

# TOPICS

## The Cosmo Oil Eco Card Fund Website

In addition to our website which provides a detailed overview of projects, we also write a Secretariat's Report (blog) providing firsthand accounts of site visits, etc.



Cosmo Oil Eco Card Fund Activities  
<http://www.cosmo-oil.co.jp/eng/envi/eco/project.html>



Cosmo Oil Eco Card Secretariat's Report (Japanese only)  
<http://cosmooil.info/>

## Once-a-day fundraising through the Internet

Cosmo Oil makes donations to the Cosmo Oil Eco Card Fund whenever cardholders select a project by clicking on them through the Cosmo Oil Click Fundraising site. Each cardholder can select one project a day, every day. 6,344,057 clicks (= yen) were recorded in fiscal 2011.



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

### Click fundraising by mobile phone

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



## Cosmo Oil exhibited products at Eco-Products 2011, Japan's largest exhibition dedicated to the environment.

Every year, Cosmo Oil exhibits at Eco-Products, Japan's largest environment-themed exhibition which is held annually in December. In 2011, our booth focused on introducing projects funded by our Eco Card Fund and making these activities widely known.



The main stage comprised a huge model imaged after Eco Card Fund projects. Visitors listened to project introductions enveloped in the aroma of forest thinnings.

A "mechanical tree shaped donation box" made of wood. Forest animals begin to move as a marble drops from above. Cosmo Oil made a donation corresponding in value to the number of marbles collected at the bottom during the exhibition.

## Update on the Philippines: Sustainable Farming Support Project, a completed project

### Fiscal 2002–2010 [ 8 years of support ]

Our sustainable farming support project in Palawan, the Philippines engages in ericulture, an activity well-suited to the climate of this area with little local industry, and aims to foster the economic independence of women by spinning yarn from silkworms and manufacturing silk products. Following guidance and training, the women managed to establish quality control, organizational management and sales routes by the final year. Feedback received from women who had undergone training included "I was able to learn many skills from ericulture to spinning and weaving. (Genepie)," "It's fun to weave scarves from yarn I have spun myself, and making money from the products I sell makes me so happy. I intend to work harder to make high quality products. (Magdalena)" and "At first I couldn't understand why we were doing this, but now I realize the ericulture project is not just a job; it is a way to earn an income. (Analyn)," and they continue to pour their efforts into this endeavor.



*From Philippines*

## Call for participants for fiscal 2012 Eco Tours

How about participating in an Eco Tour that enables you to experience projects supported by the Eco Card Fund? Please take this opportunity to see and hear about projects supported by our cardholders, firsthand.

**To request a pamphlet, please contact us through either the enclosed questionnaire or the Fund's website.**

\*We already stopped accepting applications of some Eco Tours.

### Planting large walnut trees in a forest inhabited by flying squirrels

This project strives to foster ecosystem restoration and expand the habitat of flying squirrels by managing forests and planting broadleaf trees. This tour will involve participants planting mature walnut and Japanese beech trees in a forest inhabited by flying squirrels.

#### Tour Dates

1<sup>st</sup> Tour: Saturday, Oct. 13, 2012  
 2<sup>nd</sup> Tour: Saturday, Oct. 27, 2012  
 \*Both tours are the same in content

#### Destination

Tsuru City, Yamanashi Prefecture  
 (Starts and ends in front of Tokyo Station)

#### Targeted No. of Participants

30 (Tentative)  
 \*In principle, Eco Card holders only

#### Fee

¥3,000 per person (Tentative. Includes lunch and bus transportation between the meeting point and the tour destination)



### Making a biotope floating island

This project aims to make floating islands out of biodegradable materials such as forest thinnings, bamboo and charcoal, and to float them on lakes and ponds. The resulting floating islands become habitat for flora and fauna (biotopes) and contribute toward restoration of the aquatic ecosystem.

Biotope: Habitat for flora and fauna

#### Tour Dates

1<sup>st</sup> Tour: Saturday, Sept. 8, 2012  
 \*Postponed to Sunday, Sept. 9 in the case of rain  
 2<sup>nd</sup> Tour: Sunday, Oct. 28, 2012  
 \*Postponed to Sunday, Nov. 11 in the case of rain

#### Destination

1<sup>st</sup> Tour: Sanuki Mannou National Park (Lake Mizudori), Nakatado-gun, Kagawa Prefecture  
 2<sup>nd</sup> Tour: Gongendo reservoir (Lake Miyuki) Satte City, Saitama Prefecture

#### Targeted No. of Participants

100–200 (Tentative)  
 \*Including members of the public

#### Fee

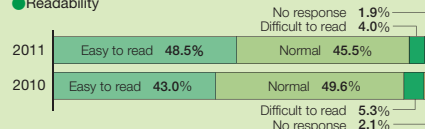
Free of charge



## Results of surveys conducted up until last year (excerpt)

Numerous people respond to the survey we enclose in our activity reports each year. Based on this feedback, we are gradually making our reports easier to read and understand. We hope you will continue to share your thoughts and opinions with us.

### ● Readability



### ● Understandability

