

Sending Out an Environmental Message

<http://www.cosmo-oil.co.jp/eng/sustainable/07/com/message.html>

Cosmo Oil is providing opportunities for people to think about the environment through various events and public relations activities with environmental themes.

▶ Cosmo Earth Conscious Act



Concept

Cosmo Oil has formed a partnership with 38 broadcasting stations affiliated with the Japan FM Network (JFN). This partnership is aimed at protecting and preserving the Earth's environment by advocating the concept of "Let's all do what we can for the Earth now" via year-round environmental activities based on the theme "Earth Conscious—Hearts to Love & Feel the Earth."

Clean Campaign

While promoting a familiarity with nature, we conduct environmental activities throughout the year in areas such as mountains, rivers, ocean beaches, lakes, parks, and other locations across Japan. Through a diverse menu of activities, including cleanup activities, live concerts by various artists, and sports events, this campaign allows people of all ages, from children to adults, to enjoy nature as they participate in environmental activities. Additionally, in August we hold our trademark event, the "Cosmo Earth Conscious Act Cleanup Campaign on Mt. Fuji," for cleanup activities and eco-trekking on Mt. Fuji.



Results to Date (2001 to July 2007)
Number of locations-----250
Number of participants-----98,201
Liters of waste collected---2,059,767

Ken Noguchi Lectures

We hold lectures across Japan featuring Ken Noguchi, an Alpinist active in cleanup efforts in the Himalayas and on Mt. Fuji in addition to the preservation of Japan's precious nature and promotion of environmental education.

Earth Day Concert

Since Earth Day on April 22, 1990, Cosmo Oil has hosted the annual Earth Day Concert as the year's main event geared toward sending out an environmental message through music to young people around the world.

"Living with Our Planet" Radio Program

This program, which is broadcast live, introduces the natural environment of various regions and other Earth-conscious topics.

●Airs every week, Monday through Friday, from 6:40 a.m. to 6:45 a.m. on JFN's 38-station network.

▶ Participation in Eco-Products 2006

Cosmo Oil operated a booth at Eco-Products 2006, Japan's largest general environmental exhibition held at Tokyo Big Sight from December 14-16, 2006. Our booth featured an experimental CO₂ absorber to reflect the main theme of the Cosmo Oil Group's exhibition in fiscal 2006, "Experimental and hands-on environmental education program with a focus on plants." We used this CO₂ absorber to provide an actual demonstration of plants absorbing CO₂, thereby promoting a deeper awareness of the role played by plants in protecting the global environment while fostering an understanding of how this device is related to the activities of the Cosmo Oil Group. We also provided numerous visitors with a close-up look at the environment-friendly characteristics of "Penta Garden[®]," a product for use in home gardening offered by the ALA Marketing Center.



▶ Communicating Our Initiatives to Society

Environmental Advertising: "Something Good for the Earth" and "A Desk by the Seashore"

Together with customers who want to "do something for the Earth," Cosmo Oil is supporting a variety of environmental preservation activities and environmental education programs both in Japan and overseas. As part of these efforts, in 2006 we created and launched a series of advertisements based on the two themes of "Something good for the Earth" and "A desk by the seashore." The latter introduced a scene from a documentary movie about an environmental school that was produced in cooperation with Ken Noguchi. This advertisement was made into a television commercial, which prompted numerous people to watch the documentary and also spurred an increase in the number of people hoping to participate in this environmental school.

Environmental Culture Magazine TERRE

We actively present our message based on the concept of "thinking about the environment through people, seeing people through the environment." This enables us to consider the environment and to take action together with even more people.

