

Brother Group 2015 Mid-term Environmental Action Plan (2011-2015) Targets for/achievements in FY2014

Self-evaluation ◎: Significantly achieved ○: Achieved -: Targets and achievements that are not evaluated in a single year x: Not achieved

Priority measures		Targets of Mid-term Environmental Action Plan	Targets for FY2014	Achievements in FY2014	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 environmental labels for all applicable products	Acquired major environmental labels in respective countries for all applicable products	○
		(2) Complying with new standards (from 2012) of Blue Angel and Eco Mark, and continuously acquiring the labels	Complying with Eco Mark's new standards	Achieved	○
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 in respective countries for all applicable products	Achieved	○
		(2) Achieving top-level energy-saving performance in the industry for respective categories	Achieving the top levels of energy-saving performance in the industry	Achieved in all categories Improved the energy conservation performance, and reduced the noise of home sewing machines in particular	◎
1-3	Complying with emissions (e.g., TVOCs, UFPs, noise) standards	(1) Complying with standards with sufficient margins	Complying with emission standards for all applicable products	Achieved	○
		(2) Also complying with new standards including those of Blue Angel and new German law (UFP)	Complying with Blue Angel's new standards (UFP)	Ensured compliance for all major products	◎
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 EPEAT standards for all applicable products	Achieved	○
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	Achieved	○
		(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	Reducing the size and weight of packaging materials compared with previous products, thereby reducing CO ₂ emissions in logistics	Achieved Notably, the loading efficiency of new black-and-white laser printers has been improved by changing the packaging from a horizontal layout to a vertical layout.	◎
		(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)	Achieving 1% reduction from FY2013	Achieved 11.0% reduction from FY2013	◎
2-2	Reducing CO ₂ emissions of eight 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)	Same as above	Achieved 2.3% reduction from FY2013 Achieved 25.2% reduction from the mid-term targets for FY2020	○
2-3	Reducing CO ₂ emissions of manufacturing facilities outside Japan (excluding the USA)	Reducing CO ₂ emissions by 1% per annum (per unit of sales)	Same as above	Achieved 6.6% reduction from FY2013 Achieved 31.7% reduction from the mid-term targets for FY2020	◎
2-4	Reducing CO ₂ emissions in logistics	Setting emissions management standards, and reducing CO ₂ emissions by 1% per annum (per basic unit)	Same as above	Achieved 9.5% reduction from FY2013	○
2-5	Reducing water consumption at manufacturing facilities	Reducing water consumption by 5% from FY2010 levels by FY2015 (per unit of sales)	No targets set for a single year	Achieved 26.4% reduction from FY2010	○
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	The new factory in Vietnam acquired ISO 14001 certification.	Manufacturing facilities: 1 (Brother Machinery Vietnam Co., Ltd.)	○

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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 compliance with regulations regarding chemical substances contained in products	Revised the green procurement standards on a timely basis, and maintained compliance	○
		(2) Developing a strategy for managing chemical substances contained in products, and attaining industry-leading low levels by FY2015	Establishing the index (KPI) for determining management levels at respective factories, and promoting activities	Achieved KPI for FY2014	○
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	Complying with energy conservation regulations for products	Quickly identified the revision schedule of laws and regulations, and reflected the revisions in designs	○
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.	Continuing 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 to weigh products when they were shipped from factories and to confirm changes in weight, in an effort to increase the accuracy of data submitted to the authorities	○
		(2) Globally building a closed recycling system for products	Establishing a global system	Continued in FY2015	○
		(3) Globally expanding the consumables recycling system and aiming to develop the system to involve respective regional sales headquarters	Launching recycling systems at respective sales facilities (RHQs)	Same as above	○
3-4	Disclosing overall environmental information regarding products	(1) Globally disclosing information regarding products' environmental impact	Disclosing 100% of new product information to sales companies	Created and disclosed a list of specifications related to the environmental impact	○
		(2) Disclosing product information in accordance with The Eco Declaration (ECMA370)	Disclosing 100% of new product information to European sales companies	Disclosed environmental characteristics (including legal requirements) of printers, All-in-Ones, label printers, and scanners for Europe and the USA.	◎
3-5	Using certified paper	Promoting the use of certified paper including FSC certified paper	No targets set for a single year	Started to use FSC certified paper for catalogues prepared by sales companies in Japan	○
3-6	Promoting green procurement	(1) Enhancing the auditing and education of suppliers, increasing eco awareness, and thereby ensuring legal compliance	Revising the green procurement standards, disseminating information (e.g. sending a notice about additional REACH-SVHCs in advance), and conducting audits at suppliers to raise awareness of suppliers and group companies about green procurement and ensure legal compliance	Revised the green procurement standards twice a year Audited suppliers on a regular basis based on the plan	○
		(2) Building a framework for managing places of origin, illegal logging, recycling, etc. of paper used as packaging materials	Conducting investigations to confirm the recycling rates of packaging materials at target factories (five factories) Complying with EU timber regulations	Continued with investigations to confirm the recycled content of packaging materials with assistance from five factories Conducted investigations to confirm legality of target packaging materials and products, and confirmed legality	○
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.	Actively disseminating information about (i) environmental technologies built into new products and (ii) environmental conservation activities involving employees	Promoted the "Package Design Optimization" technology (for increasing transporting efficiency and reducing environmental impact), "Low-noise Belt Drive" technology (built into home sewing machines), "Project for Combating Desertification in Inner Mongolia" and "Mangrove Reforestation Project in Thailand" (involving employees) through Brother's special website on the environment, websites of respective facilities, etc., and continuously expanded the scope of information dissemination by utilizing Brother's official SNS accounts (Facebook, Twitter, YouTube)	○
			Improving the quality of the environmental website	Ranked 3rd in "Eco Site Survey 2015 Ranking" by Tribeck Brand Strategies, Inc., and won the Good Performance Prize in the Environmental Report Section of the 18th Environmental Communication Awards (organized by the Japanese Ministry of the Environment and the Global Environmental Forum)	◎
			Actively promoting environmental events and increasing environmental awareness in Japan	Organized "Brother Earth Eco Festival" and "Brother Green X'mas 2014 — Projection Mapping on Brother Earth —" jointly with the Nagoya City Science Museum Donated "Koala Forest" (an experience-based facility for learning and exhibition) to the Higashiyama Zoo and Botanical Gardens operated by the City of Nagoya Exhibited at "Eco-Products 2014" (one of the largest environmental exhibitions in 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 for the Earth donations, and encouraging the participation of stakeholders.	Continuing environmental conservation activities to conserve biological diversity involving customers and employees at 33 facilities worldwide	Implemented in 43 facilities	○
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.	Percentage of employees participating in the Brother eco point program: more than 60% (more than 24,600 individuals)	Achieved (25,908 individuals)	◎