

Involvement with Local Communities

The Kubota Group respects the cultures and customs of each country and region in which it conducts business, and endeavors to establish relationships of trust with local communities. Moreover, Kubota proactively engages in social contribution activities in order to fulfill its responsibilities as a corporate citizen.

The Kubota e-Project

Social Contribution Activities in the Areas of Food, Water, and the Environment

Kubota launched the Kubota e-Project in FY2008 in an effort to contribute to society in the areas of food, water, and the environment.

Kubota promises to continue to support the prosperous life of humans while protecting the environment of this beautiful Earth. Based on this commitment, Kubota seeks the understanding and cooperation of its stakeholders as it contributes to the creation of a sustainable society.

The Kubota e-Project



Six e-perspectives



Kubota e-Project (only in Japanese)

www.kubota.com/sustainability/society/community/

Supporting Citizen Activities

Mainichi Earth Future Prize

In the field of food, water, and the environment, Kubota admires individuals and groups working on solutions to social issues at the grass-roots level in Japan and overseas, and sponsors activities that honor them publicly. Kubota has continued to sponsor the Mainichi Earth Future Prize, which began as the Mainichi International Exchange Prize in 1989. Since its renaming in 2011, a total of 868 individuals and groups have applied for the prize. In 2020, due to concerns about COVID-19, an online conference was held to give award winners a venue to report on their activities and exchange ideas with selection committee members.



Solving Social Issues

Supporting the Regeneration of Abandoned Farmland

Kubota supports efforts to regenerate abandoned farmland across Japan with the use of agricultural machinery.

There are approximately 400,000 hectares* of abandoned farmland in Japan.

* Ministry of Agriculture, Forestry and Fisheries data (as of 2015)



Preserving Terraced Rice Fields

With the aim of better understanding agriculture so that we can engage in manufacturing from the perspective of our customers, Kubota participates in a program to manage the Ishibatake terraced rice paddies in the town of Moteji in Tochigi Prefecture. The paddies are listed in the 100 Terraced Rice Fields of Japan, as designated by the Ministry of Agriculture, Forestry and Fisheries.

* In 2020, the event was canceled due to concerns about COVID-19.




Employment of People with Disabilities and Utilizing Idle Farmland for Hydroponic Cultivation: Kubota Sun-Vege Farm Co., Ltd.


This company was established in February 2010 as a special subsidiary of the Kubota Group.

Today, in addition to supplying safe and reliable food of good quality, agriculture also plays the important, in fact critical, role for society of protecting the natural environment of rural communities. In this context, the company is utilizing unused farmland in the Minamikawachi District of Osaka Prefecture to produce and sell hydroponic vegetables. Through this business, the company has created employment for people with disabilities, and is striving to create a workplace environment in which employees with disabilities can work with enthusiasm.

The company currently employs 16 people with disabilities.



 Kubota Sun-Vege Farm
(only in Japanese)
www.kubota-works.co.jp/

 Introductory video
(only in Japanese)
www.kubota-works.co.jp/

Forest Conservation

Kubota Forest

Beginning with Kubota's sponsorship of the forest conservation activities of the Tokyo Metropolitan Government, we have named a 2.89 ha lot of watershed forest managed by the Tokyo Waterworks Bureau as "Kubota Forest."

Since 2017, new employees have been engaged in the clearing of land, grass cutting, and tree planting.

* In 2020, the event was canceled due to concerns about COVID-19.



Educating the Next Generation

Kubota Active Lab

Kubota is making contributions in the field of education to provide younger generations with opportunities to develop an interest in science and technology fields. Kubota has co-sponsored the Kubota Active Lab program since 1985, with close to 2,200 students taking part thus far.



(Center) Former Japan national rugby team player and CEO of HIRAKU Co., Ltd. Toshiaki Hirose
(At right) Naohiko Kotake, Professor, Graduate School of System Design and Management, Keio University

In 2020, Kubota invited two speakers to address the topic of “How Technology Will Change the Future of Sports.” Toshiaki Hirose, former Japan national rugby team player and CEO of HIRAKU Co., Ltd., and Naohiko Kotake, professor at Keio University, discussed the role sports technology will play in realizing a sustainable society.

Professor Kotake gave an overview of the technologies currently being used in sports. Toshiaki Hirose talked about sports tech and leadership, based on his own experiences. In 2020, due to concerns about COVID-19, the event was held online, with about 170 junior and senior high school students participating and engaging in a Q&A session with the speakers.

Kubota TERRA-KOYA Summer Camp

Kubota sponsors the “TERRA-KOYA” (Earth Hut) summer camp, which enables children to experience the abundance of nature as well as learn about the importance of the global environment. Since this program began in 2007, a total of 268 children have participated.



In 2020, the event was canceled due to concerns about COVID-19, but, as an alternative event, Kubota launched the YELL Project, aimed at former TERRA-KOYA campers. (“To send a yell” is a Japanese phrase meaning to encourage or cheer someone.) Now, at a time when the world is facing a myriad of difficulties, Kubota believes it is especially important for people to encourage one another and work together to find a way forward. To this end, the company set up a dedicated website to share photos and messages from former TERRA-KOYA campers.



The YELL Project of Kubota TERRA-KOYA (only in Japanese)
begoodcafe.com/project_report/yellproject/

Visiting Lectures

In 2020, 588 people participated in this program, which provides opportunities for young people from elementary school through to junior high school and high school to learn about farm machinery, water purification systems, and other issues related to food, water, and the environment.



Kubota Genki Agriculture Experience Workshop

This program aims to deepen people's understanding of agriculture and help cultivate social and emotional learning through the experience of growing rice, including rice transplanting, harvesting, and the tasting of harvested rice. In 2020, Hokkaido-KUBOTA Co., Ltd. held an online rice-growing experience workshop for children.



Regional Exchanges

Kubota e-Day

Kubota employees volunteer to take part in regional community beautification and cleanup activities. Since 2008, when company-wide involvement started, approximately 8,000 people have participated in this program each year.

* In 2020, the event was canceled due to concerns about COVID-19.



Japan Cup Cycle Road Race

In the Japan Cup Cycle Road Race, held each year in Utsunomiya, the employees of three Kubota Group companies in Tochigi Prefecture (Kubota Utsunomiya Plant, Kubota ChemiX Co. Tochigi Plant, and Kubota Air Conditioner Tochigi Plant) assist with sentry duties during the race and clean-up activities afterward.

* In 2020, due to concerns about COVID-19, the event was held online.



Social Contribution Activities through Corporate Sporting Events

Managing the Rugby League Team Kubota Spears, Contributing to the Spread of Rugby and Promotion of SDGs through Rugby

Kubota is part of the Japan Rugby Top League, the country's premier rugby league, and manages the Kubota Spears, a team based in Funabashi, Chiba. In 2017, the team signed a hometown agreement with Funabashi City and, in 2020, signed partnership agreements with Edogawa Ward in Tokyo and Narita City in Chiba Prefecture. Through these tie-ups, the Spears are seeking to use rugby as a way of contributing to neighboring communities. With a team vision of being a "Proud Billboard," the Spears are striving to be a winning team beloved by fans, and to draw on this position to build up the sport of rugby by offering rugby tryout days and coaching, as well as engaging in activities to address community issues and promote the SDGs. In 2020, even when concerns about COVID-19 prevented official matches and many other events from taking place, the team held some events taking strict precautions to prevent infection, and interacted with fans online.



Working together with the Board of Education, a visiting lecture was conducted at a neighboring elementary school (coaching tag rugby)



Rugby Academy teaches rugby to junior high school students and girl players



Rugby workshop at a special school



In August 2020, the Kubota Spears were the first rugby organization to endorse the Children's Rights in Sport Principles document published by UNICEF.



A memorial rugby match at Kamaishi Unosumai Stadium in eastern Japan, which also worked to support regional reconstruction efforts.



Interacting with fans through online events



Kubota Spears Official Website (only in Japanese)
www.kubota-spears.com/

FOCUS

Participating in “Rice Paddy Rugby” in Various Areas

Since they created “Rice Paddy Rugby,” the Kubota Spears have been participating in competitions nationwide to promote rugby and stimulate community activities.

“Rice Paddy Rugby” started in Fukuchiyama, Kyoto in 2015, and is now played throughout Japan. Rice Paddy Rugby events are held before the paddies are planted, from April to June.

[Participation in 2019]

Sunday, April 21 Rice Paddy Rugby in Ukiha (Ukiha, Fukuoka)

Saturday, May 11 Rice Paddy Rugby in Mima (Mima, Tokushima)

Sunday, May 19 Rice Paddy Rugby in Fukuchiyama
(Fukuchiyama, Kyoto)

Saturday, June 1 Teganuma Rice Paddy Rugby (Kashiwa, Chiba)

Sunday, June 9 Rice Paddy Rugby in Soja (Soja, Okayama)

* In 2020, the event was canceled due to concerns about COVID-19.



Rugby team Kubota Spears' Official Website (only in Japanese)

www.kubota-spears.com/

Volleyball Club Kubota Spears Kicks off in V League in 2020

FOCUS

Participating in a Volleyball Workshop in Osakasayama City

As co-sponsors of Osaka Prefecture's Osaka Genki Hiroba* (Osaka Lively Plaza) project, Kubota's volleyball club (which joined Japan's V League as the Kubota Spears in 2020) was invited by Osakasayama City to participate in a volleyball workshop held at the city's Higashi Elementary School on Sunday, September 6. With support from city staff taking measures to prevent COVID-19 infection, the team coached 30 elementary school students of all grade levels.

Going forward, the Spears will continue to engage in volleyball workshops and other activities to serve its home region of Osaka, striving to become a beloved team and valued member of the local community.

* An initiative of Osaka Prefecture for elementary school students, striving to create learning communities that foster the flourishing of children through experiences and learning activities carried out with the participation and cooperation of local volunteers after school and on weekends.



Volleyball team Kubota Spears' Official Website (only in Japanese)

www.kubota-spears.com/volleyball/

Overseas Activities to Contribute to Society

Outreach Programs Launched

Kubota Philippines, Inc. started an outreach program to the community in 2016 which includes visits to a local orphanage. The company also donated cultivators to the Aeta group of indigenous peoples in the Philippines, who often suffer from serious food shortages, and held a feast to deepen relationships with this group.



Supporting the Young Farming Generation

SIAM KUBOTA Corporation Co., Ltd. (Thailand) is helping younger-generation farmers to become more knowledgeable about farming, fostering their motivation to take up farming by instilling a positive attitude, teaching them various skills, and more.



Support for Well Construction

In order to reduce the number of people without access to safe water as much as possible, the Kubota Group is working to provide local support through NGOs that have been active in Asian countries for many years. Through these efforts, six wells had been completed by 2018.



Donation of a Tractor to an Agricultural Technical College

Kubota Farm Machinery Europe S.A.S. (France) donated an M7 tractor to a local agricultural technical college in 2017, with the goal of providing an opportunity for young technicians to study the latest technologies featured on tractors. The company has built an ongoing relationship with the technical college, including accepting students for internships.



Cooperation in Rural Community Development Programs

Kubota Agricultural Machinery India Pvt. Ltd. has a cooperative arrangement with a local Rotary Club to regenerate wells for household water use, and to install facilities for water treatment to produce potable water.



Participation in Community Volunteer Activities

Kubota Tractor Corporation (US) collaborates with community volunteer groups with various activities such as tree planting and lakeside clean up. About 50 employees have taken part in these activities to date. In 2020, the company donated a Kubota-made utility vehicle to the volunteer organization, which is finding wide use in clean-up activities and garbage transportation.



Environmental Education for Elementary School Students

PT. Kubota Indonesia (Indonesia) conducts environmental education through environmental activities such as donating LED lamps for local elementary schools.

[Number of lamps donated]

2016	2017	2018	2019	2020
500 lamps	420 lamps	225 lamps	140 lamps	82 lamps



Drawing Contests for Elementary School Students

Kubota Farm Machinery Europe S.A.S. (France) hosts drawing contests on the theme of “agriculture” for nearby elementary school students.

Submitted works are displayed within the plant, and employees vote for the best drawings. Winners are presented with award certificates and prizes at the school end-of-year ceremony.



Participating in the Angel Tree Project

Each year, U.S.-based Kubota Engine America Corporation and Kubota Tractor Corporation continue to support the Angel Tree Project, which delivers Christmas gifts so that disadvantaged children and the elderly can celebrate Christmas with a smile.



Sponsoring Local Sports Clubs

Kubota Farm Machinery Europe S.A.S supports local sports clubs in various ways, such as donating tatami mats to judo clubs and covering traveling costs for tournaments, and donating trophies and donating to charity funds for soccer clubs.



Other social contribution activities can be found here (only in Japanese)
www.kubota.com/sustainability/society/community

Kubota Group Social Contribution Activities in Response to COVID-19

Japan

Donating Commercial Air Humidifier-purifiers to Local Governments and Medical Institutions

The Kubota Group has been donating commercial air humidifier-purifiers manufactured and sold by the Company, to assist in creating environments so that the staff of medical institutions and local governments at the front of the battle against the pandemic can continue working with peace of mind.



Providing Slightly Acidic Electrolyzed Water to Local Governments

In the earlier stages of the COVID-19 crisis, when sterilizing alcohol was in short supply, Kubota distributed the slightly acidic electrolyzed water generated within Pure Washer units free of charge to local governments and medical associations to distribute to regional medical institutions, nursery schools, assisted-living facilities, and facilities for the disabled to be used as a disinfectant.



Supporting the “Full of Flowers Project” to Aid Flower Growers

In April 2020, the Ministry of Agriculture, Forestry and Fisheries launched the “Full of Flowers Project” to aid flower growers facing a sharp contraction in demand for flowers amid the COVID-19 pandemic. Supporting the project’s aims, Kubota bought flowers from growers and used them to decorate about 80 Kubota Group bases throughout Japan. The Company also participated in the Midosuji Pedestrian Street Project, a festival held in November in Osaka City, setting up a photo booth and distributing free flowers to passers-by.



Overseas

Kubota Bases Worldwide Provide Protective Gear and Medical Equipment

Through its overseas bases in the US and Canada, the UK, Norway, Thailand, Myanmar, India, and other regions, the Kubota Group donated needed supplies to local medical and healthcare facilities, research centers, small- and medium-sized businesses trying to resume operations, and community residents. (Supplies included personal protective equipment such as masks and face shields, disinfectant and non-contact thermometers, food, laptops, automatic guided vehicles (AGVs) for hospitals, forklifts, and simplified negative-pressure isolation rooms for isolating infected people.)



Face shields (US)



Automated guided vehicles for hospitals (Thailand)



Cutting-edge ventilators (India)



Other social contribution activities can be found here (only in Japanese)

www.kubota.com/sustainability/society/community

Support for Rejuvenation and Reconstruction of Areas Affected by Natural Disasters

The Great East Japan Earthquake

Supporting the Youth, Bearers of the Future, through Farming —Cooperating with Rice Farming at an Agricultural High School in Miyagi

As part of efforts towards reconstruction after the Great East Japan Earthquake, Kubota supports the youth who will play a role in Tohoku's agricultural industry in the future. At Miyagi Agricultural High School, Kubota helps with practical rice farming using the approach of directly sowing iron-coated seeds*. Kubota hopes to contribute to the reconstruction of the disaster-affected areas and the development of strong human resources by imparting the latest cultivation technologies.

* Directly sowing iron-coated seeds: As opposed to the conventional method of growing rice from seedlings, this cultivation technology involves directly planting rice seeds coated with iron powder in the field.



July 2020 Heavy Rains in Japan

Delivering 3,000 Brown Rice Bread Loaves to Disaster-Struck Areas

Kumamoto Prefecture and the Kyushu and Chubu regions in western Japan suffered from heavy rains in July 2020. Nakakyushu Kubota Co., Ltd. has a sales office in Ashikita-machi, Hitoyoshi City in Kumamoto, which was particularly hard hit by the rains. Nakakyushu Kubota distributed about 3,000 loaves of the brown rice bread it makes from rice produced in Kumamoto Prefecture to the Ashikita Evacuation Center and Hitoyoshi Volunteer Center.



Response to Asbestos Issues

Kubota takes very seriously the fact that some residents living in proximity of the former Kanzaki Plant and employees working at the plant have developed asbestos-related diseases. From the perspective of fulfilling our social responsibility as a company that previously handled asbestos, we will continue to address this issue with the utmost sincerity.

Regarding the residents living nearby, without particular regard for individual cause-and-effect relationships, Kubota established the Regulations for Payment of Relief Funds to Sufferers of Asbestos-related Diseases and their Families Living in Proximity of the Former Kanzaki Plant. This is in addition to the Act on Asbestos Health Damage Relief, which was enacted by the Japanese government and provides relief funds in order to alleviate, even marginally, the hardships and mental burden of the people receiving treatment and their families.



For more information (only in Japanese)

www.kubota.co.jp/related/