



Working with our community

OEPC has grown to its present status in parallel with the development of Okinawa Prefecture, and with the invaluable support and cooperation of many members of the regional community. Under the motto of “With the region, for the region,” the Company aims to contribute to the community on Okinawa, enabling a better life for its residents and building trust in our operations.

Regional economic revitalization

OEPC pursues a number of initiatives aimed at assisting in the development of the Okinawan economy and the prefecture’s industrial base. These include liaising with business and industrial organizations both within the prefecture and elsewhere in Japan; making proposals regarding the promotion of industrial development, and providing valuable support for such schemes; and conducting joint surveys with members of industrial organizations, government bodies, academic institutions, and private-sector organizations. In addition to assisting in surveys, we dispatch staff members to commercial and industrial bodies, and make our technological expertise available for industrial and economic redevelopment projects.

On a broader social and cultural stage, too, OEPC cooperates with social welfare organizations, the nation’s central and local governments, non-profit organizations, and local public corporations. These joint activities encompass social welfare programs, regional economic development projects, and sporting events.

OEPC provided support for the hosting in Okinawa of the annual general meeting of the International Development Bank (IDB) in 2005 by donating funds to the organizing committee and dispatching staff to assist in the preparations.



OEPC donated funds for the construction of the Family House, for the accommodation of parents and other relatives visiting patients at the Nanbu Prefectural Medical Center, a children’s care facility.

“Get-to-Know Okiden” events

Every November, over a period of ten days, the Company organizes a variety of events to help local people get to know the Company better. The events include talk sessions with members of the public, sports competitions, and community volunteer initiatives by our employees.



A guided tour of the Company’s facilities



OEPC employees inspecting street lights

Youth programs

To foster an understanding of the pleasure to be derived from learning, and develop a love of creating things among schoolchildren, who will form the nation's work force in future years, we organize a robot-building competition for high school students and an exhibition of science-work by the students. We also organize tours for school-children of our Electrical Science Museum and our power stations, and hold a "science fair classroom" for students and their parents during the summer holidays.



The Okiden Sugarhall Audition For Debut Concert



An entry in the contest for the Okiden Illumination Prize

Sports

We have our own amateur baseball team to raise the Company's profile. The aims are to invigorate the workplace through revitalized sports activities and to contribute to the development of sports in the prefecture and help children realize their dreams and ambitions through sports courses. Since 2001 we have designated the team as the main performer of baseball, the Company's "symbol sport," and in 2007 the Company team participated in the national tournament held by Japan Amateur Baseball Association as the No. 3 team for the Kyushu / Okinawa region.

The Company enthusiastically participates in the holdings of numerous sports events for the next generation of Japanese citizens as part of its overall program for sports promotion in Okinawa. These events include the Okiden Pennant Tournament — a rubber-ball baseball competition for elementary school children, Naginata martial arts tournaments, the OEPC Cup table tennis team tournament (open to the general public), and prefectural-level qualifying heats for a national-scale contest of "30 kids on 31 legs" races (a much-expanded version of the three-legged races we are familiar with in the West) between elementary school classes.



Children visit a coral nursery supported



The Okinawa Young People's Science Fair



A robot building and control competition for high school students



A "make it together with Mom and Dad" class

Arts and cultural events

As part of its program of support for the artistic and cultural scene in Okinawa Prefecture, OEPC has since 1995 been holding the Okiden Sugarhall Audition For Debut Concert to provide an opportunity for the discovery of talented young classical musicians. In recognition of the Company's support for up-and-coming new musicians, it was awarded the Prize for Corporate Philanthropy for the Year 2000 by the Association for Corporate Support of the Arts.

In 2001, OEPC instituted a prize — the Okiden Illumination Award — for work done in the field of artistic lighting and illumination effects, with the goal of fostering the growth of this new art form, which makes a valuable addition to Okinawa's tourist attractions.



The OEPC baseball team



Okiden Pennant Elementary School Baseball Tournament



The "30 kids on 31 legs" race



Baseball workshop for children

Support activities for environmental education

To provide more information about energy to inhabitants of the prefecture and to improve awareness of our environmental initiatives, we dispatch experts to give lectures on environmental and energy topics at the behest of local educational institutions and governments. In addition, to raise awareness of the importance of energy and the way power is generated, we arrange power station study visits and have prepared a range of attractions at the exhibition of electricity and science within Gushikawa Thermal Power Station. A list of contact points for arranging visits is provided at the end of this report.