



Cosmo Oil Eco Card Fund
Activity Report 2011

9th Year : April 1, 2010 - March 31, 2011

Your support is contributing to
the planet and the future.



COSMO OIL
Eco Card Fund

“Living With Our Planet”

2011



Message



Chairperson
Cosmo Oil Eco Card Fund

Keizo Morikawa

More than ever, celebrating our 10th Anniversary together with our cardholders.

Let me start by saying how delighted I was to be appointed Chairperson of the Cosmo Oil Eco Card Fund. I look forward to your continued support.

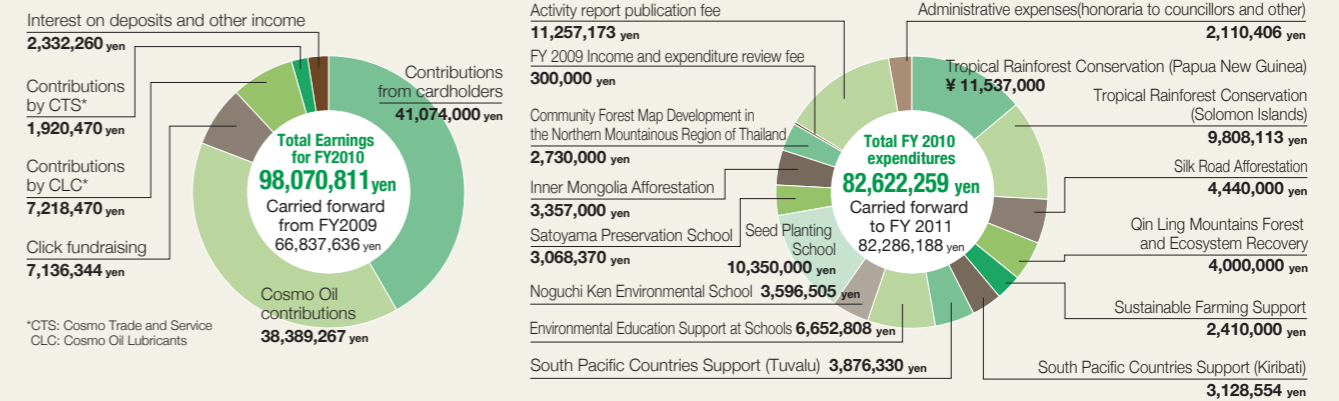
The Cosmo Oil Eco Card Fund embarked on its 10th year in April 2011 with the support of approximately 80,000 cardholders. That we have been able to continue our activities for ten years is primarily due to the support of our cardholders and the strong feelings they share regarding global environmental conservation and their support. I would like to take this opportunity to express my deep appreciation to each and every one of them.

Many precious lives were lost as a result of the Great East Japan Earthquake of March 11 which inflicted catastrophic damage predominantly in the Northeastern and North Kanto areas of Japan. I wish to extend my condolences to all of the victims as well as to everyone who suffered as a result of this disaster. I pray for recovery in the afflicted areas at the earliest possible opportunity. Given that our Fund wishes to contribute to recovery from the earthquake through the environment, we have decided to extend support to "Mori wa Umi no Koibito (Forests are Lovers of the Sea)", an NPO based in Kesennuma City, Miyagi Prefecture. Based on the idea that an abundant harvest from the sea depends on the surrounding forest, and with the blessing of our Eco Card cardholders, we would like to provide support and contribute toward early recovery from the earthquake in Northeastern Japan.

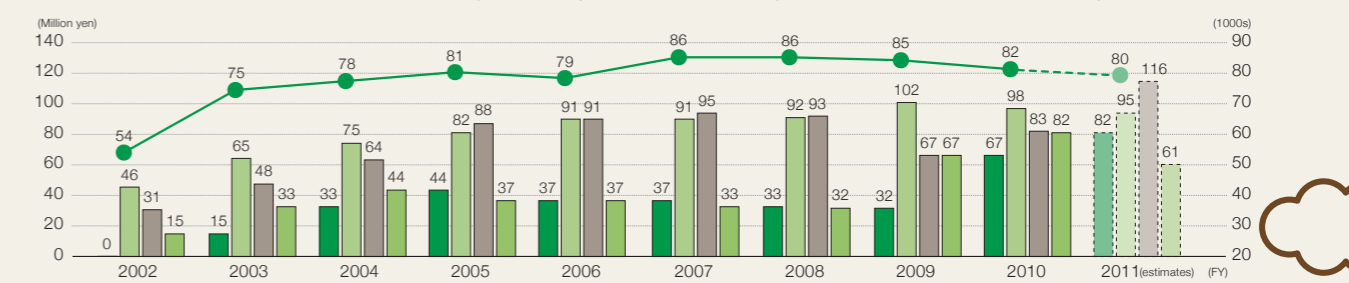
In commemoration of the Fund's 10th anniversary this year and to enable our cardholders, who support the Fund on an ongoing basis, to experience environmental activities closer to home, we will hold a Seed Planting School and Adoption Project to nurture both life and well-being. I sincerely hope you will participate in this project. In April, we also began supporting four projects around a new theme: preservation of biodiversity. Hereon after, we would like to create more opportunities for cardholders to participate in our activities.

We at the Eco Card Fund believe it is of great importance that the precious donations we receive from our cardholders are used to resolve environmental problems worldwide, and that the Fund continues to be managed soundly and with transparency. As we embark on the new stage presented by our 10th anniversary, we intend to develop environmental conservation activities worthy of the watchwords "Living With Our Planet" in even greater cooperation with our cardholders, and I would like to ask for your continued support with this.

Income and Expenditure Report



Funds and cardholders



Figures for fiscal 2011 are estimates. In addition to existing activities, five new projects will be launched this fiscal year enabling cardholders' contributions to be put to even better work in environmental preservation activities.

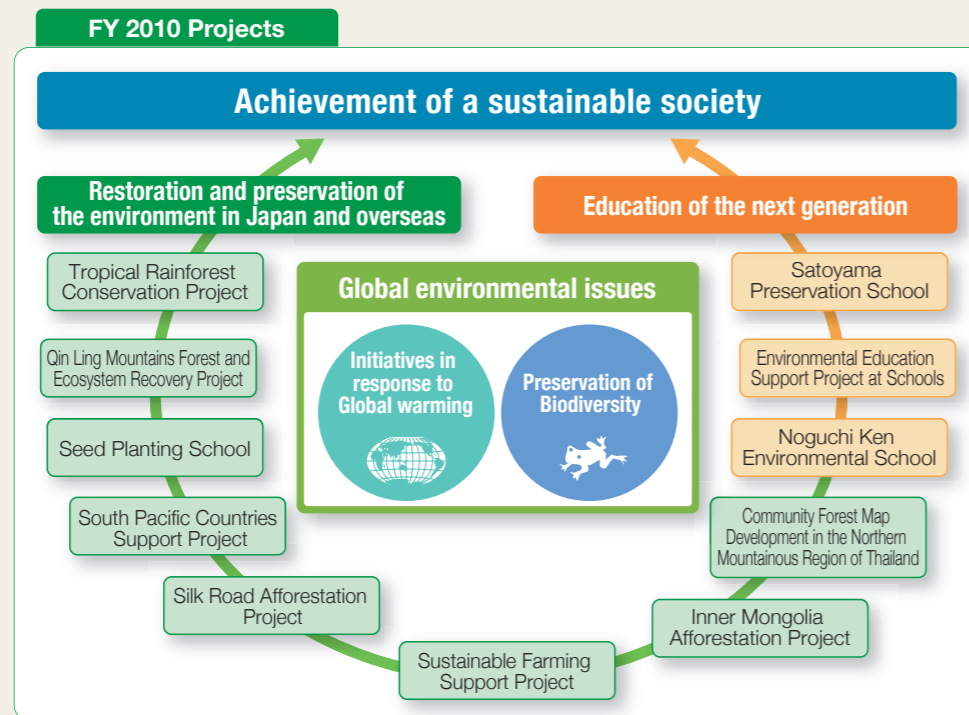
Review of Income and Expenditure Report by an independent certified public accountant

At the request of the Cosmo Oil Eco Card Fund, I reviewed its Income and Expenditure Report for fiscal 2010 (April 1, 2010 ~ March 31, 2011) and found that the information presented therein regarding the Fund's income and expenditures for fiscal 2010 is correct and free of material misstatements.

Toshiya Kato, Certified Public Accountant April 23, 2011

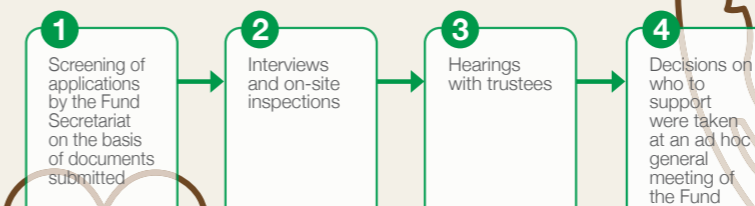
Living With Our Planet Projects

The Cosmo Oil Eco Card Fund endeavors to realize a sustainable society by conducting activities around two themes: "restoration and preservation of the environment in Japan and overseas" and "education of the next generation". Given that poverty, food shortages, education and other social issues are closely related to environmental problems, our Living With Our Planet projects take measures in line with its two main focuses: "initiatives in response to global warming" and "preservation of biodiversity" in the belief that they will lead to substantive solutions.



Starting in April 2011 Selection of publicly solicited projects.

New projects were solicited between December 2010 and January 2011, and pursuant to strict examination, the Fund decided in March to support four of them. The new projects mostly focus on preservation of biodiversity and opportunities will be created for Eco Card holders to participate in related activities. New information will be posted on the Eco Card Fund website, so please keep an eye out for it.



Results

- Living with flying - squirrel Satoyama Regeneration (Yamanashi Prefecture)
- Acorn Forests - Satoyama Regeneration (Nagano Prefecture)
- Biotope Floating Islands - Waterfront Ecosystem Restoration (Saitama Prefecture, etc.)
- Study on Endangered Species in Southern Pacific Countries (Japan and South Pacific countries)

Great East Japan Earthquake Recovery Support

Support for "Mori wa Umi no Koibito (Forests are Lovers of the Sea)", an NPO involved in Environmental Education Support at Schools projects (Iwate Prefecture). Please see the enclosed report for details.



Northwestern University students planting seedlings

1 China: Qin Ling Mountains Forest and Ecosystem Recovery Project 

The support of one Eco Cardholders (¥500/person) enables us to plant 11 pine seedlings.

The Qin Ling Mountains are a veritable treasure trove of rare wildlife where critically endangered species such as the golden snub-nosed monkey and the giant panda can be found. We are restoring biodiversity to its forests through the afforestation of forest roads that impede the movement of animals and research into the ecology of local flora and fauna. In fiscal 2010, 9,500 pine seedlings were planted along 12km of forest road. We are continuing to study the ecology of the golden snub-nosed monkey.

2 China: Inner Mongolia Afforestation Project 

The support of one Eco Card holder (¥500/person) provides environmental education for one elementary school student.


In the autonomous region of Inner Mongolia where desertification is spreading, we are devoting our efforts to the planting of sea buckthorn, an economically valuable crop, and environmental education for local elementary and junior high school students. In fiscal 2010, we had to relocate our seedling center suddenly due to local circumstances, but we have established another center and are continuing our environmental education and afforestation activities.



Original teaching materials are used for environmental education



Looking for evidence of living creatures in snowfields, Hokkaido

3 Japan: Environmental Education Support Project at Schools 

The support of 894 Eco Card holders (¥500/person) provides one school with environmental education for one year.

We provide environmental education programs by linking NPOs nationwide that know how to conduct nature programs with schools looking for such expertise and opportunities. In fiscal 2010, we supported environmental programs at nine schools in Japan. By providing a year-long program that encompasses both indoor and outdoor activities throughout the seasons rather than simply a one-off event, we aim to foster a deep understanding in students of the environment that surrounds them.


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

The support of 780 Eco Card holders (¥500/person) enables us to map a community forest and create a Village Encyclopedia for one village.

In the northern mountainous region of Thailand, we have been creating the maps required for applications to have government-owned forests restored to "community forests" so that local residents can resume use of the forest to lead sustainable lives. We have also been compiling various information about local villages to create the Village Encyclopedia in conjunction with the map. In fiscal 2010, heavy rain during the rainy season meant that we only managed four of the seven villages targeted, but we were able to expand the scope of our activities and strengthen collaboration with other organizations.



A completed Village Encyclopedia

11 Papua New Guinea: Tropical Rainforest Conservation Project 

The support of 7 Eco Card holders (¥500/person) provides one farmer with five days of agricultural training.

In Papua New Guinea, we have been providing guidance in farming technology and promoting its widespread use to enable local residents to earn a stable cash income and maintain self-sufficiency in feeding themselves. In fiscal 2010, in addition to teaching sedentary organic farming at our training center as well as on visits to villages, we provided guidance in the use of rice-milling machines, the making of organic fertilizers (potash) and pig farming. Our efforts are highly valued by the government and we have been accepting trainees with scholarships.



Harvesting rice and retrieval of rice straw

11 Solomon Islands: Tropical Rainforest Conservation Project 

The support of 360 Eco Card holders (¥500/person) provides training for one agricultural trainee for one year.

In the Solomon Islands, we have been 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 earn adequate cash income to enable them to be self-sufficient in feeding themselves. In fiscal 2010, we provided 21 people with one year of training. We also had a Japanese specialist analyze the soil and provided guidance in rice farming techniques. In fiscal 2011, we intend to further improve our training program and continue these activities.



Harvesting rice (by sickle)



Planting seedlings in paper pots

10 Japan: Seed Planting School 

The support of one Eco Card holder (¥500/person) enables us to provide six seedlings.

Working under the slogan "Sowing seeds in minds and the earth", we gather tree seeds and seedlings (juvenile trees that have just germinated from seeds), nurture their growth and provide the resulting larger seedlings to people who engage in tree planting. Planting tree species native to any given locality leads to natural revegetation. In fiscal 2010, we provided 8,027 seedlings, including ezomatsu (*Picea jezoensis*) and mizunara (*Quercus crispula*), and a total of 227 people participated in seed and seedling planting workshops.

9 Philippines: Sustainable Farming Support Project 

The support of 71 Eco Card holders (¥500/person) provides training in Eri silkworm cultivation for one local woman.

To foster economic independence among women on the island of Palawan in the Philippines, we have been providing training in the cultivation of cassava and silkworms as well as spinning, embroidering and weaving. We have also been training trainers capable of passing on these skills to others. Fiscal 2010 was the final year of this project and we established operating systems for quality control and management as well as sales routes. This should mark the start of a drive toward independence among local women based on their own management.



Local women enjoying the feel of their own hand-spun Eri silk

5 China: Silk Road Afforestation Project 

The support of one Eco Card holder (¥500/person) enables us to plant 31 sea buckthorn seedlings.

Desertification is spreading rapidly along the Silk Road as well as on the Loess Plateau in China. To facilitate planting these areas with sea buckthorn, an economically valuable crop that is well suited to the local climate, we established a seedling center and have been providing local farmers with seedlings. In fiscal 2010, we facilitated the planting of 120,000 seedlings. We were also awarded 2009 Best Partner awards by the China Green Foundation and the China Population Welfare Foundation.

One day these vast mountains will be restored to its natural green splendor



Standing in front of a giant tree in the Shirakami mountains

6 Japan: Noguchi Ken Environmental School 

The support of 178 Eco Card holders (¥500/person) 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. In fiscal 2010, the Environmental School held sessions on Sado Island and in the Shirakami Mountains with the participation of a total of 31 students. On Sado Island, students observed Japanese crested ibis, engaged in agricultural work and nature observation. In the Shirakami Mountains, they learned about the importance of nature from Matagi hunters living in harmony with the mountains.

7 Japan: Satoyama Preservation School (Japan) 

The support of 37 Eco Card holders (¥500/person) enables one elementary school student to receive environmental education and experience rice cultivation in a school's rice field.

The Satoyama Preservation School is an agricultural education program devoted to preserving and regenerating satoyama (small mountain villages) and training young people who will be the custodians of the next generation. The School uses abandoned agricultural land in Izuna, Nagano Prefecture. Farmers in Izuna provide rice seedlings for children to grow in rice fields at urban schools and visit them to provide lessons with the aim of enhancing students' awareness of growing crops for food and the environment. The School also teaches students how to grow grains and organizes tours to promote interaction between people living in farming communities and people living in cities. In fiscal 2010, 164 students at three elementary schools participated in the project.



Harvesting rice at a school rice field


8 Kiribati: South Pacific Countries Support Project 

The support of one Eco Card holder (¥500/person) enables us to plant two mangrove trees.

The low-lying South Pacific island of Kiribati already suffers from rising sea levels, and ocean swells inundate coastal areas. To prevent coastal erosion, we have been planting mangrove trees in partnership with local young people and children. In fiscal 2010, we planted 9,841 mangroves in two phases: in September and again the following February. In fiscal 2011, we will continue this activity in partnership with local citizens.



Previously planted mangrove trees are flourishing

8 Tuvalu: South Pacific Countries Support Project 

With the support of 32 Eco Card holders (¥500/person) we created one environmental education tool and children learned about waste management.

In the South Pacific island of Tuvalu, we have been planting mangrove trees to alleviate coastal erosion, and educating children about waste management. In fiscal 2010, we planted 3,000 mangrove seeds. We also created an educational board game that children can play time and again while learning about waste management. At the request of locals, we also conducted a survey to study the feasibility of planting mangrove trees on other islands. We will begin afforestation activities in new locations from fiscal 2011.

Seed planting



Cosmo Oil Eco Card Fund

Project Introductions


Your donations supported 11 projects in fiscal 2010. 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. (Japanese only)

<http://www.cosmo-oil.co.jp/>

Home > Environment > Cosmo Oil Eco Card Fund Activities

 Restoration and preservation of the environment in Japan and overseas

 Education of the next generation

Areas in which projects have been developed

About the Projects

The Cosmo Oil Eco Card Fund carries out Living With Our Planet projects that contribute toward the global environment 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, as well as with donations from the Cosmo Oil Group. This is the 10th year the Fund has been engaging in such activities.



Introducing Cosmo The Card



Cosmo The Card Opus Eco

Cosmo The Card House Eco

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 and Cosmo The Card House Eco receive 500 yen contributions each year from their customers as well as a donation from Cosmo Oil, and use this money 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 which support 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/>

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

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 cardholders select their favorite projects by clicking on them. Each cardholder can select one project a day, every day. 7,136,344 clicks (= yen) were recorded in fiscal 2010.



<http://www.cosmo-oil.co.jp/kankyo/charity/Home> > Environment > Click fundraising (Japanese only)

For click fundraising by mobile phone You can participate in click fundraising by mobile phone via the official Cosmo Oil mobile site. (Japanese only)



"Seed Planting School and Adoption Project" in commemoration of our 10th anniversary

To commemorate our 10th anniversary, we have come up with a project that any of our Eco Card holders can participate in. Our Seed Planting School and Adoption Project enables cardholders to become the Adopted Parent of Seedlings and grow them for afforestation at the Seed Planting School. The seedlings you grow will become a part of nature in Hokkaido. (For information on applying for this project, please refer to the enclosed flyer.)



For further information on Cosmo Oil Cards

Cosmo The Card House Eco

0120-987-622

(from inside Japan only)

If calling from a mobile phone **+81-3-4330-1660**

Mon-Sat & holidays: 9:15-17:30

Sundays: 10:00-17:30

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Osaka +81-6-4863-0100

Open all year round 9:00-21:00

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