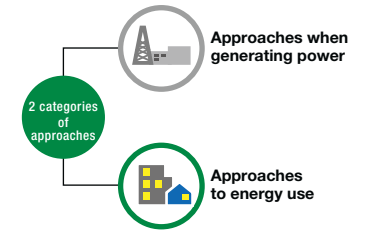




# Protecting the Earth from global warming

## Energy-saving Lifestyles



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### TEPCO approaches

#### Terminology

##### Environmental household accounts

This term generally refers to the practice of keeping a record of and making environmental calculations for everyday activities that affect the environment, such as consumption of resources. Devices for calculation of household CO<sub>2</sub> emissions from figures for consumption of power, gas, and water in the home as well as gasoline by the car are in widespread use.

#### "Denko's Environmental Household Account" supports eco-lifestyles for a low-carbon society.

##### Energy Saving Life Navigation

TEPCO's Energy Saving Life Navigation energy diagnosis system judges the "ecological level" of a household in five stages based on a comparison with similar households, as well as allows customers to simulate energy-saving effects and offers advice according to each customer's energy usage pattern.



Website page for the Eco-life Navigation (Japanese site only)

##### CO<sub>2</sub> Household Account

The "CO<sub>2</sub> Household Account" service on TEPCO's TEPORE life information research website allows TEPCO customers to keep track of the amount of CO<sub>2</sub> they emit from their household, for effective management of CO<sub>2</sub> emissions on a continuous basis. It supports eco-lifestyles that are both friendly to the Earth and to household finances.



Website page for the Household CO<sub>2</sub> Accounts (Japanese site only)

#### We also provide information for better living through TEPCO commercials and leaflets

We provide helpful information for achieving comfortable energy-saving lifestyles, such as tips on how to select and use suitable electric appliances, based on in-house surveys and tests.

Booklet introducing ways to save energy at home



#### TEPCO's global warming prevention campaign is open to all.

##### CO<sub>2</sub> Diet Declaration

TEPCO donates one seedling for every twenty CO<sub>2</sub> Diet Declaration participants who pledge to save energy, to elementary schools. Since the launch of the program in 2004, as many as 2 million participants have pledged to reduce a total of some 176,000 tons of CO<sub>2</sub> by March 2010.



Planting seedlings (Sakura Municipal Yatomi Elementary School)

#### Project for planting trees near Mt. Fuji

Column

TEPCO has been cooperating and participating in the volunteer forestation project of OISCA (Organization for Industrial, Spiritual and Cultural Advancement) since 2007, supplying beech and oak seedlings to the five-year project under TEPCO's CO<sub>2</sub> Diet Declaration program.



Planting trees near Mt. Fuji