

Public Relations Office

The Public Relations Office carries out the following public relations activities in order to promote the wider introduction of new forms of energy. The NEF's public relations office devises the contents of various kinds of events according to the level of the participants: from easily understood contents for children to technical contents for people in business.

Exhibitions

1. New Energy EXPO

Comprehensive exhibitions are held on new energy in order to accelerate the pace of the introduction of new energy by providing information about the energy situation in Japan and global warming to the general public, local public authorities and those in business and in order to help them gain a fuller understanding of the need for new energy.

Sections within other exhibitions are arranged to provide information that is effective in the introduction and diffusion of especially photovoltaic power, wind power, biomass, fuel cells, and so on, among the range of sources of new energy.

In FY2006, exhibitions were held in three cities: Sendai, Nagoya, and Hiroshima.



Symposiums

A "New Energy Symposium" is organized to include keynote speeches by distinguished academic experts and to hold panel discussions on "new energy business" topics, such as the information on the state-of-the-art technology, future trends in the industry, and the potential and future business opportunities for the new energy industry that are of interest to business people and local public authorities. The symposium aims to promote a better understanding of new energy and to vitalize the new energy industry in Japan.

In the second part of the symposium, an award ceremony is held for the presentation of New Energy Awards.



Other Exhibitions and Lectures

By making use of our experience in various public relations affairs, "new energy lectures" are planned and organized by inviting prominent speakers who can attract a large audience, and a "new energy information exhibition corner" is usually set up in environmental exhibitions held by local public authorities.



New Energy School

A "New Energy School" is organized for elementary school children who represent the next generation. The school consists of a "new energy study meeting" in which children can learn about the importance of new energy in an exciting way through studying about "energy issues" and the "global warming issue," as well as through the "solar-car workshop" or the "wind-power generation workshop." The School aims at deepening children's understanding of new energy, and promoting understanding by wide range of people such as encouraging children to talk about the energy with their families.

Classes for junior high school students are also offered with slightly more technical contents such as the details of the current situation, plans for the introduction of new energy, and potential reserves of new energy in the region.



New Energy Partner Ship

Individuals, local public authorities, enterprises, NPOs, education organizations and so on are regarded by the NEF as partners in promoting the introduction of new energy and they are given help to organize their involvement. New energy is also promoted through information exchanges, mainly on the Internet website through the section on the "Information you need to take action on the introduction of new energy."

Various Pamphlets

Various pamphlets have been prepared to hand out at public relations events such as exhibitions, symposiums and in schools in order to enhance people's understanding of new energy.

A variety of pamphlets that meet the needs of various people and occasions: brochures for a wide range of people from children to adults, technical booklets for those with knowledge on new energy, guidebooks for introducing new energy in the future, and leaflets that illustrate examples of the introduction of new energy in various places.



New Energy Now

Internet Website (<http://www.nef.or.jp>)

The New Energy Foundation has a website on the Internet that offers timely information on new energy, such as explanations of new energy sources. It introduces actual examples, information about public relations events, new energy subsidy programs, award systems, and various research results. Through this website, NEF tries to promote further public awareness concerning new energy. There is also a section called "NEF Kids" through which children can learn about new energy while they enjoy adventure games.