



Policy for the future:

Toward the achievement of “Environmental Vision 2050”, the Brother Group will minimize the environmental impact of business operations on the ecosystem and promote activities to restore and conserve the ecosystem beyond the impact.

“Biodiversity conservation” Mid-term target for FY2030:

- We will avoid and reduce the environmental impact of business operations on the ecosystem
- The manufacturing and sales facilities of the entire group will work on ecosystem restoration and conservation activities on a voluntary basis.

< Concrete activity examples >

Each company of the Brother Group is making activity plans and continuously implementing environmental conservation activities based on their respective regional characteristics.

(Case 1) Tree planting in Gujo-City, Gifu Prefecture

- Conducted a total of 24 tree-planting activities, twice a year since 2008. More than 2,000 Brother employees and their families participated, and about 6,500 trees were planted so far. Through the joint research with Nagoya University about soils, organisms, and how to grow plants, we can contribute to biodiversity more effectively by choosing trees suitable for taking root and growing. We also started to find a Gifu butterfly, a Japan originated unique butterfly, and rare kinds of animals and plants. That proves we have a forest with ecological diversity.



(Case 2) Mangrove restoration project in Thailand

- We started planting mangroves in 2009. A total of about fifteen hundred seedlings were planted by employees, clients, students, and participants gathered via SNS. They have been steadily growing, and a small ecosystem has started to inhabit the mangrove forests.

★What we learned and achieved

- Brother Industries, Ltd. (BIL)'s project has been recognized as one of the 12th cooperative projects endorsed by the Japan Committee for United Nations Decade on Biodiversity (UNDB-J).
- The Brother Group won the gold prize of “Aichi Environmental Award 2019” for our global activities
- Our tree-planting activity is highly evaluated for our connection with local communities, and we received a letter of appreciation from Gujo City in 2017, and Gifu Prefecture in 2019.

< Future challenges >

- Quantitative comprehension of the environmental impact of business operations on the ecosystem and the contribution through conservation activities.
- Expansion of biodiversity conservation activities in the entire Brother Group.
- Improvements of global environmental education and HR development

< Message to society >

The Brother Group created “Brother Earth” as the slogan for our environmental activities. We will continue to commit to reducing the burden on the environment in every area of business, and resolve environmental problems throughout the world.

