

# Toward Environment-Friendly Corporate Activities

"World summit on sustainable development" was held in Johannesburg, South Africa in August 2002.

It is ten years since the Earth summit was held in 1992. A lot of activities regarding environmental conservation were conducted in the world in this period of time. In Japan, the basic organization for environmental conservation was rapidly established by the legislation and amendment of various environment-related laws. And regarding corporations, the number of corporations is increasing, which regard environmental conservation as one of the most important issues in the management as shown in the acquisition and application of ISO14001 environmental management system.

Ever since Kubota was founded in 1890, we have been developing our businesses, regarding people's life and social infrastructure construction, such as industrial infrastructure, machinery, environmental facilities, housing materials and so on, making an effort to contribute to society.

As a result, we have already accumulated a lot of technologies and know-how regarding global environmental conservation. We think our role becomes more important to promote environmental conservation and recovery businesses.

We have been tackling global environmental conservation activities as one of the most important management issues. Last year, we revised "Kubota Global Environmental Charter" as a charter for our group. And in order to realize the charter, we have drafted "Kubota voluntary environmental action plan" in which medium-term issues and objectives, tackled until fiscal 2005, in each division and plant were concretely decided.

We think we intend to promote and reinforce the environmental corporate management of Kubota group, and make an effort to realize environment-friendly and creative company by conducting this "Kubota voluntary environmental action plan" steadily from now on.

Now we have issued "Kubota Environmental Report 2002" which summarized the results of our activities on environmental conservation at Kubota in fiscal 2001.

We show the environmental load data of each plant and of the whole Kubota group including nine affiliates in this report, to promote environmental communication with local society and environmental corporate management as a group, from this year.

We invite responses from our readers and look forward to a frank and open dialogue concerning our activities from now on.



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