



## Cooperative project endorsed by the “Japan Committee for United Nations Decade on Biodiversity”

April 19, 2018



This project is recognized as a cooperative project endorsed by the Japan Committee for UNDB (UNDB-J)

In March 2018, Brother Industries, Ltd. (BIL)’s contribution to restoration and conservation of forests through seedling planting activities, Brother eco point program, and Click for the Earth has been recognized as one of the 12th cooperative projects endorsed by the Japan Committee for United Nations Decade on Biodiversity (UNDB-J).

UNDB-J is Japan’s committee established to achieve the Aichi Biodiversity Targets that were adopted as the global targets at the tenth meeting of the Conference of the Parties to the Convention on Biological Diversity (COP10), and also to encourage the participation and cooperation for activities related to biodiversity conservation and sustainable use in respective sectors.

BIL’s contribution to restoration and conservation of forests through seedling planting activities, Brother eco point program, and Click for the Earth has been recognized as an highly effective cooperative project for biodiversity conservation and sustainable use.

### Points for recognition

Collaboration with diverse entities	The projects are conducted in collaboration with companies, NGOs, research institutes and other organizations.
Importance of projects	The projects become effective in terms of biodiversity conservation and sustainable use, by developing employee training, eco point program and seedling planting activities all over the world.

PR effect	By publicizing the efforts, an increase in participation and collaboration is expected through similar efforts.
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The Brother Group remains committed to promoting various environmental conservation projects in various parts of the world under the Brother Earth slogan.