

Your 500 yen is contributing to the planet and the future.

Restoration and preservation of the environment in Japan and overseas

Tropical Rainforest Conservation Project (Support for sedentary farming)
(Papua New Guinea/ Solomon Islands)

Qin Ling Mountains Forest and Ecosystem Recovery Project
(China)

Seed Planting School
(Hokkaido, Japan)

South Pacific Countries Support Project
(Kiribati/ Tuvalu)

Silk Road Afforestation Project
(China)

Sustainable Farming Support Project
(Philippines)

Inner Mongolia Afforestation Project
(China)

Community Forest Map Development in the Northern Mountainous Region of Thailand
(Thailand)

Education of the next generation

Noguchi Ken Environmental School
(Japan)

Environmental Education Support Project at Schools
(Throughout Japan)

Satoyama Preservation School
(Nagano Prefecture, Japan)

Eco Cabin School
(Iwate Prefecture, Japan)

Cosmo Oil Eco Card Fund
Activity Report 2010
8th Year: April 1, 2009 - March 31, 2010

COSMO Oil
Eco Card Fund

“Living With Our Planet”

2010

“Living With Our Planet” Projects

Message

The year marks the 9th anniversary of Cosmo Oil Eco Card Fund. Looking forward to your continued support and cooperation.

Established in April 2002, the Cosmo Oil Eco Card Fund commenced its 9th year of operation in April 2010. Thanks to the dedicated efforts of our 85,000 cardholders, we have been able to continue the fund's activities amid challenging economic conditions. I would like to express my deep appreciation to all our cardholders for their strong support to date.

In September 2009 I had the pleasure of participating with Eco Card holders in the eco tour conducted by the Seed Planting School, one of our support projects. At that time I joined with other participants in gathering seeds and seedlings in the forest and took part in tree planting activities aimed at returning the remains of a golf course to natural forest. Through these activities, I was able to feel directly with my five senses the fresh air and the earth of Furano, Hokkaido and hear the emotional reactions of our cardholders as they joined in the activities. This experience reminded me of how important our projects are and I hope that my brief message here in some small way conveys what I felt and the wonderful atmosphere I experienced at the project site.

To ensure that the fund provided by our cardholders is used as efficiently as possible, I believe that it is important for us to continue to manage it with a commitment to soundness and transparency on behalf of our cardholders. Next year marks the 10th anniversary of the fund, which I see as an important benchmark in its history. In the future I would like to see the fund provide support to a wide range of programs, including both those that focus on long-range initiatives from a long-term perspective as well as short-term, concentrated initiatives.

In closing, I would like to express once more my deep gratitude to all of you who give your generous support to the fund and I ask that you continue to extend your support in the future.



Hideto Matsumura
Chairperson,
Cosmo Oil Eco Card Fund

Seed Planting School
during the Eco Tour

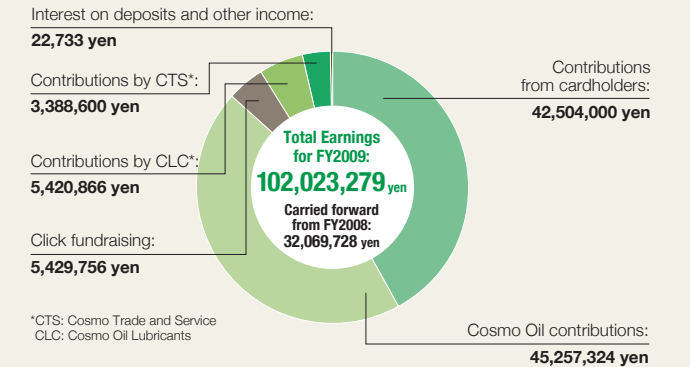
The Cosmo Oil Eco Card Fund Activity has been devoting attention to two main areas. These are the “restoration and preservation of the environment in Japan and overseas” and the “education of the next generation.”

From our two main focuses the “Initiatives in response to

global warming” and “preservation of biodiversity” in our “Living With Our Planet” projects, we are tackling issues such as poverty, food shortages, education and other issues closely related to environmental problems so that we can take measures that will lead to genuine solutions.

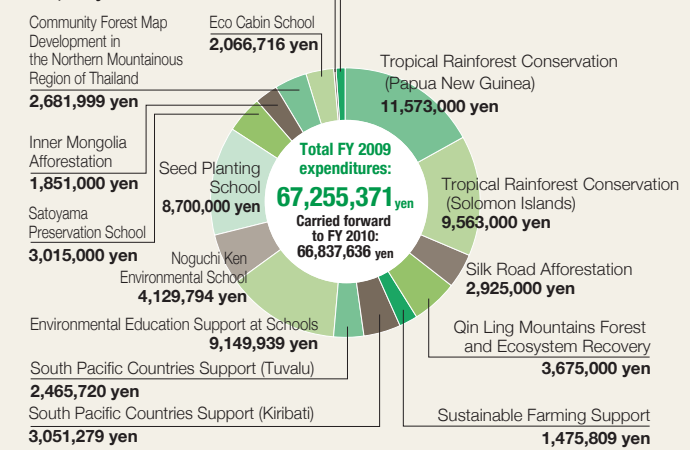


Income and Expenditure Report

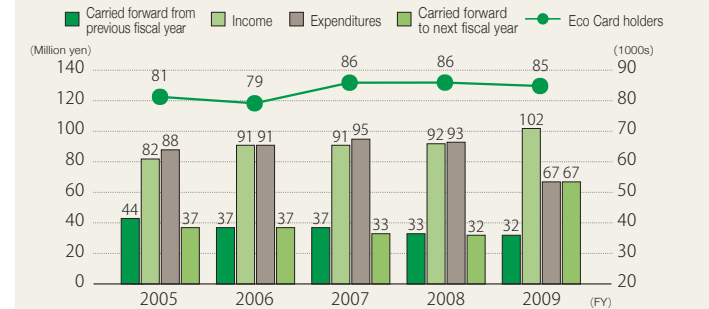


Administrative expenses (honoraria to councillors and other) **632,115 yen**

FY 2008 Income and Expenditure Review Fee **300,000 yen**



Funds and cardholders (past 5 years)



Review of Income and Expenditure Report by an independent certified public accountant

April 23, 2010

Toshiya Kato, Certified Public Accountant

I, Toshiya Kato, at the request of the Cosmo Oil Eco Card Fund (hereinafter, “the Fund”) have reviewed the Fund's fiscal 2009 (from April 1, 2009 to March 31, 2010) Income and Expenditure Report pursuant to the Auditing and Assurance Practice Committee Statement No. 20 (“Research Report Concerning Assurance Practice Conducted by Certified Public Accountants, etc.”) by The Japanese Institute of Certified Public Accountants.

As a result of the review, I find that the information presented in the aforementioned Income and Expenditure Report regarding the Fund's income and expenditures for fiscal 2009 (from April 1, 2009 to March 31, 2010) is correct and free of material misstatements.

No identity of interest exists between the Fund and myself for which disclosure would be required pursuant to the provisions of the Certified Public Accountants Act.

10 Environmental Education Support Project at Schools

With the support of 1,039 Eco Card holders, a combined elementary and junior high school received environmental education for one year.

Through this project we link NPOs that know how to conduct nature experience programs with schools looking for this type of expertise and opportunity. The project is also laying the foundation for environmental education through the environmental education site "EE kids."

In fiscal 2009, the project supported environmental programs at nine schools in Japan. In fiscal 2010, we plan to provide support for environmental programs at nine elementary and junior high schools.

Environmental Education site "EE kids"
<http://eco.goo.ne.jp/education/eekids/>



11 Satoyama Preservation School

The support of 18 Eco Card holders provided environmental education for one student.

The Satoyama Preservation School is devoted to preserving and regenerating *satoyama* as a part of nature that Japanese people cherish and training young people who will be the custodians of the next generation. Making use of abandoned farm land in Izuna, Niigano Prefecture, the school provides instruction and training in farming practices. The farming family in Izuna provides rice seedlings which children grow with their own hands in the school's rice field. Local farmers also visit the school to give lessons to the children. These activities enhance children's awareness of the environment and growing crops as food. In addition to these activities, the school also teaches students to grow grains and organizes tours to promote interaction between people living in farming communities and people living in cities.

In fiscal 2009, 326 people participated in the project at three elementary schools. In fiscal 2010, the project will continue its efforts to improve on existing programs with a view to making the program available to more schools.



9 Noguchi Ken Environmental School

The support of 173 Eco Card holders results in the creation of one "environmental messenger."

To foster the development of "environmental messengers" who can take environmental action and communicate their message to the rest of the world, alpinist Noguchi Ken launched the Environmental School and serves as its headmaster. At the school, students from elementary school to university experience the beauty and fun of nature as they participate in a range of activities including environmental clean ups, tree thinning, and activities aimed at the preservation of the *satoyama* woodlands.

In fiscal 2009, the Environmental School held one session in the Shirakami Mountains and one at Mount Fuji with a total of 38 students participating. In fiscal 2010, the school will hold sessions on Sado Island and in the Shirakami Mountains for students from junior high school to university.



Education of the next generation

12 Eco Cabin School

With the support of 296 Eco Card holders, the school installed solar-powered LED lighting in the eco cabins.

The Eco Cabin School offers programs where elementary and junior high school students can experience everyday life using natural energy. Students learn how to live in an ecologically sustainable way through hands-on experience using natural energy such as electricity generated from solar power and wind power and biomass.

The Eco Cabin School was held four times in fiscal 2009, once in spring, summer, autumn, and winter with a total of 49 children participating. Although support from the Fund is set to end in fiscal 2009, the number of participants in this project is increasing and the school will continue due to its popularity.



COSMO Oil Eco Card Fund Project Introduction

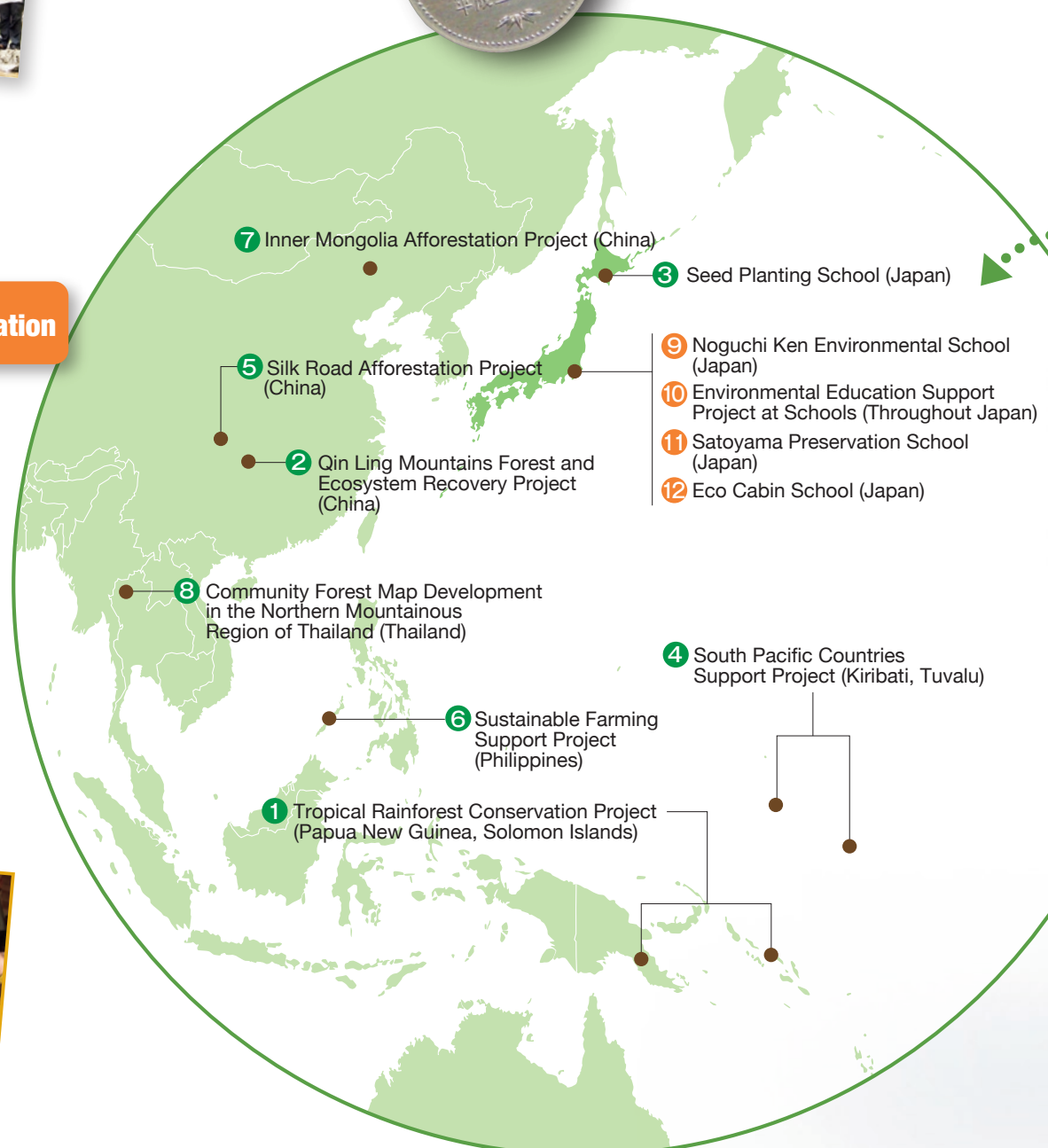
Your donations supported 12 projects in fiscal year 2009. We report on our activities with our project partners in Japan and all over the world.

*More detailed information can be found on the Cosmo Oil Eco Card Fund website. <http://www.cosmo-oil.co.jp/>
Home > Environment > Cosmo Oil Eco Card Fund Activities

You too can help with only 500 yen



Project for the earth and the future



The areas these projects have been developed

About the Projects

The Cosmo Oil Eco Card Fund has carried out "Living With Our Planet" projects with the help of holders of Cosmo The Card House Eco (launched in April 2002) and Cosmo The Card Opus Eco (launched in June 2006), who contribute 500 yen per year. Now in its 9th year, the project is supported by the contributions from these "Eco Card holders" as well as by donations from the Cosmo Oil Group.

1 Papua New Guinea/ Solomon Islands: Tropical Rainforest Conservation Project

Papua New Guinea

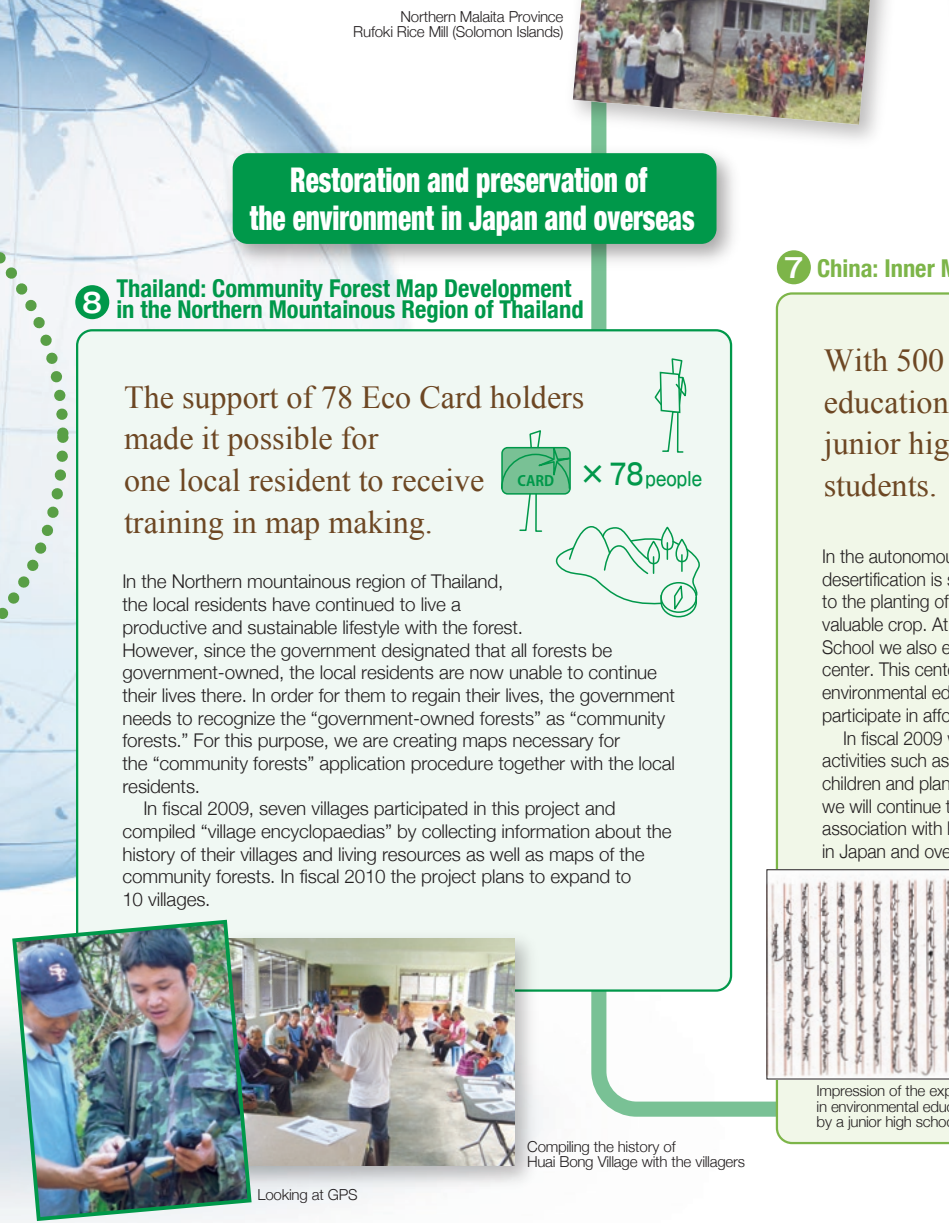
The support of 18 Eco Card holders provided training for one agricultural trainee for one year.

Solomon Islands

With 500 yen: made the harvesting of 5 kilograms of rice possible.

In Papua New Guinea and the Solomon Islands we are providing technical guidance and promoting the widespread practice of sedentary organic farming as a means of controlling excessive slash-and-burn agricultural practices and at the same time ensuring local residents can earn adequate cash income to enable them to be self-sufficient in feeding themselves and maintaining stable livelihoods. Our efforts to improve training facilities where agricultural instructors will receive training will enable local residents who undergo training there to become leaders in teaching technical skills in their areas. Through this project we hope to conserve tropical rainforest and help local residents secure stable livelihoods.

In fiscal 2009, this project provided training and human resource development in both Papua New Guinea and the Solomon Islands. In fiscal 2010, we intend to continue our activities in both areas.



Restoration and preservation of the environment in Japan and overseas

8 Thailand: Community Forest Map Development in the Northern Mountainous Region of Thailand

The support of 78 Eco Card holders made it possible for one local resident to receive training in map making.

In the Northern mountainous region of Thailand, the local residents have continued to live a productive and sustainable lifestyle with the forest. However, since the government designated that all forests be government-owned, the local residents are now unable to continue their lives there. In order for them to regain their lives, the government needs to recognize the "government-owned forests" as "community forests." For this purpose, we are creating maps necessary for the "community forests" application procedure together with the local residents.

In fiscal 2009, seven villages participated in this project and compiled "village encyclopaedias" by collecting information about the history of their villages and living resources as well as maps of the community forests. In fiscal 2010 the project plans to expand to 10 villages.



2 China: Qin Ling Mountains Forest and Ecosystem Recovery Project

With 500 yen: planted 12 pine seedlings in forests inhabited by golden snub-nosed monkeys

$$500 = \text{seedling} \times 12$$

The Qin Ling Mountains are a treasure trove of rare wildlife where critically endangered species such as giant pandas and golden snub-nosed monkeys can be found. Our aim is to restore the biodiversity of the forests through the afforestation of abandoned commercial logging roads that impeded the movement of animals, and the observation of local animals and plant life.

In fiscal 2009, 11,000 pine seedlings were planted along a 14-kilometer stretch of road. We also continued observation of the habitat of the golden snub-nosed monkey and we made relevant information available to the public through a website. In fiscal 2010, we intend to continue our efforts by planting a further 9,500 trees as well as related research and lecture activities.



7 China: Inner Mongolia Afforestation Project

With 500 yen : provided the environmental education of 2 elementary and/or junior high school students.

In the autonomous region of Inner Mongolia where desertification is spreading, we are devoting efforts to the planting of sea buckthorn, an economically valuable crop. At the local Baxiandong Junior High School we also established a sea buckthorn planting center. This center can also be used as a center for environmental education where local children can participate in afforestation activities.

In fiscal 2009 we prepared a pamphlet about activities such as environmental education for children and planting of sea buckthorn. In fiscal 2010 we will continue to conduct these activities in association with local residents as well as activities in Japan and overseas.



"Today was a day that I will never forget. We planted trees in the school gardens and had lunch with Japanese people who had come here all the way from Japan. Japanese people are very concerned about taking good care of the environment. In that respect we were able to learn from their experience and good practices. This made me feel that we too should do our best to maintain a beautiful environment."

Dinh Mandah

3 Japan: Seed Planting School

With 500 yen: 5 seedlings were purchased for afforestation.

$$500 = \text{seedling} \times 5$$

Inspired by the slogan "Sowing seeds in minds and the earth," participants at the Seed Planting School gather seeds and small tree seedlings and after growing them to a certain size provide them to people who plant them in their local areas. Replacing trees that previously grew in local areas contributes to the regeneration of forest vegetation and the restoration and promotion of biological diversity. To give Eco Card holders the chance to experience afforestation activities first hand at the Seed Planting School, we conducted the Furano Eco Tour.

In fiscal 2009 we also supplied 8,057 seedlings of Sakhalin spruce (*Picea glehnii*), Mongolian oak (*Quercus mongolica var. grosseserrata*), Japanese elm (*Ulmus davidiana var. japonica*), and other trees that suit local conditions, and a total of 207 people participated in raising the seedlings. In fiscal 2010 we will continue to offer eco tours for Eco Card holders and we intend to supply a further 10,000 seedlings through the Seed Planting School.



6 Philippines: Sustainable Farming Support Project

The support of 4 Eco Card holders provided training in Eri silkworm cultivation for 1 local woman.

The harvesting of timber and slash-and-burn agricultural practice by people to eke out a living on the verdant island of Palawan in the Philippines are taking their toll as the loss of forests continues. To protect the island's natural environment and at the same time to assist in promoting economic autonomy among the people living there, we have been providing training in the cultivation of cassava and silkworms as well as spinning, embroidering and weaving. Cultivation is based on an environmentally sustainable cycle where the leaves of the cassava serve as food for Eri silkworms, the excretions of the Eri silkworms are used as fertilizer for cassava plants, the silkworm pupae are used as feed for livestock, and the cocoons of the silkworms are used to make woven silk products. To promote the ongoing development of this sustainable industry, we have been training trainers who can pass on their skills to others.

In fiscal 2009, we provided technical training locally on two occasions. Women who participated in the programs launched their own organization which has received the status of a government-recognized NGO. Producing silk thread and woven goods of high quality, this organization is making steady progress in becoming self-sufficient. In fiscal 2010 we will direct our attention to further increasing the quality of the silk products they produce and to building a new workshop.



The training skills of local trainers are also improving

4 Kiribati/Tuvalu: South Pacific Countries Support Project

Kiribati
With 500 yen: 2 mangrove trees were planted. (Since seeds are obtained at no cost, the amount was calculated on the basis of the overall project costs.)

Tuvalu
The support of 19 Eco Card holders provided education in waste management for 1 student.

With an average elevation of just a few meters above sea level, Kiribati and Tuvalu are among the island nations of the South Pacific that already suffer from the impact of climate change. Rising sea levels and ocean swells cause serious erosion, inundation of homes, and drinking water shortages. On the island of Tuvalu the disposal of accumulated garbage resulting from imported goods is also a problem. To alleviate these problems, we have been planting mangroves which will prevent the encroachment of sea water. We have also been conducting educational activities for children in waste management. Although the seeds we planted on Kiribati are under threat from ocean swells, we have confirmed a survival rate in excess of 80% after six months. A number of the seedlings that were planted several years ago have already grown to a height taller than the average adult.

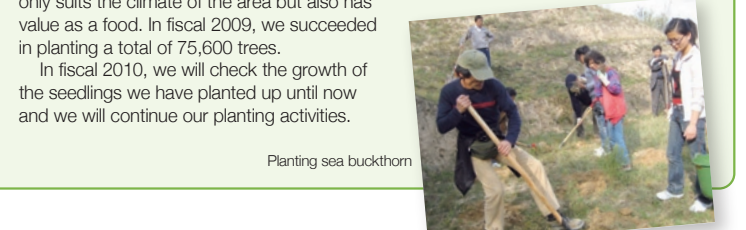
In fiscal 2009, we planted a total of about 15,000 mangrove seedlings in both island nations and held workshops on garbage separation on the island of Tuvalu. In fiscal 2010, we plan to continue these activities.



5 China: Silk Road Afforestation Project

With 500 yen: 28 sea buckthorn seedlings were planted along the Silk Road.

Desertification is occurring at a rapid rate along the Loess Plateau of the Silk Road. To control the spread, we have been planting sea buckthorn with farmers and students. Sea buckthorn is a plant that not only suits the climate of the area but also has value as a food. In fiscal 2009, we succeeded in planting a total of 75,600 trees. In fiscal 2010, we will check the growth of the seedlings we have planted up until now and we will continue our planting activities.



Key word

“Biodiversity”

This year “Biodiversity” was added as a theme to our Cosmo Oil Eco Card Fund activities. “Biodiversity” may be a somewhat unfamiliar word to many but it will play a very important role in the future of our global environment and our own lives.

Q What is biodiversity?

A It is understood that there are about 1,750,000 known species on the earth, and it is estimated that combined with undiscovered species there is a total of 30 million species altogether. The existence of these many (diverse) living things forms the ecology of earth which we refer to as “Biodiversity.”

Q Why is biodiversity important?

A Our daily lives are supported by bountiful endowments from nature including animals, plants, insects, and bacteria. For example, animals and plants become our food. Oxygen is released from plants through photosynthesis. And many ingredients in medicines we use when we are sick were discovered in living things. In fact, the bountiful endowments from nature are a result of the diverse living beings in our environment. To keep using these bountiful resources from nature, it is important for us to protect (preserve) the biodiversity of our planet.

Q Which of the Eco Card Fund projects are related to biodiversity?

A The Seed Planting School is one of these projects. After collecting seedlings (plants just germinated from seeds) from nearby mountains, the school raises them in a nursery and later supplies the grown seedlings for reforestation. This effort contributes to the regeneration of original natural forests and the ecology that previously existed in the region. Afforestation in the Qin Ling Mountains in China is another project aimed at protecting and preserving biodiversity. Participants in this project direct their efforts to regenerating local forests and protecting the habitats of animals, such as the golden snub-nosed monkey (*Rhinopithecus roxellana*), which play important roles in the ecology of the area. Training in sustainable agriculture in Papua New Guinea and Solomon Islands is also helping to protect the environment by controlling traditional slash-and-burn agriculture, and is effective in preserving tropical rainforests.

These efforts at regeneration of forests and ecology and the understanding of the importance of planting trees and tree thinning which children gain through their hands-on experience in the Eco Card Fund projects contribute to the protection and preservation of the environment where all types of living things can exist. These efforts ultimately lead to the protection of earth’s biodiversity.



Golden snub-nosed monkey living in the Qin Ling Mountains

Once-a-day fundraising through the Internet

Through the Cosmo Oil Click Fundraising site, Cosmo Oil makes donations to the Cosmo Oil Eco Card Fund when customers select their favorite projects by clicking on them. Each customer has the opportunity to select one project every day.

5,429,756 clicks (= yen) were recorded in fiscal 2009.

<http://www.cosmo-oil.co.jp/kankyo/charity/>
home > environment activities > click fundraising (Japanese only)



For click fundraising by mobile phone

Click fundraising via mobile phone is now possible. You can now access Click fundraising from the Cosmo Oil official mobile site. (Japanese only)



Introducing Cosmo The Card

Cosmo The Card Opus Eco and Cosmo The Card House Eco are card plans that anyone can join if they want to do something good for the earth.



Cosmo The Card Opus Eco Cosmo The Card House Eco

Cosmo The Card Opus Eco and Cosmo The Card House Eco receive 500 yen contributions each year from their customers as well as a donation from Cosmo Oil, and this money is then used to provide donations to support the activities of NPOs and public service organizations dedicated to environmental conservation.

Donations from holders of Cosmo The Card Opus Eco and Cosmo The Card House Eco

Cardholders make 500 yen donations when they join, and then again every subsequent year in the month that they joined.



Donations by the Cosmo Oil Group

Funds are used to run “Living With Our Planet” projects for the sake of environmental protection



Donations to the Eco Card Fund by the Cosmo Oil Group

A percentage of revenues from sales of the Cosmo ECO.R battery (a product of group affiliate Cosmo Trade and Service) and the Cosmo Eco series of lubricants (sold by group affiliate Cosmo Oil Lubricants) is donated to the Cosmo Oil Eco Card Fund.

Cosmo ECO.R <http://www.cosmo-trade.com/> (Japanese only)

Cosmo ECO series <http://www.cosmo-lube.co.jp/car/eco.html>

For further information on Cosmo Oil cards

Cosmo The Card House Eco	0120-987-622 (from inside Japan only)		Mon-Sat & holidays: 9:15-17:30
	If calling from a mobile phone: +81-3-4330-1660		Sundays: 10:00-17:30
Cosmo The Card Opus Eco	Northern Japan: +81-22-771-1500	Tokyo: +81-43-296-6200	Open all year round 9:00-21:00
	Chubu: +81-59-353-2100	Osaka: +81-6-4863-0100	

Cosmo Oil Eco Card Fund

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