



Brother Eco Point Program

Under the Brother eco point program, eco points are awarded for eco-conscious actions by employees and their families. Eco points are also awarded for used consumables collected from customers. Brother carries out various environmental conservation activities depending on the number of points earned.

To raise the environmental awareness of employees and thus help prevent global warming, the Brother eco point program was launched in April 2008 for group facilities in Japan, and has been shared by the group's facilities outside Japan since FY2009.

At the Brother Group, employees have been working to reduce CO2 emissions as much as possible in their daily lives. In addition to making financial contributions, employees and their families actively participate in environmental conservation activities. Personal experience helps increase eco consciousness and expands the scope of activities.

As of March 31, 2019, the Brother eco point program is in place in more than 40 countries and regions.

Brother facilities that have introduced the eco point program



Number of participants in the eco point program

	FY2014	FY2015	FY2016	FY2017	FY2018
Number of participants	25,908	31,899	31,663	29,993	35,648