

**Social and environmental communication**

**Social contribution activities**

Regarding local contribution activities, we adopt local society contribution as an action guideline in Kubota global environmental charter. We are tackling in our each plant the exchange with the local society, cleaning and voluntary activities.



Sakai plant  
( visiting a home in March 2004 with a participation of 28 employees )



Sakai plant  
( cleaning its neighborhood whenever necessary, ten times a year, A total number of 1,200 employees participated. )



Hirakata plant  
( cleaning Amanogawa River in November 2003 with a participation of 25 employees )



Keiyo plant  
( participation in the environmental fair of the city of Funabashi in June 2003 )



Keiyo plant  
( cleaning Sanbanse in October 2003 with a participation of eight employees )



Keiyo plant  
( cleaning its neighborhood whenever necessary, ten times a year, A total number of 240 employees participated. )



Shiga plant  
( Lake Biwa cleaning campaign in September 2003 with a participation of 25 employees )



Shiga plant  
( donations of 21 traffic safety signs )

**The environment-related organizations we are affiliated with ( extract )**

Organization
Research institute of innovative technology for the earth
APEC virtual center for environmental technology exchange
Japan environmental management association for industry
Geo-environmental protection center
Green purchasing network
Japan association for working environment measurement
The energy conservation center

**Environment- and social-contribution-related donations and so on ( extract )**

Name
Sponsorship of Mainichi International Exchange Prize
Japan Flower Festival in Tottori
A nationwide ten-day event communing with forest and lake
Pacific Music Festival
Promotion of flood prevention works of Shimantogawa River
Bunraku in Abeno
An exhibition of children's paintings " The rice field and water in our hometown "

## Social and cultural supporting activities

We at Kubota, aiming at a good company at any times, are conducting the supporting activities for society and culture in various fields, in order to cultivate the image of a company which could be loved by humans and society.

### Hu-tech seminars

We at Kubota support the Hu-tech seminars ( " Hu-tech is an abbreviation of " humanity-technology " ), which are held for junior high and senior high school students who are interested in science, as a part of our social contribution in the field of education. In those seminars, the progressive scientific knowledge is explained easily.

Each seminar, held in Tokyo and Osaka once a year respectively, consists of two lectures and one field trip, inviting each expert of each theme as a lecturer.

( Organized by the Asahi Newspapers and the Asahi Culture Center, starting in 1985. )



### Mainichi International Exchange Awards

This prize is given to person or group of person who contributed to international exchange, cooperation and aid activities originally inside and outside of Japan, in order to promote the international exchange support and international comprehension at the citizen level.

We at Kubota support it since the first time, and fully cooperate in it since the forth time.

" The Irimani club ( which established nursery facilities and operate them in Bolivia ) " in the field of group, and " Mr. Misaburo Taniguchi ( who runs Taniguchi 21<sup>st</sup> century farm ) " in the field of individual were awarded in fiscal 2003. (Organized by the Mainichi Newspapers, starting in 1989 )



### Kubota Global Message

We support a various kind of projects as a trial of new music creation, including " The composing contest for orchestral music in Silk Road " in 1990.

We are going to tackle the original projects in order to disseminate new music culture from now on.



### Environment-related exhibitions

Date	Name	The division in charge
May 2003	Drinking water exhibition in Nagoya	Drinking water and sewage, valves, plastic pipes, iron pipes
May 2003	Eco green tech ( Tokyo Big Sight )	Tractor
July 2003	Sewage exhibition 2003 ( Tokyo Big Sight )	Drinking water and sewage, valves, plastic pipes, iron pipes
November 2003	Westec 2003 an exhibition of waste treatment and recycling	Environmental engineering



## Information Dissemination

In order to inform people of our environmental conservation activities for years, we disseminate a lot of information through the internet, public relations magazines and other media.

### Environmental home page

Since August 1996, we have been keeping the home page devoted to environmental topics.

Our home page includes contents such as Kubota global environmental charter, basic direction of environmental corporate management, environment promotion mid-term plan, environmental report, and an environmental consciousness diagnosis column.

The home page introduces our activities, namely “ Let us consider global environment with people and with nature ”.

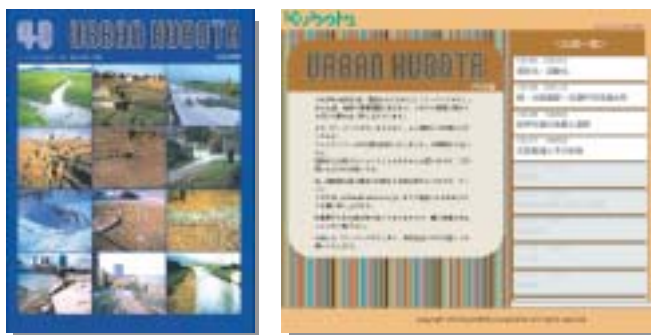


Environmental home page address  
 Japanese <http://www.kubota.co.jp/kubota-ep/index.html>  
 English <http://www.kubota.co.jp/eng/index.html>

### Corporate PR magazine “Urban Kubota”

This magazine is written academically about the field of water, soil, geology and environmental issues which are deeply related to our businesses. ( First published in 1969. Newest is vol.40) It is easy for ordinary people to understand, because each expert explains each contents carefully and easier, with a lot of colorful illustrations in it. So it is widely read at public libraries, educational institutions, and for our customers.

And also, the PDF editions of Urban Kubota are opened to the public on Kubota’s Web Site.



<http://www.kubota.co.jp/urban/>

### Web Site “Global Index”

This is a WEB magazine in which we disseminate Kubota’s corporate position, introducing our business fields and projects contributing widely to society. Seven volumes were issued as corporate public relation magazines from 1992 to 1998. And since 2000, it is open to the public through the internet to make more people see it. We introduce an example we are tackling in a various kind of theme each time. In the name “GLOBAL INDEX,” we expect each index of Kubota’s various businesses contributes to society widely.



<http://giweb.kubota.co.jp/>

### Web site “Kubota s rice field”

In this page, we introduce easily basic information such as the structure and multifunction of a rice field, a rice plant, farm tools, festivals, and history, using illustrations and photos. You can also get information regarding a rice field such as net community “ Inachosedori village ” in which the readers can participate, “ a rice field story ” where interesting information and strange stories regarding a rice field were collected, and “ a rice field in a school ” which is a report of raising rice plant in this page.



<http://www.tanbo-kubota.co.jp/>