

## Social Contribution and Information Dissemination

### Social Contribution

We at Kubota 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.

#### Cooperation with Mainichi International Exchange Prize

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

We at Kubota support this prize from the first, and fully cooperate from the forth prize.

"Cooperation center of NGO at damaged place" was awarded this year (the twelfth prize).



#### Hu-tec seminars

We at Kubota support the Hu-tec seminars ("Hu-tec 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.

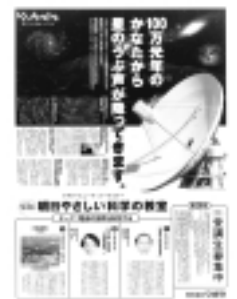
In those seminars, the progressive scientific knowledge is explained easily.

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 theme of this year (fiscal 2000) is "Beginner ' s course on geoscience – probing mechanism of the earth".

And we experienced an actual research site as s field trip, visiting the Low-temperature Science Research Institute in Hokkaido University.

We also held a celebration seminar named "To the scientists in the twenty-first century – things that we would like to inform" in celebration of the thirtieth seminar.



#### Remarkable activities in Sydney Olympic Games

Kubota' s twenty-six tractors actively participated in Sydney Olympic Games, being played exciting games for seventeen days.

The work was collecting solid wastes, gathered by volunteers, from the tens of thousands of audience.

The tractors were also used in the Paralympics, following Olympics.



#### Local contribution activities

We at Kubota 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.



Sakai plant (in cleaning)



Sakai plant (preparation for cleaning)



Dragonfly pond in Mukogawa plant

## Public recognition

**Gas absorption type big-difference-in-temperature system was awarded two prizes, namely The second electric power load flattening equipments and systems prize (June 5, 2000) and Energy Conservation Center chairman prize in fiscal 2000 (February 14, 2001).**

Reduction of power for air conditioning in fans and pumps was highly estimated, reducing amount of blast and circulating water.



**Ryugasaki plant was awarded Environment-friendly Company in fiscal 2000 by Ibaraki prefecture (June 5, 2000).**

Saving energy activities such as introduction of co-generation system and so on was highly estimated, acquiring ISO14001 certificate in 1998, in Ryugasaki plant.



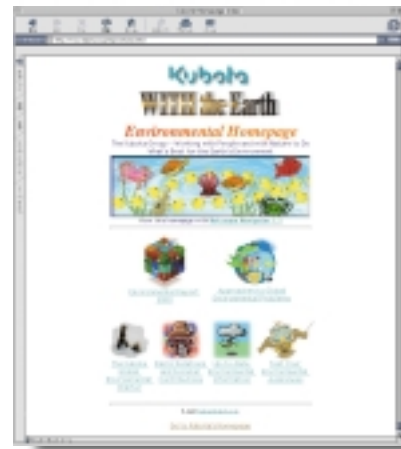
## Information Dissemination

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

### Environmental 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".

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