

Toward sustainable society

There are serious global-scale problems in environment surrounding us for now because of the mass-production, mass-consumption, and mass-disposal which were the social and economic system in the twentieth century.

We at corporations must aim at the realization of "Sustainable society in global scale" in order to solve these problems, forming "Society where corporations and citizens coexist under the mutual trust ."

Although the economic situation becomes severer and severer, it is necessary for us to conduct our corporate activities on condition that we co-exist with environment and local society, in addition to pursuing profits.

In other words, "Environmental conservation" is the basic condition to promote the corporate activities.

We established "Kubota global environmental charter," the basic guideline of environmental conservation for whole Kubota group, in 1992, and have been conducting the environmental corporate management.

As concrete environmental management activities, we have been promoting to tackle providing environment-friendly products, reducing green-house gases, aiming at zero emission of solid wastes, reinforcing control of chemical substances, improving working environment, and introducing and reinforcing environmental management system, as planned, based on "voluntary environmental action plan" by division or plant.

We would like to be responsible for global environmental conservation, and to play a role of conserving global environment, through the corporate management coping with the change of times and social requests, using the technologies and know how, accumulated since we founded, in the various kinds of fields including improvement of social infrastructure in addition to conducting the action plan steadily from now on.

Now we have issued "Kubota Environmental Report 2003" which summarized the results of our activities on environmental conservation at Kubota in fiscal 2002.

We show the economic and social reporting such as legal compliance corporate management, personnel system, activities on labor safety and sanitation, relationship with our customers and local society, and so on, from this year.

We invite responses from our readers and look forward to a frank and open dialogue concerning our activities from now on.



幡掛大輔

Daisuke Hatakake

Representative Director
President

Kubota Corporation