

## Environmental communication

Cosmo Oil endeavors to actively release information to more people and listen sincerely to all our customers through various communication tools and media. This helps us find the right direction in which to go.

### Environmental publications / websites

We are aiming to create magazines and websites where we can share our passion for the earth of tomorrow.

#### ▶ TERRE\*

“TERRE” issued its inaugural issue in March 2004 with the concept of an environmental cultural magazine which hands down the great wisdom of humankind to the next generation. From an environmental viewpoint, the magazine delves into the great life and philosophy of people of the past and present. We hope that knowing the human wisdom of learning from nature will provide readers an opportunity to consider what we should do now.



\*terre: “earth” or “ground” in French

#### ▶ Earth environment book

##### — For kids, future citizens of the earth

We created this book as a reference material for integrated studies in elementary schools as well as for our company’s environmental education program, by summarizing messages for children from 48 people practicing environmental protection activities, wishing to provide opportunity for children to think about the environment and get involved in environmental activities together with adults. This book also contains 9 columns to answer children’s questions such as “What happens to trash after it is separated?”, “What will happen if global warming progresses?”, etc.



#### ▶ Blue Earth Forest

This book is published by TOKYO FM Broadcasting as part of “Cosmo earth conscious act.” This book was written by author Kiri Segawa and illustrated by rock musician Kiyoshiro Imawano with a wish to communicate to children a feeling that we are actually living on the earth.



#### ▶ Econets Web site

Econets is an environmental education website designed to enable children to gradually increase their environmental awareness while having fun. It is also designed for adults to learn about environmental issues together with children. We are also going to hold workshops for people to actually experience nature.



WEB ▶ <http://www.cosmo-oil.co.jp/econets/index.html>

## Exhibitions

We held an event where we introduce Cosmo Oil Group’s environmental activities and think with visitors about energy and environment.

#### ▶ Eco-Products 2003

In this exhibition, we introduced Cosmo Oil and five other group companies’ activities for environmental protection and environmental business. Discussion with children about the issues of environment and energy was held through an “Eco-quiz” and a booth-tour. We also sold rice, handicrafts (fair-trade products), which are produced in environmental contribution activities sites of Cosmo Oil Eco Card Fund, and “CO<sub>2</sub> Sequestration Certificate” (please see p. 41), with an explanation of their production background, in order to enable visitors to get involved in environmental activities in lighthearted way. We devote the profits to fund activities. This was the third time we participated in eco-products.



Eco-Quiz in progress

## Environmental advertising

We implement environmental advertising through TV commercials and newspapers in order to kindle the interest of more and more people in environment.

### ▶ Transmitting messages and activities through various channels

We are communicating the true condition of the global environment and Cosmo Oil's activities through advertisements on TV and newspapers. The contents of our advertisements on TV and newspapers are also available on our website.

Website "TVCM on the Web"

WEB ▶ <http://www.cosmo-oil.co.jp/tvcm/index.html>



### ▶ Award-winning advertisements

Our environmental advertisements have been granted a variety of awards from other organizations. Some of our award-winning advertisements in 2003 are shown here.

#### The 71st Mainichi Advertising Design Awards "Silver division award"



#### Preserve the Forests

Established in 1931, the Mainichi Advertising Design Awards are the oldest of the many advertising awards in Japan. The awards are given to the advertisements that carry epochal impact and message power. Cosmo

Oil's Environmental advertisement series, *Preserve the Forests* won the silver division award.

#### The 17th Tokyo Shimbun Readers' Choice Color Advertising Award "Highest Award"



#### Tomorrow's Sky

In most awards, prize-winners are usually selected by specialists or creators, but in the case of Tokyo Shimbun Readers' Choice, it is the readers who select the winners, not specialists, so the advertisement is supported by the readers. Our *Tomorrow's Sky* won the highest award in the Color Advertising Division for the second year in a row.

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#### The 12th Chunichi Shimbun Good Design Awards "Award for Excellence"



#### No Flare

In the Chunichi Shimbun Good Design Awards, winners are first chosen by readers, followed by a second assessment by specialists. The judgment criteria include the completeness of expression and the quantity and quality of information as well as how informative it is for people's life and how topical and social it is. Our *No Flare* won the Award for Excellence.

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## Environmental Report

Since FY 2001, we have been attentively listening to all our customers, publishing annual reports and disclosing information.

Since FY 2001, we have been disclosing information on our environmental activities by publishing our environmental report each year. In FY 2002, we also commenced annual publication of our "Green Report", which is a simplified version of the environmental report. This year, we renewed the conventional "Environmental Report" and renamed it "Sustainability Report" in order to disclose information more comprehensively on our corporate activities aimed at sustainable development of both corporation and society. We also included solid information on many aspects of our activities in addition to the environmental aspect. As for our economic activities, we disclose detailed information in our annual report, securities report, sales report, and business report. We are also publishing the fiscal year activity report "Living with

Our Planet" to introduce our environmental contribution activities with Cosmo the Card Eco members. These reports are also available on our website.



Eco activities statement

Green report

Environmental report