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Sustainability

Aspiring toward a sustainable society through the business area of food, water, and the environment

Scroll

Kubota is engaged in the business area of food, water, and the environment.

These fields are indispensable for all human beings in the world.

The ability to eat safe, tasty foods at any time, free use of clean water,

and a solid social infrastructure to support daily life – losing even one of these would impair a comfortable living environment.

These three areas are vital for us all to live prosperous lives, and Kubota believes that cycles in these areas

intersect and influence each other.

We view food, water, and the environment as a single unit, and aim to bring about a sustainable society by using technology and solutions for proper circulation in these areas.

This is the Kubota style of sustainability.

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News & Update

- Feb. 7, 2024 News! ▶ [Kubota Obtained the Highest-Rating in CDP "Climate Change" and "Water Security"](#)
- Sep. 29, 2023 Update! ▶ ["Community Engagement : Kubota e-Project" web-content was updated.](#)
- Jun. 22, 2023 Update! ▶ ["Integrated Report 2023" and "ESG Report 2023" were published.](#)
- Jan. 10, 2023 Update! ▶ ["Community Engagement : Kubota e-Project" web-content was updated.](#)
- Sep. 28, 2022 Update! ▶ ["Site Report 2022" was published.](#)

▶ [Learn More](#)

Policies and basic approach

Supporting the World in Food, Water, and the Environment Sectors Will Drive Progress toward a Sustainable Society

Kubota's business areas associated with food, water, and the environment were inspired by its founder,

Gonshiro Kubota, and continue to support people's livelihoods. Our business activities are deeply involved in the realization of sustainability. As an "Essentials Innovator for Supporting Life,' Committed to a Prosperous Society and Cycle of Nature," we are promoting our long-term vision GMB2030, working to solve food, water, and environmental issues and contribute to sustainability,

At the core of the realization of GMB2030 is K-ESG Management, which is rooted in the Kubota Group's own ESG (Environmental, Social and Governance) measures, K-ESG. K-ESG Management identifies four areas, including resolution of environmental and social issues through our business, and 12 points of materiality that are relevant to these areas. By promoting K-ESG Management and materiality, we will achieve GMB2030 goals, thereby contributing to preservation of the beautiful global environment and the development of sustainable communities.



[K-ESG Management and Materiality](#) ▶

In line with its aim to maintain itself as a sustainable company, Kubota is promoting K-ESG Management, centered on its own ESG measures. With a focus on the four areas and 12 points of materiality, we aim to enhance our corporate value and realize our long-term vision GMB2030.

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Aiming to become an "Essentials Innovator for Supporting Life,' Committed to a Prosperous Society and Cycle of Nature," we will promote Kubota's own style of ESG Management, thereby contributing to sustainability through the resolution of issues related to food, water, and the environment.

Unique traits of Kubota's sustainability efforts

Promoting Multifaceted Efforts toward "Sustainability through Business" and "Sustainability as Basis for Business"

One distinct pillar of Kubota's sustainability efforts is our efforts toward sustainability through business activities itself. With its role in supporting the earth and the future of human life, Kubota's business involves resolutions to global societal issues concerning the fields of food, water, and the environment indispensable to our lives, connecting directly to sustainability. Our efforts are also distinct through our focus on

to our lives, connecting directly to sustainability. Our efforts are also distinct through our focus on sustainability as a basis for business. Kubota considers a variety of questions concerning sustainability as the foundation of our business, including how we are contributing toward a sustainable society, how we are balancing business growth with conservation of the global and regional environment, how healthy corporate operational management wins society's trust, and whether we are providing a comfortable working environment for employees contributing to the corporate growth. We aim to achieve a sustainable society from a variety of approaches, by contributing toward sustainability as basis for our business.



Sustainability through Business

Contribute toward the development of a sustainable society through business itself in the area of food, water, and the environment, and support prosperous life for humanity

Food

Initiatives through Business: Food

More efficient farming for abundant and stable production of food

SDGs

▶ Learn more

Water



Initiatives through Business: Water
Water infrastructure improvements for safe water and water recycle

SDGs

6 CLEAN WATER AND SANITATION
3 GOOD HEALTH AND WELL-BEING

▶ [Learn more](#)

Environment

Initiatives through Business: Environment
Improving social and industrial infrastructure, to promote quality living conditions

SDGs

11 SUSTAINABLE CITIES AND COMMUNITIES
7 AFFORDABLE AND CLEAN ENERGY



▶ [Learn more](#)

Sustainability as a Basis for Business

Aspire toward the sustained, synergistic growth of both society and the Kubota Group while conserving the beautiful environment of the earth



[Environmental Conservation Initiatives](#) ▶

Contributing to the development of society and conservation of the global environment



[Relationships with Society](#) ▶

Achievement of the corporate philosophy by each individual employee, and contributing toward a sustainable society as

a citizen of global and local society



Relationships with Employees ▶

Transforming diversity into creativity, promoting fulfilling workplace



Corporate Governance Initiatives ▶

Further improvements to soundness, efficiency, and transparency of corporate operations, and risk reduction

Kubota's Actions for Achievement of the United Nations' Sustainable Development Goals

This section introduces areas where Kubota contributes toward a prosperous life for humanity and the development of a sustainable society, both in order to achieve the Sustainable Development Goals (SDGs) adopted as a common goal of the international community at the UN Summit.

SUSTAINABLE DEVELOPMENT GOALS





▶ Kubota and the SDGs

Inquiries regarding sustainability and KUBOTA REPORT

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Sustainability ▶

Policy and Fundamental Ideas

- ▶ President's Message
- ▶ K-ESG Management and Materiality

Sustainability through Business

- ▶ Initiatives through Business: Food
- ▶ Initiatives through Business: Water
- ▶ Initiatives through Business: Environment

Sustainability as the Basis of Our Business

- ▶ Environmental Conservation Initiatives
- ▶ Relationships with Society
- ▶ Relationships with Employees
- ▶ Corporate Governance Initiatives

Sustainable Development Goals

- ▶ Kubota and the SDGs

- ▶ Kubota Group Integrated Report

- ▶ Kubota Group ESG Report

Related Information



[Integrated Report / ESG Report](#)

Introducing financial and non-financial information focused on Kubota's Long-Term Vision and Mid-Term Business Plan, which are based on ESG management.



[KUBOTA SMART VILLAGE](#)

We introduce the KUBOTA SMART VILLAGE concept, which seeks to realize a future of carbon neutrality and resource recycling through comprehensive efforts to address social problems related to food, water, and the environment.



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