

Yamagata's Energy Saving Program!

“Saving Power and Bringing Families Together”

In order to avoid both planned and unexpected power outages, Yamagata Prefecture is promoting an energy-saving campaign to take place during the summer months. This campaign will focus on continued individual cooperation to conserve power and regulate power consumption during peak usage hours.

【Core Aims of the Program】

- Saving energy through lifestyle changes 【Health through going to bed and waking up early, etc】
- Saving power during peak energy usage times 【Minimalizing air conditioner usage, etc】
- Energy conservation through communal participation 【Collecting power-saving ideas, etc】

What makes Yamagata special?

This program is not only a simple and temporary effort to reduce energy consumption, but aims also to take advantage of this opportunity to re-think our lifestyles. Taking the slogan “Saving Power and Bringing Families Together”, apart from healthy lifestyle changes such as going to bed and waking up earlier, entire families should attempt to congregate and spend time together in a single room. Besides saving the electricity that would otherwise be used on air conditioners, televisions and lights, this will also provide an opportunity to strengthen family bonds.....

【Program Content】

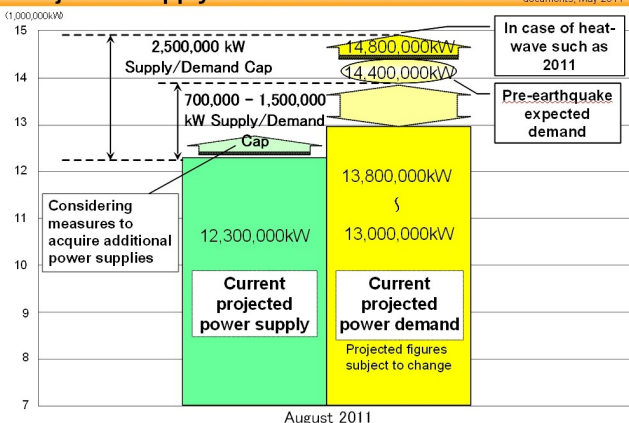
- ◆ Reduction Goals: **15% reduction** in peak electricity usage compared to last year
- ◆ Program Time Period: June – September (Stronger enforcement from July – September)
- ◆ Program Targets: Companies and offices within the prefecture, as well as individual households
- ◆ Program Content: Each group will, within reason and using the reduction goals as a base number, attempt to conserve as much power as possible (making an extra effort to reduce power usage from 9:00am to 8:00pm on weekdays)

This Summer's Supply and Demand, and Electricity Usage Across a Single Day

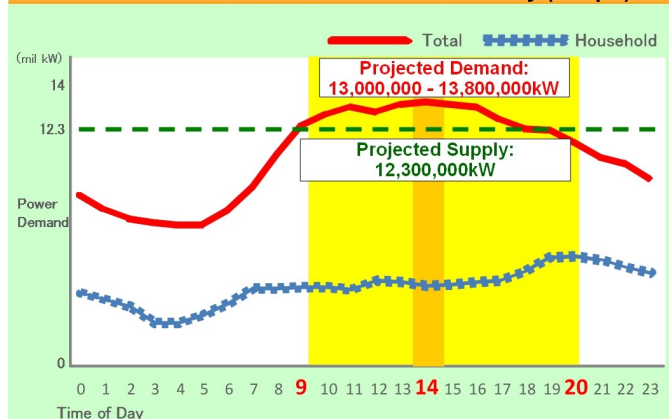
The current projected power supply in August of this year is 12,300,000 kW, but the power demand (electricity consumption) is projected to be 13,000,000 – 13,800,000 kW (possibly even more in the event of a particularly hot summer). If nothing changes, this shortage of electricity could lead to both planned and unplanned power outages.

A concentrated power-saving effort, especially during the peak hours of 9:00am to 8:00pm (shifting the demand from daytime hours into the evening), will be needed to avoid this possibility.

Projected Supply/Demand for Summer 2011 Taken from Tohoku Power documents, May 2011



Power Demand Over the Course of One Day (Graph)



Household Energy - Saving Menu		Reduction	Energy Savings
○ Avoid using high electricity-consuming household appliances during the daytime hours of 9:00am to 8:00pm (Vacuum cleaners, washing machines, irons, dryers, induction cooking appliances, microwave ovens, electric kettles, rice cookers, hot plates, toaster ovens, dishwashers, washers, dryers, and bathroom dryers) ○ When leaving the house or going to sleep, turn off the power of all unnecessary electric appliances, and unplug them from the wall ○ Get accustomed to going to bed and waking up early ○ Increase the amount of time your family spends together in one room ○ Use the chart below to calculate how much energy you will save compared to last year.			
Air Conditioner	① Turn off the Air Conditioner and use a fan where possible. ※ Turning the AC on and off frequently can result in increased energy consumption.	50%	600W
	② Raise the temperature to 28C, or raise it 2 degrees higher than normal. ※ Usage of the dehumidify setting can consume more energy than the AC	10%	130W
	③ Use curtains or blinds to reduce sunshine entering through windows (Be sure to clean around the outside AC unit and clean filters as well)	10%	120W
Refrigerator	④ Lower the temperature setting from “High” to “Medium”, try to limit the number of times you open the door, and don't over-pack food.	2%	25W
TV	⑤ Be sure to use the low energy mode, lower screen brightness, and turn it off when not in use.	2%	25W
Heated Toilet Seat	⑥ Turn off the seat/water warmer function, or unplug the unit	1%	5W
Interior Lighting	⑦ Turn off lights during the day, and only use those necessary at night	5%	60W
Rice Maker	⑧ Make the entire day's servings of rice in the morning, storing rice for lunch and dinner in the refrigerator.	2%	25W
Standby Power	⑨ Turn off the appliance's power, and unplug unused appliances from the wall (Air Conditioner, Television, Computer, DVD Recorder, etc)	2%	25W
Total	Try to conserve at least 15% of your energy usage.	%	W

※ Stated energy savings values are based upon the energy saving measures applied to the energy consumption of an average household that is at home during the day (14 hours: 1200W). (Estimate from the Agency of Natural Resources and Energy)

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