

Social Contribution and Information Dissemination

Social contribution activities

At Kubota, we are involved in a wide range of environmental activities such as local environmental conservation and cleaning. We also support the dissemination of environment-related knowledge, and the environment-related research.

Hu-tech seminars

At Kubota, we support the Hu-tech seminars (“Hu-tech” is an abbreviation of “human technology”), which are held for junior high and senior high school students who are interested in science, to help young people become aware of environment, as a part of our social contribution in the field of education.

In those seminars, the progressive scientific knowledge is explained easily. Each three-part series, held in Tokyo and Osaka once a year respectively, consists of two lectures and one field trip. (Organized by the Asahi Newspapers and the Asahi Culture Center, starting in 1985.)



The opening of donated chair

We have the chair of “Total plan of water resources” at Kyoto University. The purpose of the research of the chair is to propose the total management of catchment area instead of separate management of water sources, in order to prevent the drying up and pollution of water sources. We are now concretely developing the “total simulation model of water quantity and quality”, using data of GIS (Geographical Information System), in order to establish the total management method of water resources.

The Aqua Culture Fund

Kubota supports the water-related research and development through the Aqua Culture Fund.

Kubota, which depends heavily on municipal water supplies and other sources of water, marked its 100th year in 1990. As a part of projects commemorating its 100th anniversary, Kubota donated 500 million yen to establish the Aqua Culture Fund. The purpose of the Fund are the education of people, both inside and outside Japan, who will be responsible for the water culture in the future, the development of water-related new technologies, and the contribution to advancement of science and technology, in the field of water such as drinking water, sewage water, agricultural water, industrial water and so on.



The forum on “municipal water supply in near future”

Local contribution activities

At Kubota, we are involved in the local environmental activities such as cleaning and grass-cutting of rivers, roads and parks near our plants, cooperating with local people. And at Funabashi plant, the “Dragonfly Pond” was constructed in the Biotope “Kubota Funabashi Forest” which is friendly to the local people, contributing to local environmental conservation.



River cleaning (Shiga plant)

Environmental household accounting activities

Our employees keep monthly records of household CO₂ emission, which not only help them be aware of global environmental conservation, but also contribute to the global warming prevention.

These activities started in January 1999. And 212 of our employees (1.4%) take part in them. The CO₂ emission per capita per year was 474 kg (carbon conversion) in 1999. We would like to spread these activities, and also reduce the CO₂ emission.

The image shows a detailed Japanese form for reporting household CO₂ emissions. It includes a header with the title 'C-G 削減運動 実績報告書 (1999年)' and a table with multiple columns for recording data. Below the table, there are sections for personal information and a summary of the year's activities.

Environmental household accounts



Kubota Funabashi plant's Biotope

Information dissemination

In order to inform our environmental activities for years, we disseminate various information through the internet, public relations magazines and other media.

Environment home page

Since August 1996, we have been maintaining the home page devoted to environmental topics. Our home page includes issues such as environmental management and activities for global environmental problems, as well as Kubota Global Environmental Charter, social



contributions by Kubota, PR activities, the latest available information on the environment (ISO-related), and an environment-related fortune-telling column. The home page introduces our activities, namely "thinking of global environment with people and with nature".

Environment home page address
<http://www.kubota.co.jp/kubota-ep/welcome.html>

Public relations magazine "Global Index"

Kubota has various achievements such as desert greening, environmental control plants and others. "Global Index" was started to inform Kubota's corporate culture deeply. "Global Index" was named after the index of Kubota's various businesses, which contribute to society extensively.



Global Index

