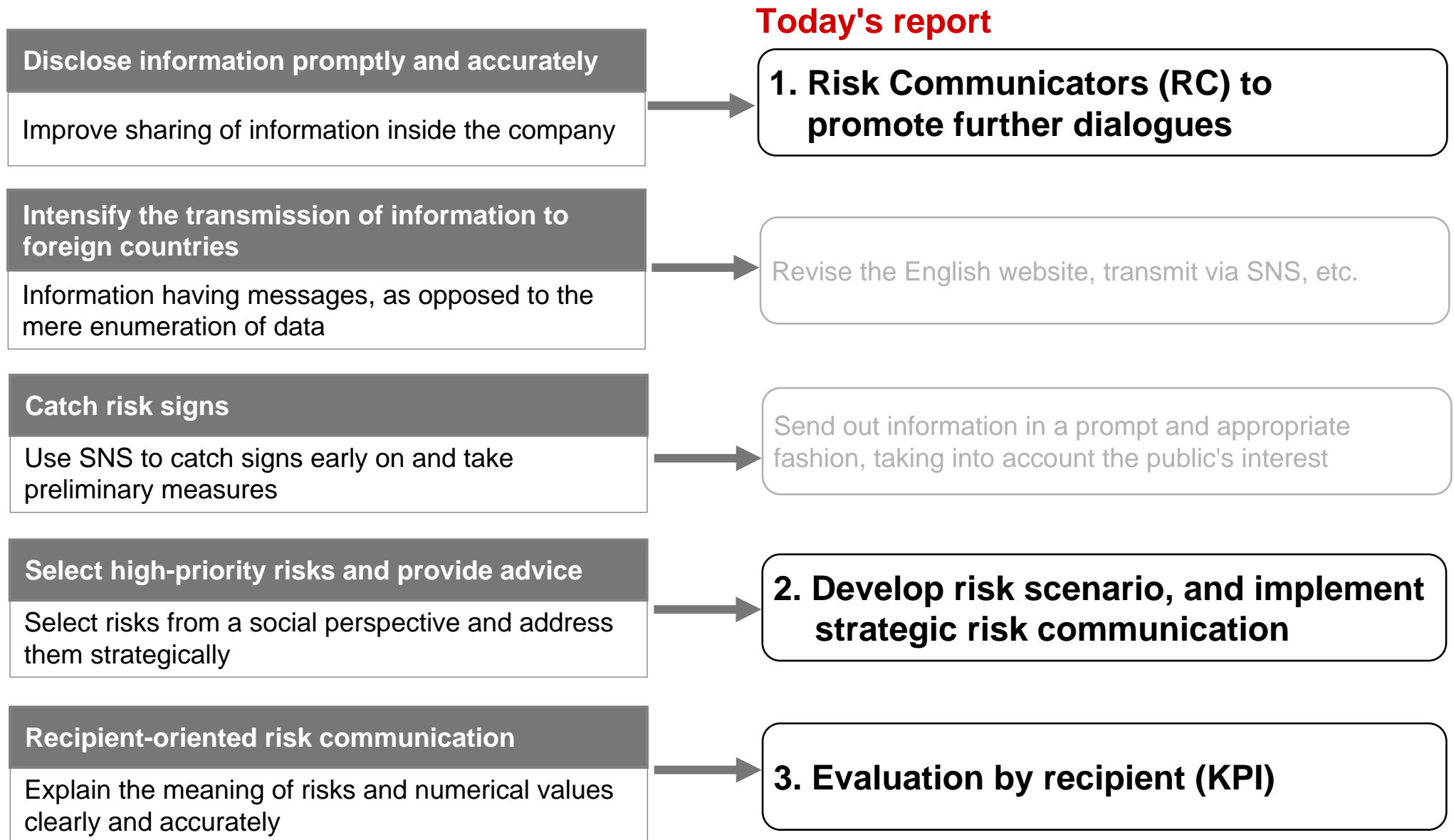

Building Relationships of Mutual Trust Through Proactive Communication with Local Communities and the Public

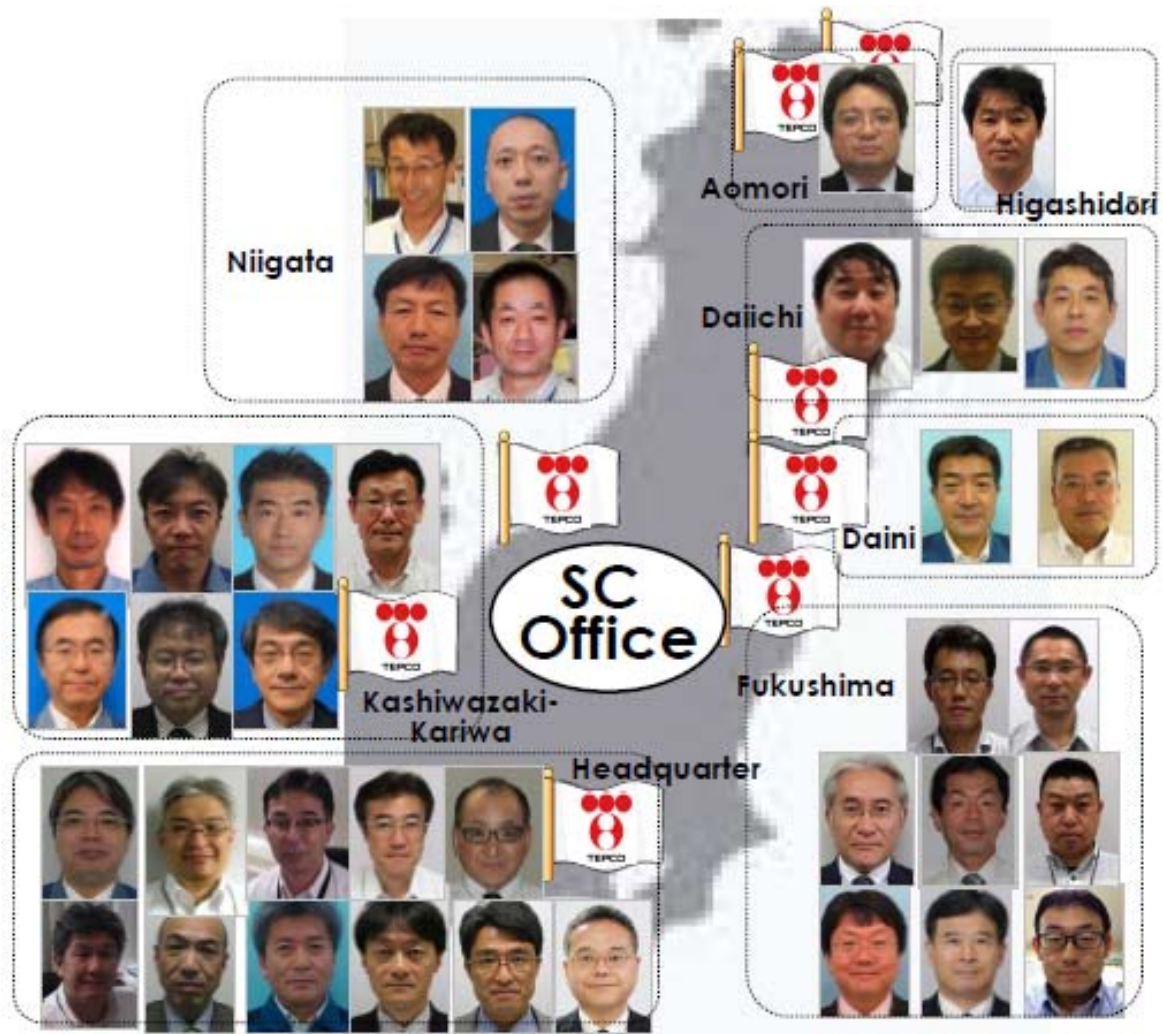
December 1, 2014
Social Communication Office

Remarks at the previous Nuclear Reform Monitoring Committee



1-1 37 professionals assigned to 8 sites

- Assigned RC to Tokyo, Fukushima, Niigata and Aomori
- Established Operation Group last April to hold RC training, provide information and support



【RC training in 2014】

12 trainings in 6 months to theme ability to dialogue and deal with risk



1-2 RC Activity Summary 2014 Q1 - November

- Proactively provides easy-to-understand information to the public, and collect risk information while balancing professional knowledge and social sensitivity
- Communicates with about 2,000 stakeholders every month

* Figures are per month

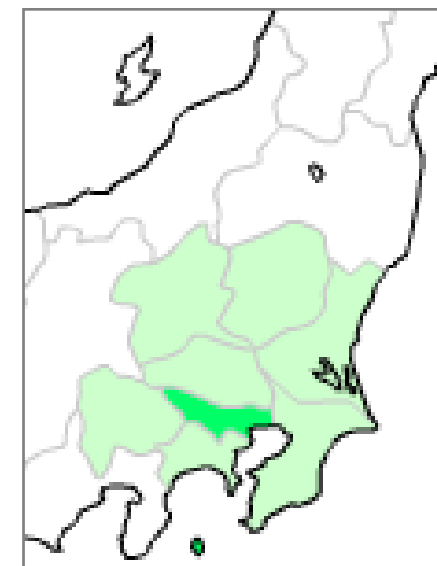
Dialogue with the stakeholders Explain measure for decommissioning & contaminated water management and safety measure at KK		
Explanation to local gov, resident, embassy and Diet member	ALL	Local gov: 120 sessions Embassy:10 countries, 20 people
Press conference and media lecture	Head Office Fukushima	Press conference: 10 sessions, 200 people Reporter lecture: 40 sessions, 400 people
Power station visit	Fukushima Niigata	50 sessions, 500 people
Participation in meeting held by local government	ALL	500 people
Collecting risk information Share and keep track of trends both inside & outside the company, and provide socially-conscious advice		
Collect information and provide advice at various internal meeting	ALL	Every day
Collect information via various external meeting and dialogue with experts	ALL	KK review meeting, prefectural technical committee
Increase awareness through internal training	ALL	15 sessions, 400 people
Expand information collected to management and other parties	ALL	Every day
Troubleshooting If risks should become more marked, promptly provide advice on response policy and explanation to concerned party		
Immediate response to issues ensured by stationing at Daiichi important anti-seismic building	Fukushima	As required
Explain cause of issue and any countermeasure to local gov and media	ALL	As required

1-3 Dialogue with Stakeholders (Tokyo)

- In addition to central government agencies, Diet members, the media and other stakeholders in the Tokyo area, RC works as an interface to embassy and foreign media
- RC provides explanations over a wide range of subjects, including progress in decommissioning, safety measures taken at KK and the circumstances of the nuclear accident

Stakeholder	Activity	Number	Participation
Government agency and local gov	Explanation to central gov agency, National Diet member and local gov in the Tokyo area	10 sessions	20 people
Embassy	Explanation to each embassy and participation in briefing held by MOFA	10 countries	20 people
Press conference	Once a week	5 sessions	100 people
Local community	Explanation for local gov, fishery cooperative	6 sessions	150 people

* Figures are per month



Population 44million

Municipality 343

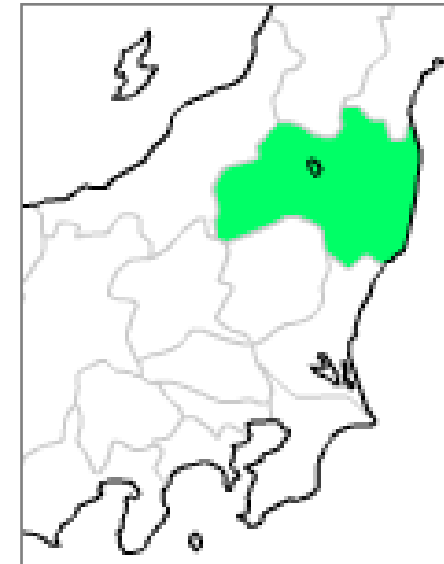
RC 11persons

*Kanto region

1-3 Dialogue with stakeholders (Fukushima)

- RC reports periodically on decommissioning work to Fukushima's prefectural and local governments
- Provide in-depth explanation of the measures and expected risks before beginning new project
- RC holds reporter lectures twice a day and press conferences once a week

Stakeholder	Activity	Number	Participation
Government agency and local gov	Provide explanation to Fukushima's prefectural authority and local gov	50 sessions	80 people
Press conference	Once a week at J Village	4 sessions	80 people
Reporter lecture	Twice a day at press club	40 sessions	400 people
Power station visit	Accommodate visitors at Daiichi and Daini	30 sessions	300 people
Local community	Explanation for local gov, fishery cooperative	8 sessions	200 people



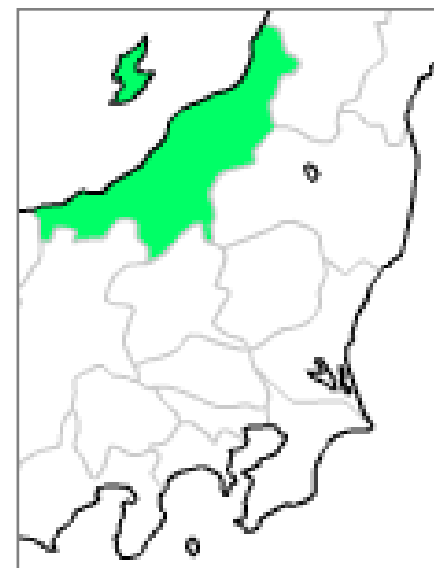
Population 1.9million
 Municipality 59
 RC 13persons

* Figures are per month

1-3 Dialogue with stakeholders (Niigata)

- RC reports periodically on the state of safety measures at KK to Niigata's prefectural and local governments
- RC encourages local governments and organizations to visit power station, and promote a better understanding of safety

Stakeholder	Activity	Number	Participation
Government agency and local gov	Explanation to Niigata's prefectural government and local gov	50 sessions	80 people
Press conference	Once a month	1 session	20 people
Reporter lecture	Once a month	1 session	10 people
Power station visits	Accommodate visitors at KK	20 sessions	200 people
Local community	Explanation for local gov and organization	4 sessions	100 people



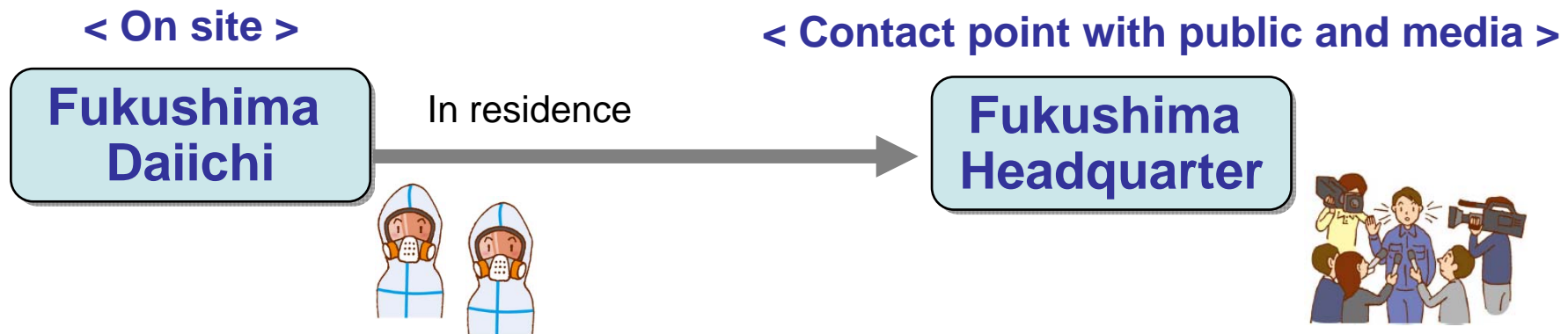
Population 2.3million
 Municipality 30
 RC 11persons

* Figures are per month

[Ref] Communication among Nuclear Power Division

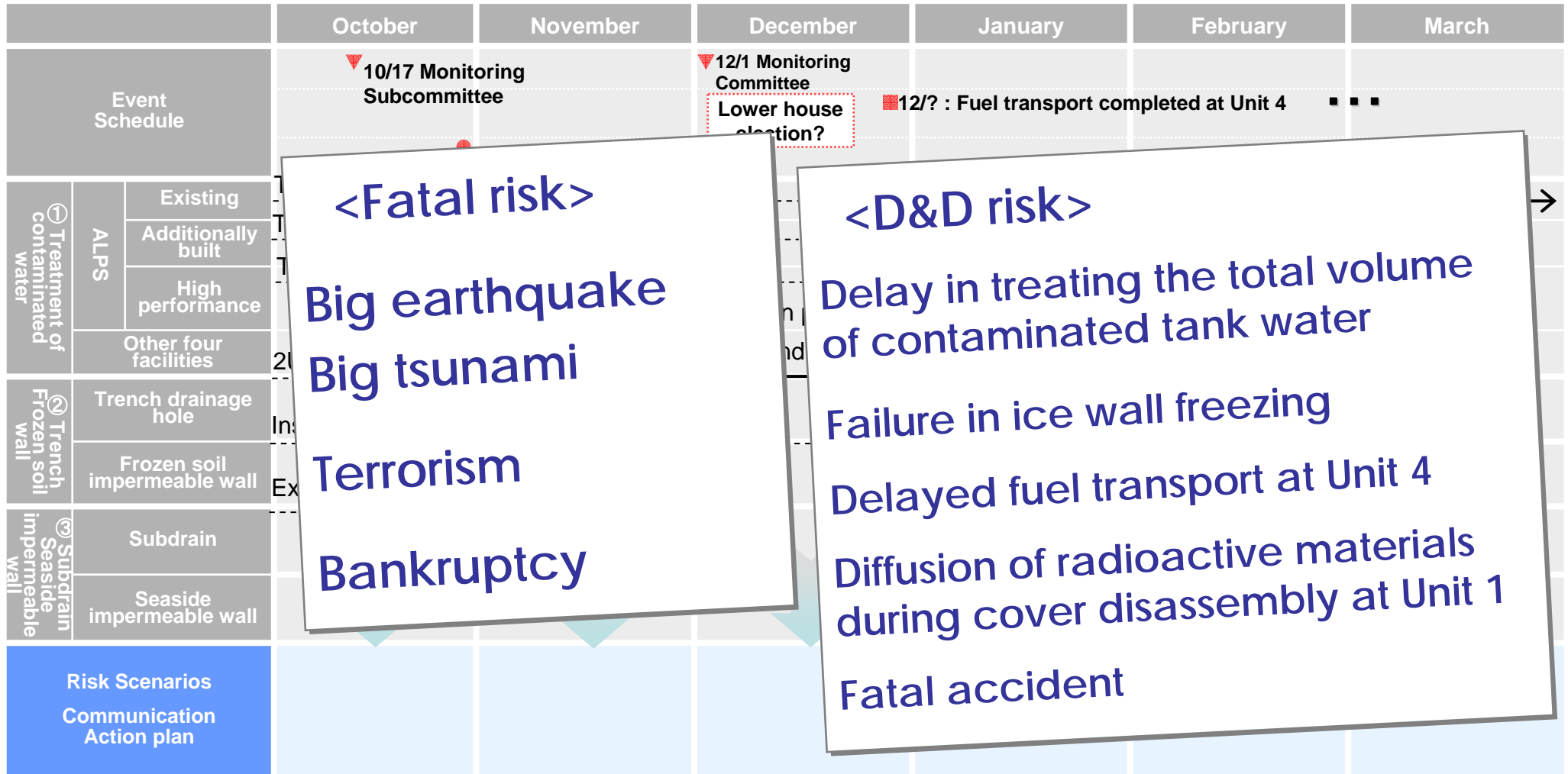
- Conducted training for 13 General Managers of the Engineering Department for employees stationed at Fukushima's Corporate Communications Department from July to October 2014
- Positive feedback; “Experienced how their work is seen by the media and the public at large”
- Expanded to training for GM-rank employees from November

Program	<p>Work with RC from the Fukushima Communications Department for 2 to 3 days</p> <p>Tasks:</p> <ol style="list-style-type: none"> (1) Provide daily explanation and answer to resident of Fukushima prefecture (2) Accompany RC to press conference held by prefectural gov every morning/evening (3) Participate in discussion and meeting (4) Exchange opinions with the Fukushima Communications Department
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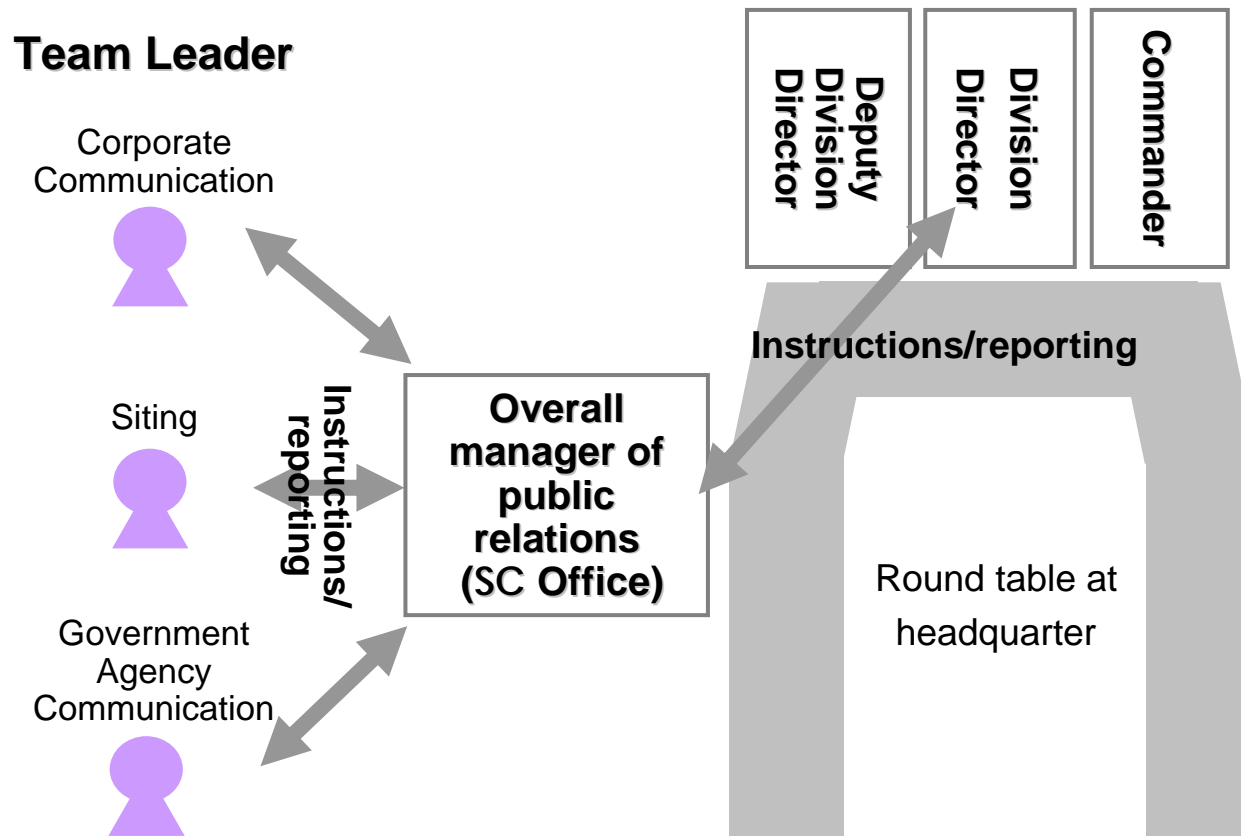
2-1 Consideration on risk scenario and training

- Draw up severe risk scenario, and examine risk communication strategy from a long term perspective with Communication Department

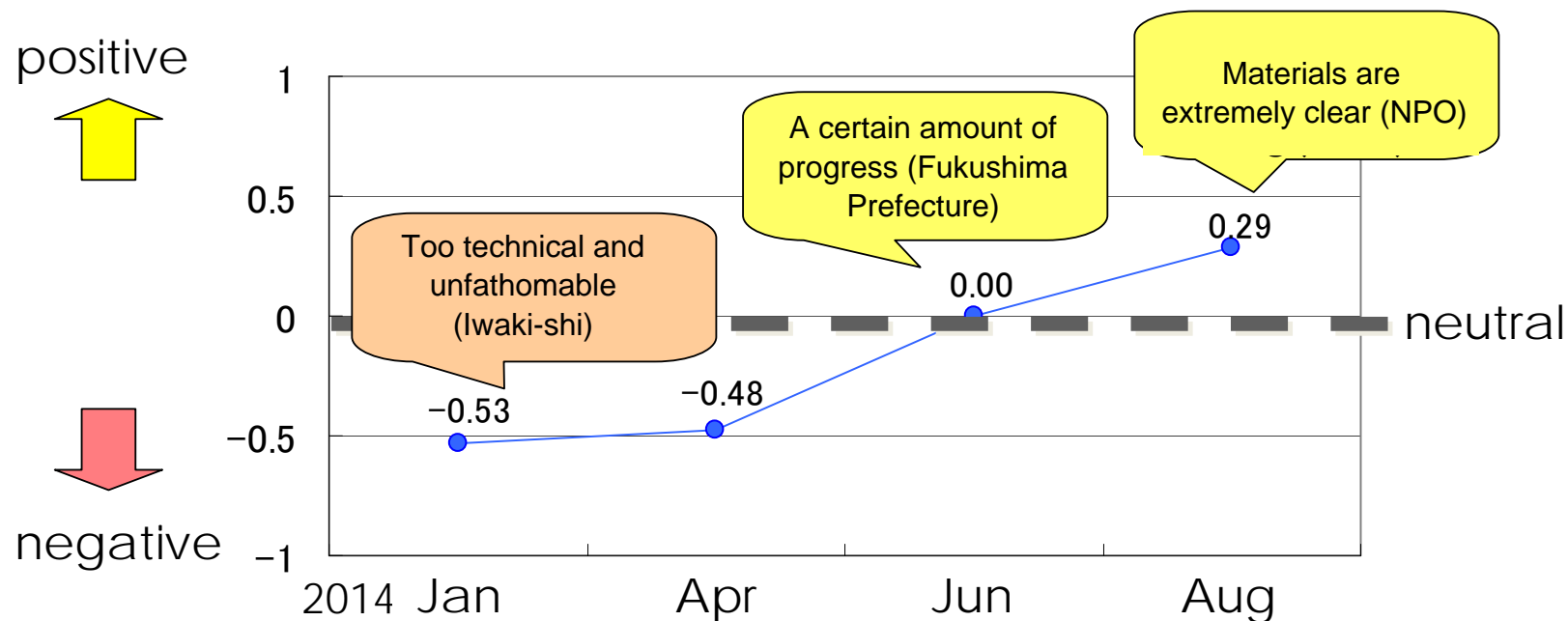


2-2 Improve emergency management skills through risk scenario-based training

- Repeat training on emergency public relations as a part of the disaster drill at KK
- Assigned RC appropriately, and established an internal communication system that involves RC and employee dispatched to local government
- As overall manager of public relations, the SC Office provides appropriate instruction with 3 team leaders based on the instructions of Division Director/Commander



Improved by 0.82 points



◆ Evaluation target

About 20 people from Fukushima prefecture, 13 municipalities in Hamadori, commercial and industrial associations, JA, fisheries unions, NPOs and JCI-Japan

3-2 Third-party evaluation - Embassy in Japan

Evaluation by recipient

- 38 people (24 countries & regions) participated in the tours of Daiichi and KK
- Survey scored 4.7 satisfaction

< Comments >

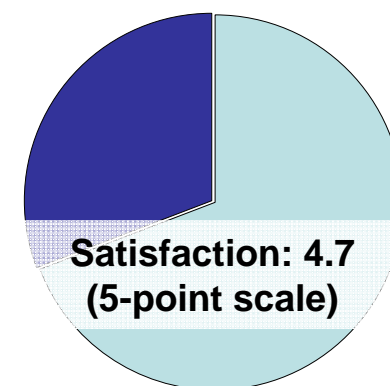


This unprecedented problem will come to its end as soon as possible as a result of your hard work and efforts to share as much information as possible with the public.



Thank you very much for the excellently organized visit to KK. Also many thanks for your message and the attached information. It was nice to see us on TV!

Response rate: 39%



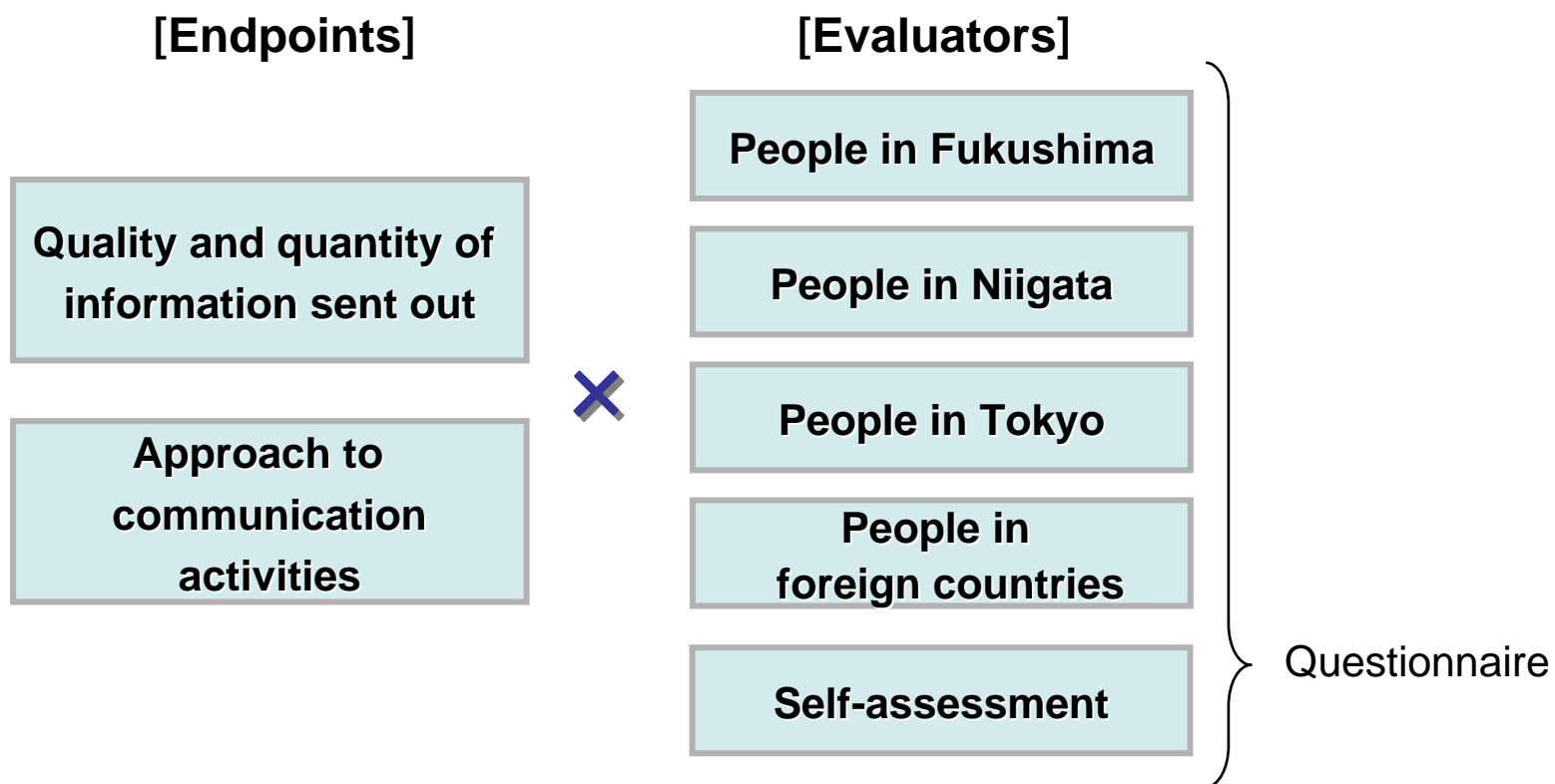
Very much satisfied
Satisfied

< Participating countries/regions >



3-3 KPI development structure

- Set KPI evaluation by 4 stakeholders (Fukushima, Niigata, Tokyo and foreign countries) to improve our communication level
- Selection of 4 stakeholders; continuously paying their close attention to TEPCO's activities
- Establish evaluation KPI method by the end of FY 2014 taking into account the opinions of external specialists



Recover Trust

Address both
Responsibilities and
Competitiveness



TEPCO