



"Food, water, and the environment"
Solve problems in these fields and
build a low carbon society.

ECO FIRST Commitment

Our initiatives as a leading company in environmental conservation

June 18, 2014

Mr. Nobuteru Ishihara
Minister of the Environment

The KUBOTA Group wishes to become more valuable company that contributes to the improvement of social development and global environment in the field of food, water, and the environment. We place the greatest importance on environmental conservation regarding our CSR management and continue the following efforts.

1. We will work towards recycling-based society in a positive manner.

- (1) Production plants of the KUBOTA Group in Japan and other countries will promote their "Wastes 3R (Reduce, Reuse, Recycle)" efforts to achieve their target, for FY2016, of reducing the emission of wastes per production money amount by 14% or more compared to FY2009.
- (2) The KUBOTA Group will promote the recycling of wastes and achieve 99.5% or more recycling ratio of wastes generated by production plants in Japan and 90% or more in overseas production plants in FY2016.
- (3) Production plants of the KUBOTA Group in Japan and other countries will promote their "Water 3R (Reduce, Reuse, Recycle)" efforts to achieve their target, for FY2016, of reducing the water consumption per production money amount by 21% or more compared to FY2009.

2. We will implement measures to prevent climate change as a priority issue.

- (1) Production plants of the KUBOTA Group in Japan and other countries have a target, for FY2016, of reducing their CO₂ emission per production money amount by 14% or more compared to FY2009.
- (2) The KUBOTA Group in Japan has a long-term target, for FY2021, of reducing its CO₂ emission by 25% compared to emission (544,000 tons) from production plants of Kubota Corporation in FY1991.
- (3) To achieve the above targets, the KUBOTA Group will fully utilize available cutting edge technologies as follows: improve the efficiency of facilities such as production equipment, HVAC, and lighting devices; replace fuel for production equipment; improve the insulation efficiency of buildings and facilities; use photovoltaic power generation; visualize energy and reduce unnecessary use of energy; and recover waste heat.

3. We will work toward reducing emissions into the atmosphere.

Production plants of the KUBOTA Group in Japan and other countries have a target, for FY2016, of reducing the amount of VOC* emission per production money amount by 21% or more compared to FY2009.

*VOCs comprise the six VOCs that are most prevalent in emissions from the KUBOTA Group, namely xylene; toluene; ethylbenzene; styrene; 1, 2, 4-trimethylbenzene; and 1, 3, 5-trimethylbenzene.

4. We will develop highly environmentally friendly products.

(1) The KUBOTA Group will improve environmental performances in the product development phase and reduce environmental load throughout the life cycles of products. We will also increase the sales ratio of Eco-Products certified products* to 40% or more in FY2016.

*Products which satisfy standards in the Eco Products certification system

(2) The KUBOTA Group will quantitatively identify the effect of reducing greenhouse gas emissions from the supply of low-carbon products and services by FY2016. We will actively provide the information to our clients.

5. We will promote activities friendly to the natural environment and biodiversity.

(1) Based on our activity guideline on the conservation of biodiversity, the KUBOTA Group will appropriately manage environmental load and risks accompanying business activities. Also, we will promote the protection of natural environment by greening our establishments and creating biotopes.

(2) The KUBOTA Group will promote the protection of natural environment through its activities to help restore abandoned farmland and conserve rural natural areas and forests, in the framework of its social contribution activity “the KUBOTA e-Project.”

The KUBOTA Group will monitor the progress of the above initiatives, report the results to the Ministry of the Environment, and publish annually the results in our CSR Report and so on.

Masatoshi Kimata
Representative Director and President
KUBOTA Corporation

For Earth, For Life
Kubota