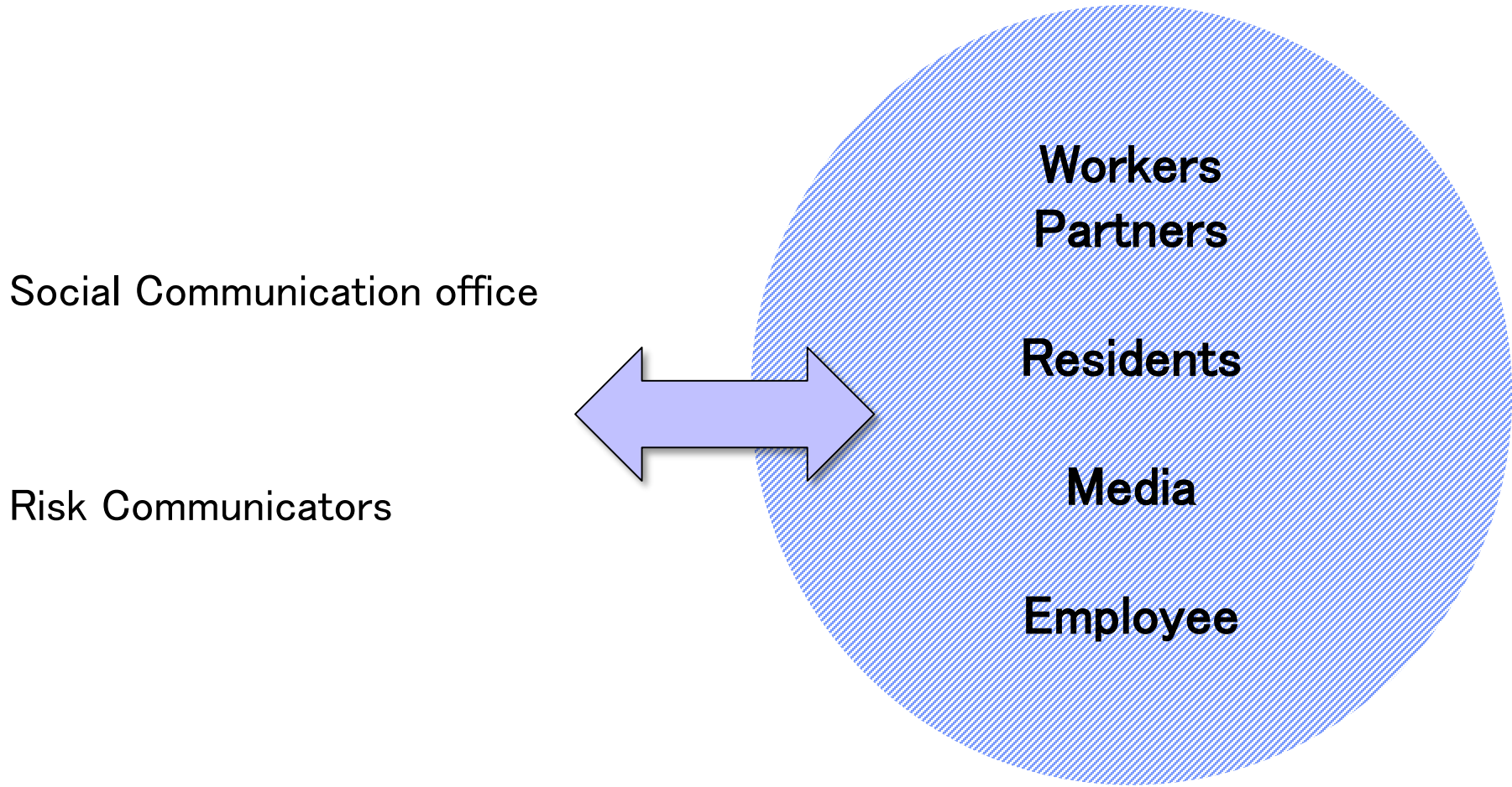


# New Measures to Enhance Information Disclosure and Communication

Social Communication Office

November 20, 2015

# Focus Stakeholders to recover trust



**Fulfill our responsibility for Fukushima**

# 1. Strengthen communication with 1F workers

- Developed special website & monthly news letter  
Encourage, relief and pride for 7,000 workers at 1F and their families
- From planning stage, discussed with the workers and FDEC (1F engineering team) to make this more effective tools
- Over 23,000PV in 2 weeks after launched in October 2015

## Interview of this month:

“Frozen soil impervious wall construction”  
Tadafumi Asamura, Head manager,  
Kajima Corporation



1Fで働くみなさまへ >

バス時刻表  
BUS SERVICE TABLE



給食メニュー  
MENU



放射線データ  
DATA



いちえふのいま  
REPORT



<http://1f-all.jp/> (Japanese only)

Implemented workers' voice

“Can see by smart phones”

“Large text size and easy to read”

“The bus schedules”

“I want to know how my work is positioned in the total scheme of 1F activities”

Inquiry from MHLW

“The requirements for getting leukemia approved as a labor accident should be conveyed through the site” – link to MHLW co.jp/

## 2. Communication Key Activities in Niigata

- Strong collaboration with Niigata office, SC Office accelerated to increase the dialogue opportunities with KOL and residents women in the prefecture

### 12 months summary:

- Exchange opinions with 40+ women leaders
- KK site tour by RC guide

Approx. 50 persons/ 10 times

- Ad in regional women magazine

KK site tour report by woman residents

- Preview meetings for TV CMs or flyers
- Insight from 300 women monitors
- Regional briefings with women panelists

About KK safety measures and energy issues

50 women attendance on November 19 2015

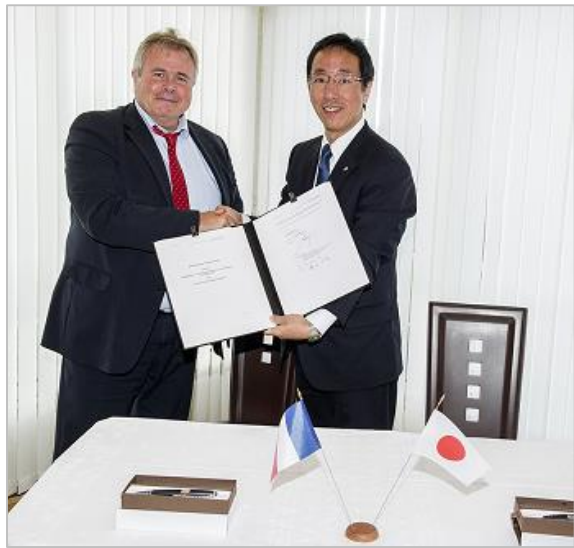


KK site Tour for women leaders

# 3. Support global alliance by communication

- Media exposure about the alliance announcement with French Alternative Energies and Atomic Energy Commission (CEA) – 4 key media in Japan & France, September 2015
- Exchanged opinions about how communication team could work together to support engineering side through the participation of WCSSG meeting and site visit in November 2015

## Information exchange agreement with CEA



Christophe Behar, Director, Nuclear Energy Division, CEA

Naohiro Masuda, CDO, FDEC

## WCSSG meeting & Sellafield, UK



West Cambria Site Stakeholder Group meeting

Sellafield History at Beacon Museum



# 4. Leverage SNS with leaders

- 3 Facebook as new communication channel to directly convey information to residents
- First step is to steadily increase the number of “friends”



FB poster	Target stakeholders	Number of posts	Key message
Director Kimura	Niigata	12 (in 2 months)	Convey how the director Kimura is closely connected with Niigata on a business and personal level
Exec. Director Crofts	Overseas	Started (in November)	Inform the progress of nuclear reform from the perspective of overseas expert
R C (Post on TEPCO FB)	Japan	4	Show the efforts to disclose information with speedy and easy-to-understand manner

c.f. Fukushima Revitalization Headquarters Director, Ishizaki FB secured over 850 friends

# 5. Success case for risk hedge and mitigation

- Tighten communication between FDEC and communication team, doubled RC & SC Office gave various suggestions and recommendations on information disclosure
    - 47 recommendations to FDEC
    - 39 recommendations to communication team
- (1Q-2Q, 2015)

### Examples:

**Completion of  
seaside wall**

**SC Office recommendations point**

“Prior explanation to local stakeholders”



“Discharges of contaminated water largely prevented”

“Hope for fishing industry recovery”

“The effect of the seaside wall should be explained using numbers”



“The concentration of radioactive substances is decreasing”

“More data needs to be accumulated”

“The impact to be reassessed after data is accumulated”

**Damage to  
exhaust stack**

“Safety ramifications to be explained, not just the presumed cause”



“The hydrogen explosion had a big impact, but there are no problems with seismic-resistance”

**Fair & neutral media coverage**

# 6. Debate training using risk scenarios

■ Participated 41 RCs both engineering side and communication side  
Key learning: “importance of revising one’s assertions after hearing the rebuttal”

## Debate training in October 2015

- 1F engineering team vs communication team
- Take opposite positions  
“problem with more than one correct solution”
- Intended to “improve the ability to communicate and thinking logically” and  
“acquire an appropriate decision-making process”
- 28 judges (incl directors) vote which side presents more appealing for residents



## Secured skills: 41 RCs

- Accurately ascertain the concerns of society
- Identify possible risks

## Result of RC training

- Communication & presentation training
- Lectures by external experts
- Case studies using case examples
- Group discussion

Total: approx. 80 times (2013– 2015)



- Easy-to-understand and polite explanations
- Logical recommendations to management

# 7. Measurement: Check & review

- Questionnaire to all FDEC workers to keep high consciousness  
What extent information disclosure awareness has permeated, Can you mind?
- Periodic reports to directors based on opinions from stakeholders by RCs  
PDCA – listening to the opinions of both internal and external parties

## Questionnaire point

Concerning “external disclosure of information” and “internal information sharing”

<Objectives>

- Ascertain the actual situation and reflect it in future policies
- Encourage awareness through the act of responding to the questionnaire

<Target>

All FDEC employees (approx. 1,300 people)

<Frequency>

Once a year (commenced on November 2015)

## Periodic report from RC

Stakeholder opinions (about overall trends & recent changes of 1F & KK) shared with directors

<Objective>

Create various information disclosure measures based on the opinions of society

<Target>

Opinions gathered by 41 RCs

<Frequency>

Twice a year (commenced on November 2015)

## The Energy for Every Challenge

We will never forget Fukushima.

From this commitment comes the rebirth of the TEPCO Group.

The logo for TEPCO, consisting of the letters 'TEPCO' in a bold, red, sans-serif font. The 'E' is stylized with three horizontal bars.

This is our challenge. To fulfill our responsibility for the Fukushima Daiichi nuclear accident, we are decommissioning a critically damaged nuclear power station, an undertaking of unprecedented complexity. At the same time, we are pioneering a new age in Japan's energy market by separating our power generation, transmission and distribution, and retail businesses.

As we continue to provide a stable supply of electricity, we pledge to pursue robust innovations that will address the needs of our customers and business partners.

Energy is more than the core of our business.

It fuels our commitment and passion to benefit society.