

Brother Group 2015 Mid-term Environmental Action Plan (2011-2015) Targets for/achievements in FY2012

Self-evaluation o: Achieved -: Not evaluated x: Not achieved

Priority measures	Targets of Mid-term Environmental Action Plan	Targets for FY2012	Achievements in FY2012	Self-evaluation
1. Eco-conscious products				
1-1 Actively acquiring environmental labels in respective countries and meeting new standards	(1) Ensuring that requests are met from sales facilities to acquire Blue Angel, Eco Mark, ENERGY STAR, Nordic Swan, EPEAT, and China's Ten Circle Mark, etc.	Acquiring labels for all applicable products (100%)	Acquired environmental labels for all applicable products.	o
	(2) Complying with new standards (from 2012) of Blue Angel and Eco Mark, and continuously acquiring the labels	New standards will be applied from FY2013 or later.*	Compliance with new criteria will be ensured during 2013 or later because the Blue Angel criteria was postponed.	-
1-2 Improving the energy-saving performance of products	(1) Complying with various energy-saving standards including ENERGY STAR, Blue Angel, Eco Mark, China's Energy Label, and Japan's Top Runner Target Program Standards, etc. for all applicable products	Complying with energy conservation standards for all applicable products	The targets have been achieved.	o
	(2) Achieving top-level energy-saving performance in the industry for respective categories	New standards will be applied from FY2013 or later.*	The targets have been achieved in all categories.	-
1-3 Complying with emissions (e.g., TVOCs, UFPs, noise) standards	(1) Complying with standards with sufficient margins	Complying with standards for all applicable products	The targets have been achieved.	o
	(2) Also complying with new standards including those of Blue Angel and new German law (UFP)	New standards will be applied from FY2013 or later.*	Compliance with have been standards will be ensured in 2013 or later.	-
1-4 Increasing the percentage and volume of recycled materials used	Complying with an ever-broader range of standards for all applicable products	Complying with standards for all applicable products	The targets have been achieved.	o
1-5 Increasing reusability and recyclability (both for main units and consumables)	(1) Promoting design for reducing man-hours required in the reuse process, and cutting the number of replacement parts and costs, in the consumables reuse business	Ink cartridge recycling rate: 50% or more	The ink cartridge recyclability rate of 53.2% was achieved (results as of the end of FY2012) against the target of 50% or more.	o
	(2) Expanding the scope of parts for which materials derived from a closed recycling system can be used			
1-6 Reducing logistics costs and CO ₂ emissions by promoting optimization of packaging	(1) Both optimizing the packaging for reducing logistics costs and reducing CO ₂ emissions attributed to logistics	Continuing activities in FY2013	Continued with activities.	-
	(2) Promoting the selection of appropriate materials and reduction in size and weight			
2. Reducing environmental impact of business sites				
2-1 Reducing CO ₂ emissions of the entire group	Reducing total CO ₂ emissions of the entire group (business sites in Japan, and manufacturing and sales facilities outside Japan, except logistics) by 1% per annum (per unit of sales)	Setting management standards	Targets (reduction of 1% per annum) will be set in FY2013.	o
2-2 Reducing CO ₂ emissions of business sites in Japan	Reducing CO ₂ emissions by 1% per annum; reducing total CO ₂ emissions by 25% from FY1990 levels by FY2015 (absolute value)	Achieving 1% reduction from FY2011	Achieved 1.6% reduction from FY2011 (23.4% reduction from FY1990) due to progress of energy conservation activities.	o
2-3 Reducing CO ₂ emissions of manufacturing facilities outside Japan (excluding the U.S.)	Reducing CO ₂ emissions by 1% per annum (per unit of sales)	Same as above	Achieved 8.7% reduction from 2011 primarily due to energy conservation activities (and combined with a recovery in sales. Achieved 15.2% reduction when compared to the target from FY2006 of 15%.	o
2-4 Reducing CO ₂ emissions in logistics	Setting emissions management standards, and reducing CO ₂ emissions by 1% per annum	No targets set for FY2012	Targets will be set in FY2013.	-
2-5 Reducing water consumption at manufacturing facilities	Reducing water consumption by 5% from FY2010 levels by FY2015 (per unit of sales)	Same as above	Achieved 5.8% reduction from FY2010.	o
2-6 Ensuring global management of environmental conservation activities at manufacturing facilities outside Japan	Building a framework for globally managing (i) compliance with environmental laws and regulations in countries where manufacturing facilities are based and (ii) proper waste treatment, etc.	Same as above	Monitoring the list of applicable laws and regulations related to production activities and confirmation of compliance for all manufacturing facilities.	-
2-7 Acquiring ISO 14001 certifications	Acquiring ISO 14001 certifications at new manufacturing and sales facilities	Brother Industries Saigon, Ltd. acquired ISO 14001 certification.	Manufacturing facilities: 1 Sales facilities: 4	o
3. Complying with laws, regulations and social trends				
3-1 Globally complying with regulations on chemical substances	(1) Ensuring compliance with relevant laws (including REACH, RoHS, and TSCA) that regulate chemical substances contained in products	Ensuring 100% compliance	The targets have been achieved.	o
	(2) Developing a strategy for managing chemical substances contained in products, and attaining industry-leading low levels by FY2015	Continuing activities in FY2013	Ongoing development in line with the strategy.	-
3-2 Globally complying with energy-saving regulations on products	Complying with relevant energy-saving laws and regulations on products (including ErP, Russia's product regulations, South Korea's energy law, China's Energy Label, and Japan's energy saving law) with top-level energy-saving performance	Ensuring 100% compliance	The targets have been achieved.	o
3-3 Fulfilling manufacturers' broadening scope of responsibilities	(1) Increasing the accuracy of data submitted to the authorities to comply with WEEE/Packaging Directive, etc.	Activities were launched to weigh products when they are shipped from factories and to confirm changes in weight, in an effort to increase the accuracy of data submitted to the authorities.	Continued improvements for systems to capture accurate data.	o
	(2) Globally building a closed recycling system for products	Continuing activities in FY2013	Globally we have continued to work towards establishing a system.	-
	(3) Globally expanding the consumables recycling system and aiming to develop the system to involve respective regional sales headquarters	Same as above	Continued to expand the recycling system with the involvement of regional sales headquarters.	-
3-4 Disclosing overall environmental information regarding products	(1) Globally disclosing information regarding products' environmental impact (2) Disclosing product information in accordance with The Eco Declaration (ECMA370)	Disclosing 100% of new product information to sales companies	The targets have been achieved.	o
3-5 Using certified paper	Promoting the use of certified paper including FSC certified paper	No targets set for FY2012	Introduced FSC certified paper for printed matter (not including catalogues). Launched an investigation to use FSC certified paper for catalogues.	-
3-6 Promoting green procurement	(1) Enhancing the auditing and education of suppliers, increasing eco awareness, and thereby ensuring legal compliance	Introducing a new system and launched Step 2	Updated the green procurement system. Hosted 29 seminars for suppliers in respective regions, and continued with efforts to raise awareness.	o
	(2) Building a framework for managing places of origin, illegal logging, recycling, etc. of paper used as packaging materials	Continuing with investigations to confirm the recycling rates of packaging materials at target factories (five factories)	Continued with investigations to confirm the recycled content of packaging materials with assistance from five factories.	o

*: Achievement of the target values was postponed from FY2012 (as originally planned) to FY2013 due to the one-year delay in introducing the new standards.

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4. Environmental communication				
4-1 Promoting Brother Earth in combination with marketing activities	Ensuring eco-consciousness in developing new products and businesses, distributing environmental information via websites (including social media), and publicizing environmental commitments by promoting the Brother Earth planetarium dome, etc.	Promoting environmental technologies built into new products Disseminating information through "Brother Earth" planetarium dome	Promoted the Low Energy Standby technology built into telecommunication equipment. Held 17 events at the "Brother Earth" planetarium dome in Nagoya Japan.	○
4-2 Promoting environmental and social contribution activities focusing on conserving biodiversity	Globally conducting environmental and social contribution activities for conserving biodiversity with the involvement of employees in respective regions, posting key activities on Brother's special website on the environment to be covered by click donations, and encouraging the participation of stakeholders.	Launching environmental and social contribution activities at 20 facilities	Globally 32 activities were implemented at 22 facilities with the involvement of customers and employees.	○
4-3 Promoting prevention of global warming by raising the environmental awareness of employees	Globally promoting the Brother eco point program, measuring the level of environmental contribution by respective facilities, and raising the environmental awareness of employees, thereby consistently achieving CO ₂ emissions reduction targets on a group basis.	Number of individuals participating in the Brother eco point program: 10,123 (+15% from FY2011)	Number of individuals participating in the Brother eco point program: 14,776 (+68% from FY2011).	○
4-4 Disclosing information about eco-conscious products and global environmental activities	Publicizing information regarding global and local environments, eco-conscious products, etc. efficiently and promptly through websites of respective facilities.	Disseminating information via Environmental Activities on Brother's official website Disseminating information via Facebook and Twitter	Posted 15 environmental updates in Japanese, English, and Chinese, on Brother's official website. Posted more than 100 articles annually via Facebook and Twitter.	○