

## 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 corporate slogan of “With the region, for the region,” the Company will continue its efforts to contribute to the development of the region by utilizing all its management resources, with the aim of being a company that develops continuously together with the people of the region.

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.



## 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 donations to, provide financial support for, and collaborate with various organizations, to contribute to the revitalization of the economy and industries and the development of technologies in the region.

In addition, OEPC collaborates with and makes donations to social welfare organizations as well as sport and cultural organizations, the nation’s central and local governments, non-profit organizations, and local public corporations, which contribute to the revitalization and development of social welfare, cultural activities and sporting events.



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, OEPC holds “Get to Know Okiden” events to express its gratitude to the regional community and customers through sincere interactions with them. These events, held at all OEPC branches and offices, include discussion sessions with members of the public, sports competitions and community volunteer initiatives undertaken by our employees.



A guided tour of the Company’s facilities



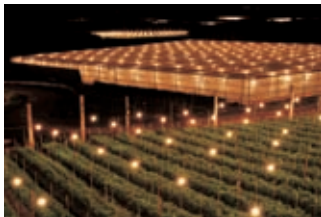
OEPC employees inspecting street lights

## Youth programs

We support a variety of academic and educational events to foster an understanding of the pleasure to be derived from learning, and to develop a love of creating things among schoolchildren, who will form Okinawa's work force in future years. We also organize the Okinawa Young People's Science Fair to help schoolchildren feel the fascination of science. We also provide a variety of opportunities for educating children. For example, we organize tours for schoolchildren of our Electrical Science Museum and our power stations, where they can enjoy learning how electricity works, and hold "make it together with Mom and Dad" classes.



The Okiden Sugarhall Audition For Debut Concert



An entry in the contest for the Okiden Illumination Prize

## Sports

OEPC also contributes to the development of sport events in Okinawa. The Company participates in the staging of numerous sports events for the next generation of Japanese citizens, including the Okiden Pennant Tournament — a rubber-ball baseball competition for elementary school children — and "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. The Company also supports and sends voluntary workers to a variety of sporting events that can be participated in by people of all generations, such as the "NAHA Marathon."



An OEPC staff member gives a talk on environmental and energy topics to elementary school children

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

OEPC has been contributing to the development of the arts and cultural activities in Okinawa. The Company provides support for a variety of artistic and cultural events held in the prefecture, such as those related to Ryukyu dance and Eisa. In addition, the Company organizes the "Okiden Sugarhall Audition for Debut Concert" and the "Okiden 'Landscape with Light' Digital Photo Contest."



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 Electrical Science Museum within Gushikawa Thermal Power Station.