



Cooperative project of the Japan Committee for United Nations Decade on Biodiversity

April 19, 2018 and March 31, 2020



This project is recognized as a cooperative project endorsed by UNDB-J.

The decade from 2011 to 2020 has been declared by the United Nations as the United Nations Decade on Biodiversity.

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

UNDB-J is a Japanese committee that was established to facilitate participation and cooperation from all the sectors in Japan and promote efforts related to biodiversity conservation and sustainable use in order to achieve the Aichi Biodiversity Targets, which were adopted as the global targets at the tenth meeting of the Conference of the Parties (COP 10) to the Convention on Biological Diversity in 2010.

BIL's contribution to the restoration and conservation of forests—through seedling planting activities, the Brother eco point program, and Click for the Earth—was recognized as a cooperative project that is highly effective in terms of biodiversity conservation and sustainable use.

Key points of recognition

Cooperation of various entities	The activities are undertaken through cooperation between a business operator, NGOs, research institutes, etc.
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Importance of the efforts	Employee education, eco point donation, seedling planting activities, etc. have been implemented in different parts of the world. The efforts are highly effective in terms of biodiversity conservation and sustainable use
Effectiveness of publicizing the efforts	By publicizing the efforts, the scope of participants and collaborators, etc. in the project is expected to expand through similar efforts.

The Brother Group remains committed to promoting various environmental conservation projects in various parts of the world under the Brother Earth slogan.