



Sharing the task of saving our Earth

# Environmental education and events for people

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Eco at **TEPCO**

## Terminology

### Environmental education

Programs of education aimed at producing personnel who are concerned about environmental problems, understand the involvement between humankind and the environment, and are capable of taking action out of consideration for the environment.

Enacted in 2003, the Law for Enhancing Motivation on Environmental Education calls on citizens and private-sector groups to provide and assist environmental education on their own initiative toward the goal of building a sustainable society.

## Assisting environmental education\*

We support programs of environmental education so our children, as tomorrow's leaders, will be interested in and concerned about energy issues and environmental problems.

## TEPCO Nature School

TEPCO Nature School commenced its activities in April 2008, in rich natural settings nurtured by TEPCO over a period of many years in the vast environment of Oze and Tokura, the green tracts of power station sites, and the grounds of the Atema Kogen Resort (Tokamachi City, Niigata Prefecture). The School offers nature observation tours, nature experiences such as tree-planting activities, as well as environmental training programs and other human resource development programs intended for school teachers. Many events and tours are also open to the public, to provide opportunities to reflect on the intricate relationship between nature and human lifestyles.



Nature observation tour (Chiba Thermal Power Station)

## TEPCO Nature School's new initiatives

## Column

### Nature observation at a substation

At the Shin-Kisarazu Substation, TEPCO Nature School implemented a new program, which featured an observation tour of the substation's biotope, a workshop on making crafts using bamboo growing in the substation site, and a tour of the substation's facilities. The program effectively took advantage of the substation's role in

connecting power plants and customers, to promote awareness of nature.



Nature observation at the Shin-Kisarazu Substation

### Nature observation at hydropower plants

Hydropower plants utilize water – a blessing of nature – to produce electricity. Based on this relationship between power plants and nature, TEPCO Nature School offers programs that examine the relationship between people and the natural environment through tours of hydropower plants and watershed protection forests that supply abundant water to the plants.



Nature observation in Tambara Marsh

## Support for energy and environmental education

Since 1993, TEPCO employees have been holding classes on energy and the environment to teach students in elementary and junior high schools in various parts of the country. In addition, they hold seminars for teachers on energy and environmental education, and provide all sorts of educational materials.



Teaching an energy and environmental class

## Programs for "Shokuiku" (Food Education)

TEPCO Food Classes offer cooking lessons that focus on environment and energy efficient cooking, as well as provide vegetable-based recipes for children (Paku-paku recipes) and recipes that junior high school teachers could use in cooking lessons they give in home economics classes in junior high schools.



The cooking lessons TEPCO Food Classes

TEPCO is working to restore the Oze wetlands, plant trees and create waterside space on the grounds of its power stations, and protect wildlife.



# Partnership with communities

We are taking approaches based on partnership with NPOs, governments, schools, and other parties.

## National Environmental Activity Contest for University Students Column

Since 2003, TEPCO has sponsored the National Environmental Activity Contest, otherwise known as Eco Contest, to support the environmental initiatives of university students. The contest provides a forum where university students introduce their environmental initiatives to a panel of judges composed of members of society, who evaluate each entry and select a winner according to a public screening process. In FY2009, approximately 1,300 students from 58 organizations participated in the contest.

The 7th Contest held in December 2009



### Community-based environmental event

Every year, TEPCO's Chiba Branch plans and operates Eco Messe, an environmental event that everyone from children to adults can enjoy, in cooperation with local residents, private companies, government offices, and students, as part of its contribution to realizing a sustainable society.



Eco Messe in Chiba 2009

### Bringing back greenery to Ashio

TEPCO's Tochigi Branch assists and participates in a tree-planting project conducted by the Committee to Grow Greenery in Ashio, an NPO planting one million trees on the Ashio mountains.



Planting trees in Ashio

### Protection and growth of Fuji thistles

Since 1990, TEPCO's Numazu Branch has been engaged in activities for the protection and growth of Fuji thistles. The seeds harvested in autumn are planted in a seedling bed on the office grounds in the following spring. The seedlings are cultivated for about one year, and planted on Mt. Fuji in the early summer of the third year.



Planting of Fuji thistles (Mishima Service Center, Numazu Branch)

### Vigorous activities for beautification

TEPCO has mounted a companywide campaign for cleaning up and beautifying areas around its offices, along seashores and rivers, and on the grounds of public facilities and historical sites.



Helping to hang a sacred rope on the gate of Kasama Inari Shrine (Shimodate Service Center, Ibaraki Branch)

### Service by electric vehicles

TEPCO is conducting proving tests of electric vehicles to promote their introduction for business purposes. Because they do not emit any combustion exhaust and make almost no noise, they are also in use for parades and marathon events.



Electric vehicle leading the Children's Mikoshi parade at the 29th holding of Yokohama Port Festival (Kanagawa Branch)

### Donation of Jomo Karuta

TEPCO's Gunma Branch has donated Jomo Karuta cards (produced by the Gunma Cultural Association) to primary and junior high schools in the prefecture since FY2007 by way of social welfare associations and municipal boards of education. These cards and the supplementary teaching material, "Gunma as seen through Jomo Karuta cards" (issued by Gunma Prefecture), are both printed on paper made by recycling old wood planks from the wooden trails in Oze.



Jomo Karuta Competition (Gunma Branch)