Electric Power, in partnership with the non-profit Chubu Recycle Citizens' Organization, held "Chuden Natural School" in December 2008 and February 2009. This program let its 40 elementary school participants experience the way people once lived, in close communion with nature, giving them ideas on how to live more eco-friendly lives today.

Their experiences from the past included caring for the forest and cooking rice over firewood.



Building a primitive home at Chuden Natural School

Partnerships in Environmental Communication

Community and World Partnerships

Partnerships with Universities

Chubu Electric Power concluded a comprehensive industry/academic partnership agreement with Mie University in fiscal year 2005. Under this partnership, we use Mie University's education and research results and Chubu Electric Power's business activities in the community to contribute to the sustained development of the local community.

In fiscal year 2008, as part of our joint efforts, we worked on energy and environmental education initiatives, developing such a program for elementary and junior high school students and providing a practical energy and environmental training course in partnership with an environmental non-profit, government officials and so on.



Report on results of energy and environmental education

Partnerships with Other Enterprises (EPOC Initiatives)

In February 2000, 14 local companies including Chubu Electric Power got together to form the Environmental Partnership Organizing Club (EPOC) to raise awareness of the environment (299 companies are involved as of the end of fiscal year 2008).

EPOC's many events include seminars to bring member



An EPOC meeting to exchange ideas

companies to a higher level, research meetings, and joint projects with government, academic experts and citizens. Chubu Electric Power participates and collaborates actively in these activities.

Development of International Exchange

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 plants.

■ Hosting Trainees and Dispatching Specialists

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 (FY2008)

Number of trainee projects	13(90)
Number of instructor projects	4(4)

(Note) Figures in parentheses indicate number of people.

Topics

Letter of Thanks from Kazakhstan Techno Chubu Co., Ltd.

Group company Techno Chubu Co., Ltd. works with the Japan International Cooperation Agency (JICA) by dispatching specialists, who have gone to Syria, Kazakhstan and Panama to give environmental technical assistance.

The Chairman of the Water Resources Committee of the Ministry of Agriculture of Kazakhstan (whose rank is equivalent to that of cabinet minister) noted his appreciation for technical advice on mercury contamination monitoring in a letter sent to JICA, Techno Chubu and other organizations involved.



Chubu Electric Power Environmental Roundtable

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

Third Chubu Electric Power Environmental Roundtable

At the third environmental roundtable in November 2008, participants observed a small-hydroelectric power plant (Chubu Electric Power's Ao Hydroelectric Power Station (output 400 kW; Iga City, Mie Prefecture) and a wind power plant (C-TECH CORPORATION's Wind Park Misato; output 16 MW; Tsu City, Mie Prefecture), and then exchanged views on promoting renewable energy.



Observing the Ao Hydroelectric Power Station

■ Views of the Forum Members

- Renewable energies can't provide a stable flow of electric power, but perhaps people would understand how effective they are if you explain how these forms of energy help reduce peak loads when demand is high, such as in summer.
- If you were to run ESCO projects like a domestic CDM, wouldn't it help you reduce costs? Also, is there any chance of integrating ESCO with CDM?
- > Chubu Electric Power is experimenting with participation in a domestic emissions trading scheme begun in fiscal year 2008, and we are working positively to use a domestic credit system.
- What is Chubu Electric Power's strategy for using renewable energy through 2020?
- > Renewable energy presents issues of economy and supply stability, but we continue to put every effort into expanding the use of this energy out of our desire to reduce CO₂ emissions and meet our obligations to use it under the Renewables Portfolio Standard (RPS) Law.
- It's hard to imagine any other industry still using

machinery and facilities dating back to the Taisho Era (1912-1926), as you do at the Ao Hydroelectric Power Station. You have to make people understand that even as you are maintaining and using very old equipment, you also run highly advanced thermal and hydroelectric power facilities.

Fourth Chubu Electric Power Environmental Roundtable

As part of the fourth environmental roundtable in May 2009, we listened to participants' opinions on results of fiscal year 2008 initiatives under our current action plan and their views on our next action plan.

■ Views of the Forum Members

- Why not revise your action plan self-evaluation standard that says "Level 1: need for improvement," since constant improvement is needed anyway?
> The standard has been revised. **Look! P29**
- Regarding CO₂ reduction, don't you think you should provide figures in absolute amounts rather than emission intensity?
> We set an emission intensity target, which can better reflect our own endeavors, to measure our CO₂ reduction efforts, instead of total emissions, which can be affected by customers' electricity usage patterns and the weather.
- Why not use the tenth Conference of the Parties (COP10) to the Convention on Biological Diversity taking place in Nagoya as an opportunity to actively promote Chubu Electric Power's initiatives?
- It's important that Chubu Electric Power work in partnership with the local community to address local issues.

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 (CS)

CS 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 as 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 training sessions and seminars conducted to develop and improve employees' mind skills, in fiscal year 2008 we had our employees evaluated objectively by, for example, participating in contests arranged by outside organizations to rate how employees handle customer telephone calls and using questionnaires to obtain feedback on responses to customers. As a new effort in fiscal year 2008, we sent an outside consultant to some customer service offices to give advice from the customer's point of view, with the goal of making improvements each day. Discussions were held on issues and needs relevant to each customer service office, each of which used its unique characteristics to undertake further CS improvements. In fiscal year 2009, we continue to roll out such effective initiatives to ensure that our services provide greater satisfaction to customers.

A Framework for Utilizing Customer Feedback

Customer Response System

Chubu Electric Power has created a customer response system 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 3,000 items of customer feedback were entered into the system in fiscal year 2008, and were subsequently applied in developing a variety of services and making improvements in operations.

Customer Satisfaction Surveys

The questionnaires, which target about 1,000 customers living in our service areas, 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 fiscal year 2008 on what people look for in electric power companies indicated that, as with the previous year's results, many want "lower electric bills" (74%) and "speedy recovery from accidents and disasters" (43%). Meanwhile, 38% cited "active measures to address global environmental problems," up four points. 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

Pamphlet improvements

Added, e.g., "Basic charges for months when no service is used" to electricity charges guide

Form improvements

Made, e.g., improvements to text on meter reading statements when type of contract is changed

Website improvements

Added, e.g., "Unit prices for purchases of solar energy"

New Lifestyle Possibilities

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

The design no Ma e-Lifestyle Information Center, a hands-on facility like no other, opened in November 2008 to provide customers with new lifestyle ideas using electricity. The design no Ma holds lifestyle-related events, operating in conjunction with manufacturers of home electric appliances, housing equipment, furniture and tableware, and other local lifestyle-related enterprises.



"design no Ma" e-Lifestyle Information Center
(Chikusa-ku, Nagoya City)

■ Providing Information through Website and Seasonal Publications

Following the concept of "creating lifestyles that ensure security and happiness for the entire community," we manage a website named HeartBridge to express our desire to create bridges between the customer and Chubu Electric Power and link customers together in a community. We also publish a seasonal information magazine of the same name.



HeartBridge

 <http://heart-bridge.jp/>

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. Meanwhile, for customers using less than 500 kW of high-voltage electricity, we have specialist staff in our sales offices and 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 various other information services useful to our customers.

■ ENE-WAY Event Showcases Solutions

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.



Topics

New Sales Catch-phrase for Household Customers



We adopted the simple new sales catch-phrase "ON!" in April 2009 to appeal to household customers with its implied desire to provide new value to our customers and endeavor to be gentle to the global environment. The powerful "ON!" phrase, evocative as it is of electricity, gives us a perfect backdrop for advertising the environmental and comfort advantages of electric power to our customers.

Shareholders, Investors, and Business Partners

Earning the Trust of 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 regular 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 via e-mail.

* **Investor Relations (IR) Activities:** 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 > English TOP
> INVESTOR RELATIONS

More detailed IR information on Chubu Electric Power can be found in our annual reports and investor's databook.



In Partnership with Our Business Partners

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

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 (excerpted)

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

HP > English TOP > CORPORATE INFORMATION
> Procurement

Enhancing Communication

We hold our business partners in high regard and recognize that they aim to develop and grow together with us. We also urge our business partners to implement CSR, requiring them to reply to periodic questionnaires so that we can confirm the status of their CSR measures. In April 2009, we continued last year's practice of holding presentations to brief business partners on our overall management plans and material order placement. Approximately 369 members of 204 companies attended these presentations.

We have established a point of contact in our head-office Purchasing and Contracting 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 Corporate Citizenship Policies

In March 2008, 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 social contribution as a corporate group but also by respecting the voluntary efforts of employees.
- (3) Make the details of our corporate citizenship activities widely known and work for ongoing improvements.

2. Key Areas

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

people who live alone, as well as in buildings that are designated as cultural assets.



Inspecting wiring at a senior citizen's home (Gifu Customer Service Office)

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 quickly disseminates information by e-mail to the mobile phones of parents and legal guardians of schoolchildren. 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. The service is being used by more than 150,000 people in about 440 schools in the Chubu region to support child safety.

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.

"Kizuna Net" / Patonet Aichi (Patrol Net Aichi)

[Web http://cep.jp//anshin/](http://cep.jp//anshin/)

Security Patrols

The Nagoya Regional Office has placed stickers saying "Security Patrol Now" on 30 customer service office vehicles. Day and night, these vehicles travel through central Nagoya, an area with a high incidence of crime, and their presence helps to discourage crime and raise awareness of crime prevention locally. Office members who notice suspicious persons or vehicles report their concerns to the police emergency number.



Ensuring Local Welfare and Peace of Mind

Safety in everyday life has 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.

Public Information Campaign on the Safe Use of Electricity

Chubu Electric Power public information campaigns help customers improve their understanding and knowledge of how to safely use electric power. As part of this campaign, we check the electrical wiring in the homes of elderly

Local Communities

■ Gardening Welfare Program

Chubu Electric Power's Nagoya Port Wildflower Garden Bluebonnet is open to the community. It has welcomed about 900,000 visitors through March 2009.

Bluebonnet is about more than viewing flowers. As a garden of health and healing, it was built barrier-free to promote the welfare of mind and body of all visitors. We operate programs using flowers and greenery in cooperation with non-profits, government agencies and private enterprise.

At the south end of the facility, we completed the new Satoyama Community Garden in October 2008, which together with the improved Zelkova and Lawn Garden and Flower Community Garden are open to the larger

community and are a place for new gardening health programs where people can mingle.



Sweet potato planting event for young children

Bluebonnet

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

Environmental conservation

In addressing 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.

■ The Chuden Eco Partnership Initiative

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 19 groups by fiscal year 2008, bringing together approximately 21,000 people to think

about the environment and take local action to work on environmental activities within their own reach.



Summer water sprinkling campaign for cooler streets



Participation in tree planting



Nature observation event



"Environmental PR booth" used at local events

■ Chuden Elementary School Eco Session

In December 2008, Chubu Electric Power held the Chuden Elementary School Eco Session for children to think and learn about the environment and energy. At the recent session, some 250 elementary school children from five Chubu region prefectures who had done preliminary study in Chubu Electric Power's traveling classes and in study visits to power plants took part and presented the results of their environmental study under the theme of "What we can do for the future of the Earth."

Afterwards, children representing each school had a conversation with Chubu Electric Power's President Mita and a special guest, the actor Yoshizumi Ishihara, about ideas for solving problems of the global environment. The event elicited many unique plans that only elementary school students could have thought of, like harnessing the vibration from people's laughter to generate electricity, and was also the catalyst for an active exchange of opinions.



President Mita talking with children

Education of the Next Generation

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

■ Expanding Use of Traveling Classes

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

Results for fiscal year 2008: 599 tours with 23,214 participants



Electrical experiment laboratory session led by Shimada Customer Service Office staff (Kawane Honcho Naka Kawane Nanbu Elementary School)

■ Study Tours to Workplaces and Facilities

We host tours of our customer service offices, power plants, substations and other facilities for elementary and junior high schools. Visitors learn about Chubu Electric Power's role, initiatives and equipment.

Results for fiscal year 2008: 281 tours with 6,117 participants



A tour of Tobu Substation (Toyota City, Aichi Prefecture)

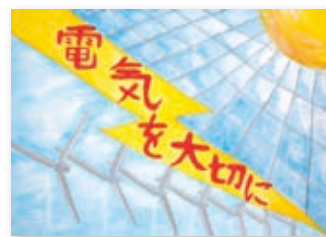
Chubu Electric Power also has an exhibition facility in the Electricity Museum (Naka-ku, Nagoya City). This has attracted large numbers of visitors who learn about the environment, energy, and science through enjoyable experiences.

■ "Electricity Posters" by Elementary School Students

With the support of the Mie Prefecture Board of Education and others, the Mie Regional Office each year asks elementary school students from the prefecture to submit "electricity posters" relating to conservation. Since electricity is generally produced by limited fossil fuels, we hold this event to encourage children to think about how to use it efficiently in their day-to-day lives. Thus, we have children draw posters on the themes of "Let's use energy wisely" and "The future of electricity."

In fiscal year 2008, we received 2,663 entries from 160 schools, with 55 winning prizes and five of those taking top honors.

Top prize winners for FY2008



■ The Chubu Educational Advancement Foundation

The Chubu Educational Advancement Foundation was founded to contribute to elementary and junior high school education throughout Japan. Through the foundation, we support a diversity of creative experiments in elementary and junior high school education and conduct cultural and artistic events to enrich children's lives.

The Chubu Educational Advancement Foundation

[Web http://www.chuden-edu.or.jp/](http://www.chuden-edu.or.jp/)

Local Communities

Cultural and Sports Activities

As a corporate group maintaining close ties with the community, we aspire to contribute to the transmission of traditional culture and art with roots in the region, as well as to create new cultural movements and support 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.

■ Students Design Linear Motor Car "Jackets"

To support regional culture and art, in fiscal year 2008 Chubu Electric Power began giving students a chance to show off wrap-around promotional "jackets" that they had designed for linear motor cars. We received 15 entries inspired by the theme "Happy Linimo: Where Wonderful Things Happen," all from five area arts colleges. From these, the entry "Sachi-iro" from Nagoya University of Arts was chosen.



■ Sponsorship of Charity Concert

The Nagoya Regional Office sponsored "Heart Healing," a charity concert by the Nagoya Philharmonic Orchestra and Rimi Natsukawa, in February 2009 at the Chukyo University Center for Culture & Arts. The tenth in a series of concerts we have sponsored, it was intended as a gift of culture and charity to our customers and the community. The entire 905,000 yen raised from concertgoers was given to the Chunichi Shimbun Public Welfare Organization. Part of this went to purchasing 53 tabletop IH cooker and pot sets, which went to 20 childcare facilities.



■ Chilled Tea Service for Fireworks Spectators

The Takayama Customer Service Office of Gifu Regional Office provides chilled barley tea to visitors at the Hida Takayama Fireworks Festival held each summer. Fourteen happi-wearing employees handed out 2,400 cups of cold tea to grateful visitors at the 51st annual festival in 2008. They also help to maintain the local environment by showing up the next morning to take part in a cleanup at the site in Miyakawa Riverside Green Park.



■ Rugby Club Coaches School Team Members

The Chubu Electric Power rugby club is helping junior and senior high school students 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. In April 2009, an exchange event with rugby players from four high schools was held at the Chubu Electric Power Nisshin Multi-Purpose Stadium.



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.

Initiatives by Our Group Companies

Member companies of the Chubu Electric Power Group run all types of social service activities and events and actively participate in other local happenings.



Participating in event to raise awareness and prevent animal waste and cigarette butt litter in Kasugai City
AICHI ELECTRIC Co., Ltd.



Participating in "Sky Day" at Nagoya Airfield
SHIN-NIHON HELICOPTER Co., Ltd.



Traffic safety guard duty on the 10th, 20th and 30th of each month
Chita L.N.G. Co., Ltd.



Removal of illegally posted advertising on Outdoor Advertising Day (September 10)
CHUDEN KOGYO Co., Ltd.



Hosting interns from Kasugai Technical High School
CHUBU SEIKI Co., Ltd.



Participating in fire prevention diagnosis for live-alone senior citizens, sponsored by Owase Fire Department
Chubu Plant Service Co., Ltd.



Traffic safety awareness-raising initiatives with Inabe Police Department
TOKAI CONCRETE INDUSTRIES Co., Ltd.



Cleanup at Okuda Beach (Chita-gun, Aichi Prefecture)
TOENEC CORPORATION

Employees

We employ a diverse staff to promote equal opportunity in recruitment, hiring and employment. Emphasizing individual capability and aptitude, we strive to create a corporate culture that enables each of our employees to fully exercise his or her skills. We offer support so that each employee can work safely and in good health.

Creating a Pleasant Workplace Environment

Respect for Human Rights, Equal Opportunity and Work-Life Balance

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

In keeping with our Human Rights Awareness and Education Policy, which declares 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," our head office and regional offices maintain Individual Rights Awareness Promotion Committees to conduct training and other activities to increase awareness.

■ Establishment of a Point of Contact

Chubu Electric Power gives various types of training to foster correct understanding of harassment and deepen awareness of it. Other activities include using the intranet for consciousness-raising and providing harassment hotlines inside and outside the company to give advice 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 policies.

Hiring of Challenged and Elderly People

Including Chuden Wing, as of June 2009, the percentage of Chubu Electric Power employees who are challenged is 2.16%. (The legally required percentage is 1.8%.) In light of the amendment to the Law Concerning Stabilization of Employment of Older Persons, in 2006 we reevaluated our "senior staff" system for rehiring employees who have reached the age of mandatory retirement to put the superior capabilities of employees at retirement age to effective use across a wider range.

Additionally, under our Course Change Support System, we help staff who are leaving to work for themselves or at businesses other than affiliates to get the training and

credentials they need.

Work System Designed to Harmonize Jobs and Family Life

In 2005, we introduced a planned holiday and designated work program. This system gives our employees flexibility to select and specify working days and hours, based on the individual's preferences and in keeping with the work situation, enhancing our ability to run our operations systematically and efficiently while enriching employees' home lives.

■ 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 family, taking part in school events, and acquiring official certification.

In March 2009, we revised our Life-Support Leave system to enable workers to use leave for infertility treatment, providing further support for fostering a new generation.

Support System for Childcare and Nursing Care

■ Support for Childcare

In April 2009, we revised our childcare leave program so that employees can take leave until the day their child turns two, and work shorter hours until the last day of the fiscal year in which their child is a first-grader in elementary school.

We also offer a system that lets employees apply Life-Support Leave for parental leave purposes for a certain period of time so that they can be even more involved with their children.

We also provide a telephone consultation service to assist employees in balancing their work with childcare. The service is for employees who have children up to the third year in junior high school, including the period of pregnancy. External advisors stand ready to consult with individual employees.

■ Support for Long-Term Care / Nursing Care

For employees needing to provide long-term or nursing care, we offer a Nursing Care Leave System that lets them take time off or work shorter hours for two years. During nursing care leave, the company pays a part of the employee's wages to reduce their financial burden.

Female Activities Promotion Office Programs

At Chubu Electric Power, we believe that a diverse staff whose members are respectful of each other's individuality and who work to the full extent of their talents is essential to our sustained growth. Promoting the active involvement of women is a particularly important part of this, and the Female Activities Promotion Office takes this as its full-time mission.

Three Main Pillars of Female Activities Promotion Office's Initiative

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

The office supports women's roles in the workplace by operating a dedicated website, learning about employees' opinions and needs by talking to employees at their workplaces and conducting awareness surveys, and giving training at different locations to female employees and their immediate supervisors. In February 2009, it held a seminar for women on leave on how to make a smooth transition back to the workplace.

These initiatives to promote the involvement of women



Nagoya City awards Chubu Electric Power for excellence in programs supporting child rearing

have won praise, including the FY2008 Excellence Award from the City of Nagoya's system to recognize and commend businesses supporting child rearing.

Voice on Site

High Hopes for the Female Activities Promotion Office



Minoyo Hayashi

Customer Service and Sales Section, Customer Service Department, Gifu Regional Office, Chubu Electric Power Co., Inc.

I took part as a senior member in the Female Activities Promotion Office seminar this February for women on transitioning back to the workplace after being on leave. For employees on leave, this is a great chance to think about work after their return.

Currently, I'm part of a team of four women in the Gifu Regional Office Sales Department who are using our feminine ideas and sensitivities to recommend electric lifestyle ideas for home manufacturers. Our team includes a woman who is staying involved by taking advantage of the shorter hours offered. Starting in April, the further enhancement of company systems to take child-rearing leave or work shorter hours will make this an even easier place for people to balance parenting and career. I have high hopes for future initiatives of the Female Activities Promotion Office.

■ Chubu Diversity Net

The aim of the Chubu Diversity Net is to bring Chubu region enterprises together to share information and case studies to foster a workplace that recognizes and respects employee diversity. Chubu Electric Power's partners in this endeavor include INAX Corporation, Denso Corporation, Toyota Tsusho Corporation and the Chubu Industrial and Regional Advancement Center (CIRAC). The coordinating enterprises hold study meetings amongst themselves, invite participating enterprises to forums and joint inter-sector training sessions that they host, and give lectures to provide information to managers.

Employees

Personnel Motivation and Career Development

Chubu Electric Power endeavors to make full use of ambitious personnel and energize our work force by enhancing the job skills of employees and promoting part-timers to regular employees.

Cultivating Human Resources: Training and Education

Chubu Electric Power trains personnel so that employees can autonomously enhance their talents, with 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.

■ Work Support Service

Our Human Resources Development Center has hosted the Work Support Service since July 2006 to help employees do their jobs with their own unique personalities and a sense of motivation. Five outside specialists with qualifications such as career counselors or career coaches, together with two staff members working exclusively in the center, work with employees to understand employment issues and devise strategies to solve them, and also help employees create action plans. As of the end of March 2009, more than 1,000 employees have taken advantage of the center.



An employee consulting with a Work Support Service staff member

■ Employee Satisfaction Surveys

Chubu Electric Power conducts employee satisfaction surveys to find out what our employees are thinking. From April to May of 2009, we utilized the intranet to conduct surveys to measure and study our employees' work satisfaction and workload.

■ Group Initiatives in Human Resource Development

The Chuden Group Training Promotion Conference, which we manage with our Group companies, endeavors to cultivate human resources effectively through joint training, joint lectures and other means.

Promoting Part-Timers to Regular Employees

Following the enforcement of the revised Act on Improvement, etc. of Employment Management for Part-Time Workers in April 2008, Chubu Electric Power instituted a system for promoting part-timers to regular employees. This system helps us to secure excellent human resources while promoting part-timers who meet certain conditions to regular employees, thereby meeting our social obligation to turn more people who work short hours into regular workers.

Career and Skill Development

In April 2003, we introduced a framework based on a voluntary target-management program into our human resources and wage system. The aim of the framework is for each employee to set ambitious targets to guide them as they complete their tasks. For the further maintenance and enhancement of employee motivation, in April 2008 we made partial changes to our rank and ratings systems. The aims of the new system are 1) to provide fine-tuned measures for achieving growth and demonstrating capabilities, 2) to enhance the skill development and cultivation function for a new generation of human resources, and 3) to evaluate employees in ways that emphasize not just the individual but also teamwork, not just results but also the process.

We also provide periodic opportunities for employees to consult with their superiors about the employee's skill development and future career plans, talks which focus on the long-term growth of the employee, including growth of employee talent and scope of responsibilities. Results of these sessions are reflected in subsequent work assignments, training, transfers, and so on.

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.

FY2009 Safety and Well-Being Campaign Policies

1. Safety

- (1) [When driving] Reduce traffic accidents through constant awareness of safety.
- (2) [At work] Conduct safety activities so that all concerned can share a common awareness of risk.

2. Well-Being

- (1) Measures to prevent health problems due to overwork
- (2) Promotion of awareness of autonomous health management by giving specific health advice, etc.
- (3) Mental health care measures
- (4) Measures against new types of influenza

Chubu Electric Power 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 works to prevent accidents and illness by facilitating close communication among Group companies and through consciousness-raising activities like joint patrols and seminars on safety and health management.

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

Promotion of Mental and Physical Health

■ Programs to Promote Mental Health

Our ongoing mental health care measures include focused efforts such as lectures by specialists during training of persons with official responsibilities. In fiscal year 2008 our occupational health staff held events to consider case studies, made the rounds to our workplaces and enhanced our ability to meet employees' consultation needs.

■ 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 / Third-Party Evaluation

In addition to explaining our CSR efforts in a clear manner to our stakeholders, it is also vital to maintain two-way communication with them to receive feedback that we can utilize in future environmental management.

Backyard Tours / Stakeholder Dialogues

We conducted "backyard tours" on March 12, 2009, during which participants had the opportunity to view our facilities and learn about our environmental efforts. In this year's event, participants selected by general application and members of the Nippon Association of Consumer Specialists, Chubu Branch visited our Kawagoe Thermal Power Station for a tour and exchange of ideas on the theme of "The Challenge of Greater Efficiency and Environmental Protection at LNG Thermal Power Plants."

Major Comments and Impressions by Participants

- I learned that energy is generated with consideration not just of the cost, but also the characteristics of the energy itself. As a consumer, I hope that you will continue to pursue generating efficiency and reflect that in your prices.
- I've discovered that concern for the environment is part of the times.
- Now I understand how something as familiar as electricity is generated.



Exchange of Views with Employees

In October 2008, staff members in charge of CSR at Chubu Electric Power visited 12 business sites belonging to various regional offices to increase awareness of CSR and trade views with the local staff on CSR in general and social contributions being made at each site.

Major Opinions Expressed by Employees

About CSR in General

- There are some employees who don't know the term CSR, however CSR initiatives, especially those relating to supply stability, are well established.
- CSR initiatives should be given more PR, such as through commercials.

- CSR initiatives are already well known locally, so no showy PR is necessary.
- More effort needs to go into CSR training of employees.

About Social Contribution Activities

- There is a steady stream of activities going on based on the Basic Corporate Citizenship Policies of the Chubu Electric Power Group, but I worry that we aren't able to respond to new needs and that our connection to the community will become more tenuous.

Opinion Exchange with Mie University

As part of our industry/academic partnership with Mie University, Chubu Electric Power held an opinion exchange with students and others associated with the university in August 2008, following a similar event the previous year, on contributing to the building of a sustainable society. The conversation was based on the university's 2008 environmental report and the Chubu Electric Power Group's CSR Report 2008.

Major Opinions on CSR Report

In the course of this exchange, views like the following were expressed regarding the Chubu Electric Power Group CSR Report 2008.

- On the page about the Female Activities Promotion Office, you included an interview with a man. Considering the theme, shouldn't you have had an interview with a woman?

- In the 2009 edition we included "High Hopes for the Female Activities Promotion Office," which was written by a woman. Look! P61

- I'd like to know more details about the safety of nuclear power (including MOX fuel).

- Our initiatives for nuclear power are the subject of a "Highlight" section in the 2009 edition. Look! P04-07

- Looking at the cover photos alone gives no indication that the report is about Chubu Electric Power. The cover page is important as the "face" of the publication, so shouldn't you use photos that express CSR as it is practiced in the Chubu Electric Power Group?

- We used a photo of a Chubu Electric Power Group power generating facility on the cover of our 2009 edition.

- Some parts were hard to understand, because you used a lot of terms of non-Japanese origin.

- We always try to use language that is easy to understand, and we continue to explain terms.



Sustainable Management Rating / Diagnosis

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 2008, we underwent a 17-point evaluation and held a discussion in the areas of management, environment and society to answer whether our initiatives actually contribute to the building of a sustainable society.

The results indicate that Chubu Electric Power is practicing sustainable management at a generally high level on many items, but needs to make further improvements in areas such as the following. We intend to study how to improve in these areas.

- In the part of the environmental assessment that addresses maintaining biodiversity, Chubu Electric Power's power plant sites have significant interfaces with the natural world, including forests and rivers, and the company should make more effort here on the social contribution side. It would also be good to actively incorporate this into your action directives and so on.
- In the part about society that addresses building common assets with the community, the company has established Basic Corporation Citizenship Policies, but has not disclosed policies relating to local history or culture-building or provided sufficient systems or tools for this.

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 2009 Chubu Electric Power Group CSR Report and checked its subject headings and contents, terminology, language, graphics, figures, and other aspects.

Remarks on CSR Report 2009

As we read the Chubu Electric Power report, which comes at a time of radical changes affecting resources and energy, we note how many examples you have included of initiatives that seek both to care for the environment and grow your business at the same time. It gives us a real sense of your enthusiasm to be a reliable company that responds to society's expectations. The report does more than simply update the previous year's data. In your "Topics" sidebars and other features, you have made several innovations in how you position and present this year's timely topics here and there.

In many places, we can read about individuals from your Group companies who are involved at every step from fuel procurement to power distribution. We can even see their photos, a touch that encourages a sense of affinity. By additionally holding stakeholder dialogues in several different forms, you have also revealed how seriously you take communication. We could also tell that you are working as a Group to pursue CSR from many angles.

In the Highlights section, you take up the topic of how important nuclear power is at this time to fulfill your foremost promise to your customers—providing a safe and stable supply of electric power—while working to protect the environment. First, you address the Hamaoka Nuclear Power Station replacement plan, then you touch upon the disposal of radioactive waste resulting from the decommissioning of Units No. 1 and 2, and the seismic durability of your power plants. Nevertheless, general consumers will still feel uneasy about the pursuit of nuclear power. The most important thing is to dispel those doubts, for example by being open to the consumer even if it concerns negative information. Your initiatives to educate citizens living near your plants and your explanations of waste disposal impress us with your determination to be open. We hope that you will

continue to push for safety and be impartial about disclosing information.

We understand that you are working actively to increase the percentage of nuclear power in your energy mix, but in addition to revealing your current percentage, we would find it helpful if you would take it another step by, for example, giving specific future targets, using graphs to make them easy to understand.

Your biomass projects overseas to produce electrical power with zero emissions catch the reader's eye. Many people have taken an interest in the use of new energy nowadays. We would have liked to see a bit more detail about your status in fulfilling RPS Law requirements and your purchases of surplus electric power. When you consider the best mix of energy, we note that new energy still made up less than 1% of the total in fiscal year 2008. In your action plan for environmental management, moreover, there are some notable items where you have still not reached your goals. In fiscal year 2009, we will again be following your data to see how much more weight you will put on new energy in the future and how you plan to improve for those goals still unmet.

Our society has reached a turning point on the road to becoming a sustainable society, and the actions taken by the Chubu Electric Power Group will have a great effect on the future of all of us. It is because you are such an exceptional enterprise, the kind we all need to use, that we want you to be the kind of business we can support. We hope that this report will bring greater understanding to many readers and that your practice of CSR will get better and better.

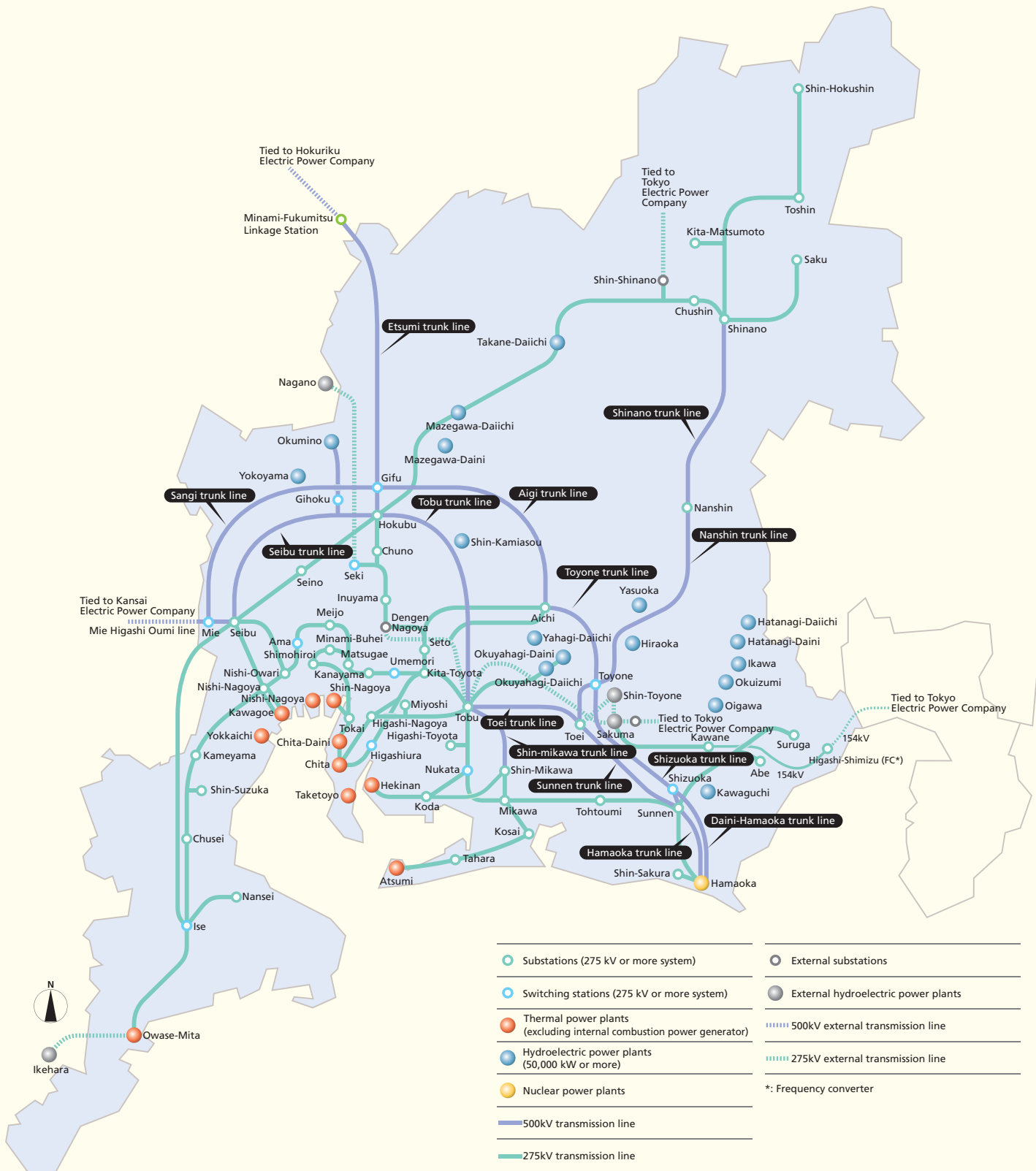
Consumer life advisors

Miyako Ota
Miwako Shimizu
Hiroko Yasuda



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 2009)



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