

Third-Party Comments on the KUBOTA REPORT 2018 Business and CSR Report



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Response to SDGs

The main feature of the KUBOTA REPORT 2018 is that it combines the SDGs (Sustainable Development Goals) adopted by the United Nations with the activities by the Kubota Group. The three areas of food, water, and the environment are connected to the SDG 2, 6, and 11, respectively, and targets related to other SDGs are also set. This framework can be highly evaluated as it demonstrates Kubota's Group-wide policy to respond to the SDGs. The Report also shows how its activities in various regions of the world and its major products are related to the SDGs, indicating that the SDGs will be employed more practically in the entire business activities of Kubota.

Advancing from SDGs to KPIs

I think that the next stage after organizing the relationships between Kubota's business activities and the SDGs is to set and deploy KPIs that are linked to the SDGs. Since the relationship between Kubota and the SDGs is relevant to all business areas of the Kubota Group, materiality analysis is crucial to promote the activities. Kubota has identified the issues of materiality regarding its environmental conservation activities. It is now necessary to also examine priorities of the specific targets of the SDGs. Meanwhile, the feature articles of the Kubota Report digest version are written in relation to the corresponding SDGs. It would be more convincing if they presented more specific data in indicating the Kubota's contributions. I greatly expect further improvement for the next reporting year.

CSR activities that allow employees' ingenuity and creativity

As I have mentioned since before last year, the foundation for Kubota's CSR activities has been nearly completed, with specific activities being sufficiently conducted. Based on this foundation, I suggest that Kubota promote projects that allow employees to exercise their ingenuity and creativity in the activities. As the responsibility of CSR means response to society, I think that programs that encourage each employee to think how they can respond to society and take action to that end would be effective. I think such action will lead to the solution to social problems and consequently the Kubota's acquisition of business opportunities in the future. I strongly request your consideration on this, taking the opportunity of the introduction of the SDGs.

CSR Report as a communication tool

Kubota's CSR Report has high-quality contents with abundant information. It would be even better if its role as a communication tool is considered. Especially for the digest version, descriptions that may help readers to understand the targets and the results of the reporting year as a story would be effective. Also, if voices of the people who are actually involved in specific activities gathered in dialogues with stakeholders and meetings within the Company could be communicated to readers, the Report would become a more effective communication tool.

In response to the above comments

We wish to express our sincere appreciation to Dr. Kokubu for having provided invaluable third-party comments since fiscal 2009.

His comments this time, “the Report combines the SDGs with activities of Kubota,” “the foundation for Kubota’s CSR activities has been nearly completed,” and “the Report has high-quality contents with abundant information,” were very encouraging.

With regard to his opinion about priorities of the specific targets of the SDGs, we will examine the relevance with our businesses and the feasibility, as well as the opportunities and risks, and thereby clarify the priorities. Regarding the relationship between our business activities and the SDGs, we will try to indicate Kubota’s contributions by presenting specific data.

In response to his suggestion that the role as a communication tool be considered, we will increase opportunities to have dialogues with our stakeholders, react positively to each of their voices, and communicate with a broad range of people.

The Kubota Group positions its corporate philosophy—the Kubota Global Identity—as the foundation of corporate management. As all of the three areas of food, water and the environment are closely related to the SDGs, Kubota’s business opportunities and social responsibility are increasingly growing.

With the aim of establishing a Global Major Brand that can make the greatest social contribution as a result of being trusted by the largest number of customers, all the 39,000 employees of companies in the Kubota Group act as a unit to make the best efforts to become a corporate group that is continuously trusted and needed by members of society.



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