

# Toward Environment-Friendly Corporate Activities

It is essential to develop voluntarily the corporate activities harmonizing with environment, in a transition to "Recycling-oriented society" with less environment load, while the twenty first century is called the "Environment century".

Ever since Kubota was founded in 1890, we have been developing our business, regarding people's life and social infrastructure construction, such as pipe systems, industrial materials, machinery, environmental facilities, housing materials and so on.

It is considered that our corporate responsibilities are more essential in the twenty first century, accumulating technologies and know-how regarding global environmental conservation, while we have been promoting our corporate activities based on concept of "Co-existence of humans with environment".

Regarding global environmental issues, we have been actively tackling with them, selecting five items of "Providing environment-friendly products and services", "Reduction of emission to zero level", "Saving energy and resources", "Conservation of local environment and working environment" and "Level up of environmental management ability" as our basic directions of environmental corporate management, with medium-term objectives respectively.

We acquired ISO14001 certificate in all of our plants by the end of fiscal 2000. We would like to promote environmental management thoroughly and improve it, based on this environmental management system from now on.

We also would like to contribute to the construction of recycling-oriented society by development and providing of environment-friendly products such as easily recyclable one and so on.

What is more, we wish to promote these activities powerfully over the whole Kubota group.

We revised "Kubota Global Environmental Charter"(drafted in 1992) , which showed basic concept and action guideline regarding environmental issues, to cover the whole Kubota group. And we have drafted "Kubota voluntary environmental action plan" which pointed out the medium-term objectives concretely to be conducted by fiscal 2005.

We would like to tackle global environmental issues eagerly by steady implementation of this plan from now on.

Now we have arranged "Kubota Environmental Report 2001" which describes our activities on environmental conservation at Kubota in fiscal 2000 followed by fiscal 1999.

We invite responses from our readers and look forward to a frank and open dialogue concerning these and other issues facing society today.



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