

Kubota Global Environmental Charter drafted in 1992

While the prospered society has been realized, it is the most important social objective to solve the various environmental problems such as global warming, destruction of the tropical rainforests, desertification, acid rain, ocean pollution and so on.

In response to this fact, Kubota is promoting a variety of environmental conservation-related activities under the awareness that Japan's environment and Kubota's environment are part of a single environment- the global environment.

The Kubota Global Environmental Charter was therefore drafted to act as guidelines for these activities.



Basic Philosophy

It is our aim to promote the environment-friendly activities in order to help create a society where sustainable development is possible on a global scale, and where corporations and the people coexist under the mutual trust.

Guidelines for Action

1. Contribution to environmental conservation as a part of corporation's social responsibilities

- ① We obey in-house environmental management rules.
- ② We evaluate the impact to environment by implementing environmental assessment, and take measures if necessary in the every stage of our business activities including the site for new factory for new business.
- ③ We consider the reduction of the environmental load and energy consumption in every stage of manufacturing, distribution, using and disposal of the technologies and products when we research, develop and design these technologies and products.
- ④ We are going to develop new manufacturing technologies that are excellent in environmental conservation and energy consumption efficiency. We also attempt to use resources efficiently, and reduce the wastes by developing the recycling technologies.
- ⑤ We try to procure the raw materials, parts and equipments that are excellent in environment conservation, resources conservation, reusability and energy efficiency.
- ⑥ We consider to reduce the load to environment and energy consumption in delivery and transportation system. We also try to introduce the distribution system that includes collection and recycling.

2. Provision of environment-friendly technologies and products

We try to develop and provide the innovative technologies and products in the field of pollution-free, recycling, energy conservation and use of clean energy, in order to solve the global environmental issues.

3. Contribution to local society

- ① We participate in the local environmental conservation and cleaning activities as the members of local society.
- ② We support our employees to take part in the local environmental conservation activities voluntarily.

Organization for Implementation

"Global Environmental Committee" organized by each consolidated divisions' promoting committees and some company-wide sub-committees decides the policies, plans and concrete implementation items of global environmental conservation activities, and promotes the total global environmental conservation activities, informing all the company of them.

Five Directions to Progress for Kubota's Environmental Corporate Management

Provision of Environment-friendly Products

through the development of environment-friendly technologies and products

Top-runner Products, Products Assessment, LCA, Long Life-time Products, Products Recycling, Green Procurement and so on

Zero Emission

through products development and manufacturing

Top-runner Products, Products Assessment, Construction and Implementation of the Resources Recycling-type Industrial Structure, Improvement of Recycling Rate, Reduction to Zero Level of the Amount of Industrial Wastes treated and dumped into landfills and so on

Saving Energy and Resources

through products development and manufacturing

Small Size, Light Weight and Compact, Top-runner Products, Preventions of Global Warming and Resources Shortage

Toward Environment-Friendly and Creative Corporation

Completion and Implementation of the Kubota Environmental Management System (KEMS)

Improvement of Environmental Management Ability

to Contribute to Corporate Management

Information-oriented Corporation, Environment-related Education and Awareness, Environmental Audit, Disclosure and Dissemination of Environmental Information, Environmental Accounting and so on

Local Environmental Conservation and Working Environmental Improvement

to create Better Local Environment and Better Working Environment

Air Pollution Control, Water Pollution Control, Noise Reduction, Hazardous Substances Measures and so on

Fundamental Company-Wide Environmental Policies

- ① Completion and continuous improvement of the Kubota Environmental Management System
- ② Creation of environment-friendly technologies and products
- ③ Implementation of resources recycling-type corporate activities
- ④ Implementation of corporate activities which reduces environmental load
- ⑤ Coexistence with and contribution to local society

Important Promoting Items

- ① Creation of environment-friendly products, and environmental contribution type products
- ② Promotion of ISO14001 certificate acquisition
- ③ Promotion of elimination of emission
- ④ Promotion of the saving energy and resources activities
- ⑤ Promotion of the activities based on self-imposed management, observing legal regulations, and activities for coexistence with local society