



Community engagement report

2019-2020

brother
at your side

“We are a business that exists not only to deliver excellent service to our customers and maximum value to our stakeholders, but to make a real positive change in the wider world too.”

Phil Jones MBE, managing director, Brother UK



Committed to
sustainable development



Welcome

We compile this report every April, looking back at 12 months of outstanding contributions to the vitality and sustainability of our communities.

So, at the time of writing, we must also look forward to the new world into which we are all taking our first cautious steps.

While the mist is clearing a little right now and the future still uncertain, what we do know is that the impacts of the Covid-19 pandemic will be both systemic and existential.

It will bring systemic changes to the way our economies operate and to how our customers – who touch nearly every industry and public service – run their businesses and organisations.

We are already seeing existential changes to the way we run our lives as we have been forced to withdraw into our homes, shielding from harm. Society and businesses are all operating inside new conventions and although we hope that some of the old normal will return, many things will not.

At Brother UK, we have been mobilising our teams and resources to keep the economy moving and our communities – be they geographic, business or internal – moving too. For us, it is the complete moment for “At your side”, which is one of the philosophical pillars of our culture.

We put a spade into the ground of community engagement long ago meaning that we’ve been able to pivot quickly to offer support both in the midst of the crisis and also to think how we can assist as recovery begins.

And while lots in the world will change, our ongoing commitment to these communities will not. A year from now the type of stories you find in these pages might be very different, but the characters and the narrative will be the same.

Brother UK is not alone in its mission. Our organisation is part of a global group which is working together to make a huge collective impact to all the world’s communities. We will remain committed to supporting the realisation of the UN’s Sustainable Development Goals and are pleased to update on more tangible progress against these in this report.

We live in an age where social and economic value are no longer separate entities. The pandemic has placed a renewed focus on compassion and the collective good, and so this recent business megatrend will survive the crisis.

Procurement decisions add ever greater weighting to a supplier’s ability to generate social returns, so businesses that simply pay lip service could well find themselves shut out of new opportunities. We have created a great platform to compete here, built on a bedrock of global citizenship established over many years, I am very proud of that.

As we look forward to 2020-2021, we see a world that will need more support from business - more kindness, more energy and more collaboration. We’re ready to step forward.

‘At your side’,



A handwritten signature in white ink on a dark blue background. The signature is stylized and appears to read 'Phil Jones'.

Phil Jones MBE,
Managing director,
Brother UK

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We're ready to step forward.

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Global commitments, local action

Building a better future

We've been in business for over half a century and, in that time, we've constantly been evolving and improving to make sure our company always delivers the best possible outcomes for every one of our stakeholders. Whether that be our people, our supply chain partners, our customers, or the communities in which we operate.

That's why we align our business with Brother's own global vision for improvement and the United Nations Sustainable Development Goals. These provide the framework we use to set clear objectives for working responsibly here in the UK.

Brother's Global Vision for the 21st century (GV21) was originally adopted in 2003 and is now in its sixth three-year phase, CS B2021, which runs from 2019 to 2021.

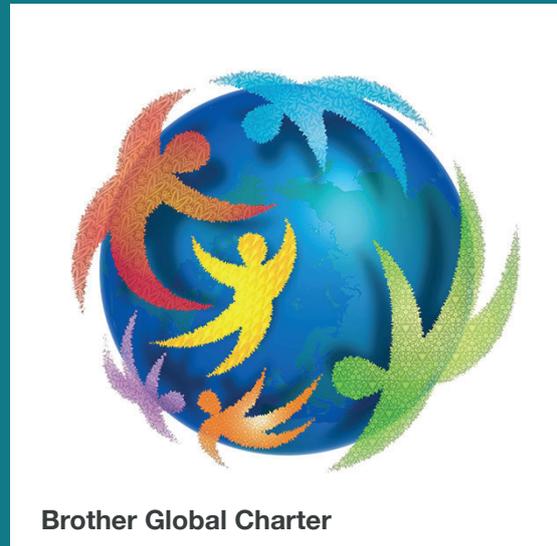
It sets out three overarching long-term goals for the business:

- to become a leading global company with high profitability
- to become a world-class manufacturer by developing outstanding proprietary technologies
- to embody our motto, "At your side", right across our business and beyond.

We cannot achieve these goals working in isolation. Our ability to grow and thrive as a company, and to achieve happiness and fulfilment for our people, depends on the success of a much bigger ecosystem that incorporates our customers, our supply chain partners, our local and global communities and the environment as a whole.

This holistic approach is set out in the Brother Global Charter, which defines six key stakeholders:

- customers
- our associates – everyone who works for the Brother Group
- business partners
- shareholders
- local community
- the environment.



Our culture

These big-picture goals can only be achieved as a cumulative result of all of our colleagues' decisions and behaviours every day, right across the business globally, and these are guided by our three Codes of Practice:

- trust and respect
- ethics and morality
- challenging spirit and speed.

These are our fundamental guiding principles, and the foundation of our culture.

Here in the UK, to enable our people to live and breathe this ethos, we have put in place a set of cultural building blocks, which guide everything our colleagues do day-to-day.

The building blocks cover the following areas, as listed on the right-hand side of the diagram below:



Brother UK cultural building blocks

Sustainability

We know that it is only by constantly adapting, improving and making a positive difference in everything we do that we can achieve the staying power it takes to keep thriving over many decades.

Attitude and execution

Adopting new ideas and taking on new challenges is essential to moving with the times, so we ask all of our colleagues to adopt this approach in their daily working lives.

Leadership

The expertise in our business does not reside solely in our senior management. Far from it. Our best ideas come from right across our organisation.

We believe it is essential for our leadership style to reflect this, so our mind-set is non-hierarchical. That means we celebrate initiative-taking and disruptive thinking in all of our people.

Culture

We are committed to continually upskilling our people through a well-structured development programme, so that everyone in the business is not just equipped to deliver great service to customers, but to maximise their achievements in all aspects of their lives.

At the same time, a compassionate approach – understanding the pressures our people face in their lives and lending our support wherever possible – is embedded into our culture.

Behaviours

We have three behaviours that encapsulate how we translate this culture into everything we do, every day.

These are: Personal Responsibility in Delivering Excellence (PRIDE), Together Everyone Achieves More (TEAM) and, perhaps most importantly, the Brother brand promise, “At your side”, which is the bedrock on which everything is built.

This report contains many examples of how we translate our principles globally and locally into real action, in every part of the business.

As you read it, we hope that you will see that we are a business that exists not only to deliver excellent service to our customers and maximum value to our stakeholders, but to make a real positive change in the wider world too.

The United Nations Sustainable Development Goals

To support all of our stakeholders in all that we do, we make sure that our objectives as a business line up with the 17 United Nations Sustainable Development Goals – an international blueprint to achieve a better and more sustainable future for all.

The following infographic outlines how each of these is embedded into the way we work and what we have achieved in each area to improve the lives of everyone our business touches.



We continue to support local charities and community groups which work with vulnerable individuals who present with multiple needs and/or are at risk within the community.



Our long-term commitment to local community groups, charities and events ensure we support those who require some of the most basic things in life.



We provide events offering health checks and lifestyle advice for colleagues. We also support mental health wellbeing and have a dedicated team of mental health first aiders.



We're dedicated to providing opportunities and experiences to the next generation and ensuring the sustainability of our future talent through our educational commitments.



We're recognised as an inclusive business, winning "Best Medium Business" for diversity and gender balance at the Northern Power Women Awards.



Partnering with charity Cool Earth, we've supported their incredible impact – delivering 68.5 billion litres of clean water each year through their projects.



100% of our electricity supply is from renewables, ensuring we have a much lower environmental impact as a business.



We are active on local council boards and continue to create and provide strong working opportunities to support better economic growth for our community.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Our award-winning products, solutions and services are designed to improve cost efficiency, security, productivity and workflow.

10 REDUCED INEQUALITIES



We're tackling inequality through succession planning, learning and development, and by creating opportunities for those from disadvantaged backgrounds.

11 SUSTAINABLE CITIES AND COMMUNITIES



We support our local Tameside community in four areas, enterprise, education, the elderly and the arts, mainly through asset-based community development.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



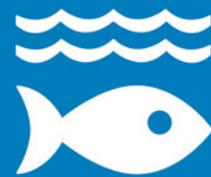
We are certified as zero waste to landfill and are the only North West business to meet the industry-leading Valpak responsible packaging standard.

13 CLIMATE ACTION



Through our long-term partnership with Cool Earth, we are helping to protect communities, halt deforestation of rainforests and tackle climate change.

14 LIFE BELOW WATER



We work regularly with the Tameside Greenspace team to help ensure our local water is clean, clear and free from damaging invasive species.

15 LIFE ON LAND



Our partnership with Tameside Greenspace team further serves to protect woodland and greenspace areas and wildlife.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS



To maintain a robust and ethical business we seek and ensure independent compliance with many ISO standards and other accreditations.

17 PARTNERSHIPS FOR THE GOALS



As laid out in our Responsible Business Programme, we work closely with our supply chain and other partners to promote these goals and share best practice.

Working responsibly

It's important to put the right principles in place and set ambitious goals, but the real challenge is making them a reality in the way we work.

This document is evidence of the many ways in which we are delivering on our promise to be a truly responsible business, by living out the commitments outlined in our cultural building blocks.

Our adaptability as a business is clear to see in the significant steps we've taken over the past 12 months to develop our products and services.

We are constantly evolving our solutions lineup based on feedback from our customers to ensure we meet the challenges they are facing. You can read how a string of hardware and software developments, including five new mobile devices – three scanners and two printers - as well as four new software services, has helped ensure this is the case over the past year.

This commitment to continuous improvement also applies in our approach to reducing our impact on the environment, right across the supply chain.

From sourcing raw materials to recycling and re-using them at the end of their life, and everything in between, we put a great deal of thought and investment into making the process as efficient and low on waste as possible. You can read the detail in the environment section.

Elsewhere, our kinetic approach and growth mind-set are evident when you look at the work we have been doing with our reseller partners. Our Business Transformation initiative is a great example of this. We have built a suite of content to help our reseller partners engage their customers and support them in their digital transformation goals, demonstrating our commitment to being much more than a solutions manufacturer, but rather a partner in positive change.

And, when it comes to demonstrating our non-hierarchical approach to management, this is clear to see in the experiences of our apprentices, who have been working alongside colleagues at all levels of the business to bring fresh thinking to the way we approach customer challenges.

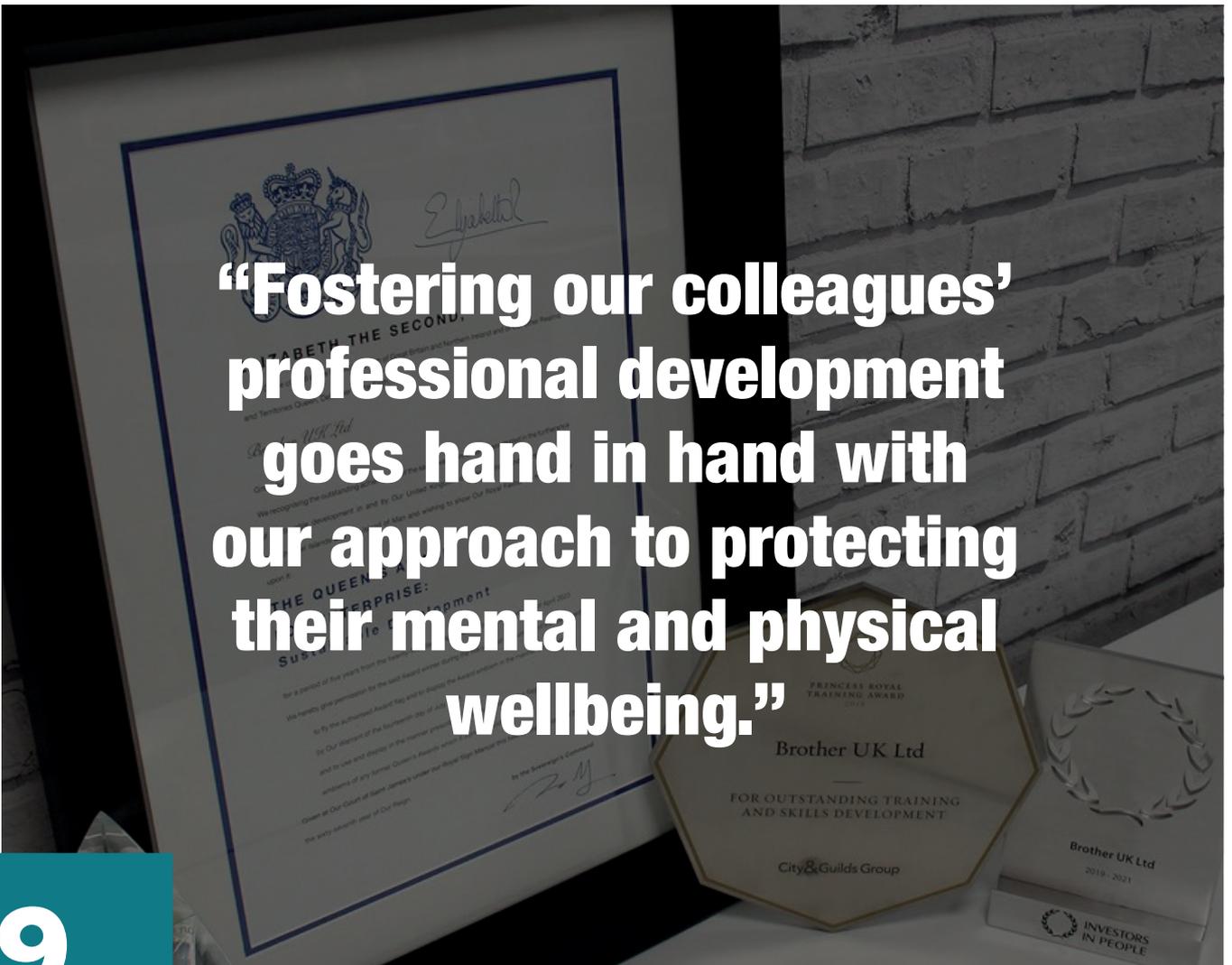




There are also many examples in this report of our commitment to continually developing all our people. One specific example is our internal training initiative, which builds on our award-winning learning and development programme by formalising the sharing of skills and experiences between colleagues across the business. You can find out how this is helping our colleagues develop their careers in our people section.

Fostering our colleagues' professional development goes hand in hand with our approach to protecting their mental and physical wellbeing. That's why we've invested in making mental health support always available, and also offer regular sessions promoting wellbeing in a wide variety of areas from personal finance to physical fitness.

Together, these examples – and the many more you'll find in the pages of this report – show all of the ways in which our colleagues work to make a positive difference every day. From our customers and business partners to our people and the wider community and the environment as a whole, we are truly 'At your side'.



“Fostering our colleagues’ professional development goes hand in hand with our approach to protecting their mental and physical wellbeing.”

Our people

The highlights

£74,615

invested in employee training

20

internal promotions
this year

12,028

hours dedicated to learning
and development

1,047

hours of digital training
in line with our digital
transformation strategy

3,334

training courses delivered

81%

of all colleagues achieved
or overachieved on
their current role
development targets

Nurturing the lifeblood of our business

It is thanks to their unfaltering hard work and the dedication of our people that we have achieved so much as a business and can continue to provide the best service, support and solutions to our many local and global communities.

As a result, we are deeply committed to taking care of every one of our Brother colleagues. This means supporting everyone in all aspects of their lives, whether that's developing their skills and careers through our dedicated Brother training programme or boosting health by taking part in our wellbeing events. And we're never prouder than when we're celebrating each milestone achievement together.

Careers, not just jobs

Nurturing people and helping them to grow both professionally and personally is at the heart of our approach to ensuring every one of our colleagues flourishes.

Having developed our learning and development programme over many years, we believe it's one of the best.

The training we provide is tailored according to each colleague's role and centres on developing the skills that will help them achieve their own goals and ambitions. This covers a host of areas, including leadership development, sales training and digital skills development, alongside "softer" social and personal effectiveness skills. Because learning and development is an integral aspect of each of our colleagues' roles, we have gone to great lengths to ensure the process is as easy-to-access and transparent as possible.

At the core of enabling this is our own dedicated digital learning and development platform, the Employee Engagement Toolkit. Developed using our collective experience and expertise, it sets out every employee's objectives and ensures all of the information and resources they need to continue their development are available in one user-friendly location, ready to access wherever they might be working.

Learning from experience

This year we have enhanced our learning programme by drawing more from the deep pool of skills and knowledge held across the business. To do this, we have created a cohort of employees who have become subject matter experts in their own areas.

These colleagues share best practice with others in the business in a wide range of ways, including group sessions, coaching, mentoring and one-to-one training, all of which counts towards development targets for the learners.

Our internal trainers are perfectly placed to teach and inspire colleagues across the business, given their familiarity with our culture and often the specific challenges teams face. The programme has already been a great success, with more than 30 sessions taking place so far.



Certified leaders

We are immensely proud of our Investors in People Platinum status, something that is attained by less than 1% of the UK firms with IIP accreditation.

It was awarded following an extensive external assessment of all parts of the business, looking at the way in which we manage, develop and care for our people. Our status is a clear sign that we occupy a leading position – not just in our industry but across UK business as a whole – when it comes to our commitment to our people.

Further evidence for the long-term approach we take to fostering careers is the two Queen's Awards for Sustainable Development we have been awarded. Proof positive that we believe in careers, not just jobs.

We recognise the importance of continued improvement and wherever possible take all opportunities to invest in staying up to date with the latest versions of all expected business frameworks, guidance and regulations, including retaining our certification to the ISO 9001, ISO 14001 and ISO 45001 standards. These certifications verify that we consistently deliver quality products and services to our customers, take account of any health and safety implications along with monitoring and minimising our environmental impact, where possible.

Our ongoing commitment to the health and safety of our employees and external stakeholders has also been recognised by CHAS and Safe Contractor certifications.

We're committed to doing everything we can to nurture and develop our people and help them thrive, professionally and personally.



Happy and healthy



ISS team day



Marketing team day

We understand that a happy working life is one of the biggest contributors to good mental health. If anybody needs help with their mental health, we have worked hard to make sure support is there and that they know how to access it. All of our colleagues can take part in annual mental health sessions, provided by local organisation Pennine Health Services, and these are backed up by year-round availability of internal and external support, which is clearly signposted to our people in a range of ways across the business.

We also provide support for colleagues' financial and physical wellbeing in the form of free sessions with financial experts from a local firm as well as a regular roster of events including First-Aid training, team-building days, yoga, healthy active sessions, occupational healthcare and physiotherapy visits.

Colleague stories



My story: **Matthew Jones, head of end user sales**

Over the past 12 years at Brother, Matthew has embraced all the experiences that have come his way with open arms and progressed in his career from promising salesperson to highly valued team leader, heading up our end user sales team.

This approach has given him the opportunity to gain experience of working with many of our reseller and end user customers, as well as colleagues from across Brother.

During Matt's time at Brother his learning and development journey has been just as fast paced and diverse, encompassing studying German and Japanese for business right through to leadership training. Currently we are supporting Matt in obtaining an MSc in Organistational and Business Psychology.

With such a deep history behind him, it's easy to see why Matthew is so passionate about his role and how his aims for the future can play a significant part shaping both his team and the wider culture at Brother.

Reflecting on his time with Brother so far and plans ahead, Matthew shared: "I joined Brother from a media-sales role, starting as a regional account manager, looking after a base of about 500 reseller customers across the north of England and Scotland.

"After five years, I was appointed as a senior corporate client manager, which was when my role became focused on working with end users and helping them solve their specific challenges.

"These experiences taught me that our 'At your side' ethos isn't just a throw-away line, it's something that has real traction with our customers. Anyone that has worked with the team, and experienced the passion we put into helping end users solve problems, always wants to have our support the next time.

"That's why our people are our greatest asset as a business, and my career is testament to the investment that Brother makes in developing colleagues to be the best they can be.

"Right the way through, I've been invested in, believed in, trusted and given autonomy. I've been allowed to make my own mistakes and do things my own way, but my colleagues are always there to support me.

"Going forward, I'm excited about helping to shape the cultural architecture of the business, and ensuring we have the right people in the right places to take on the challenges of the future."

Colleague stories



PRINCESS ROYAL
TRAINING AWARD
2018

My story:

Kate Ashworth, legal and compliance manager

Stepping into the Brother UK HQ for the first time over five years ago, it was hard for Kate to imagine just where her journey with us would take her. Back then, Kate had just completed her second year as a law student at The University of Manchester and was looking to boost her CV with some valuable work experience before embarking on her final year of studies.

Fast forward five years and those first steps have put Kate on a successful career path that has seen her accelerate quickly from law student to legal and compliance manager.

Kate's growth at Brother has been set against a backdrop of deep relationship building, sharing of experience and hard work. Here she shares her story so far:

"I continued to stay in contact with Brother regularly following my first summer placement, and I'd just finished my law degree when I was asked to join the company. At that time the head of legal was coming up for retirement, so it was not just an amazing opportunity, but an enormous one.

"While I joined initially as a corporate planning assistant primarily to introduce systems and processes to manage our ISO accreditations, we also worked quickly to put a succession plan in place.

"My development was a hugely collaborative process. I attended external training courses to help me apply the knowledge from my degree in the business world, but ultimately it was the close relationships I built within the business that proved invaluable.

"I was mentored closely by the head of legal, who was able to share her vast experience and knowledge of Brother and bit by bit, I took on more and more of her responsibilities. The support I received and working together towards a clear plan meant the handover was never overwhelming.

"Since then I've rapidly developed my role and am now responsible for all commercial, legal and contractual issues in the business, as well as ISO accreditations. I get to interact with every area of Brother, which means there's lots of variety and lots of new opportunities to learn. Every day is a fresh experience.

"Looking to the future I'd like to develop my responsibilities even further, leading my own team and working on more projects within the wider group. I'm confident that with the continued encouragement and support of senior management, I'll be able to achieve this."

Our local community

The highlights

1,578

hours dedicated by colleagues

106

community projects supported this year

59%

direct engagement with education programmes in our local community

4,852

individuals and students in Greater Manchester positively impacted by our projects

383

individual volunteering opportunities delivered

At our community's side

We're based in Audenshaw in Tameside, east Manchester. We believe that it's incredibly important to play our part in the success and future direction of our local community.

To do this effectively, and to maximise the real positive impact we have on people who live in Tameside, we've formed alliances with a wide range of local schools, charities and community groups.

Our commitment grows stronger every year and the past 12 months have been filled with fantastic achievements for the organisation and our neighbours.

A positive message



Digital Her

In March we hosted an Industry Networking Event at Audenshaw School to inform year seven and eight students about the world of work. A wide range of local business professionals shared their stories of how they got started and became successful in their various careers to inspire the students to think about their futures.

Colleagues also supported the #TamesideLovesReading project, working with students in local primary schools to enhance their reading skills and build their confidence.

The programme visited venues across the borough of Tameside and ended in a big celebration event to congratulate all the students on their progress.

Digital Her was a new event for 2019, with the aim of empowering girls to engage with STEM-related subjects at GCSE and A-Level and inspiring a future career in digital and technology. We helped sponsor the Digital Her Inspire and Empower Roadshow and some of our colleagues attended as role models, touring schools to spread this positive message.

Inspiring young people



Tameside HACK

In February we again sponsored Tameside HACK, the annual event organised by Tameside Metropolitan Borough Council to engage students from local schools and colleges with technology companies. Having supported the HACK since the very first event, each year we set a technology challenge for the students, who this time were tasked with creating solutions to keep the public safe. The winning team came from West Hill High School, who created an ingenious app that alerts users to the presence of and different types of allergens in products by scanning a QR code.

Another annual event in our calendar is Hallé Impresarios, a day-long maths and business studies challenge for pupils in Year 7 through to students studying for their GCSEs. With guidance from Brother mentors, teams of students from Denton Community College and Audenshaw School applied a range of skills, including finance and marketing, to put on their own concert at The Bridgewater Hall in Manchester with the Hallé orchestra. We are proud to have supported the orchestra for more than 30 years, and ultimately this fantastic programme is all about getting students working together, communicating and boosting their confidence.



Hallé Impresarios



Tameside HACK

At the side of charity



The Midnight Wander

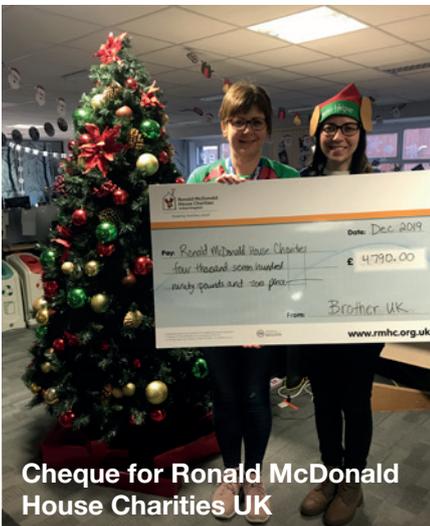
Alongside all the initiatives we engage with to empower people in our local area, our colleagues make great efforts to support good causes, donating their time and money throughout the year.

This was recognised by Greater Manchester Chamber of Commerce earlier this year when the organisation awarded us a silver Social Value Accreditation.

2019 saw some fantastic team and individual efforts, with colleagues participating in events that are dear to their hearts and which we continue to support. These included the Media City 5k Run for Cancer Research UK and the Midnight Wander, a 10K night-time trek in aid of local hospice Willow Wood.

We invited family, friends, children and even pets along for a 13km sponsored walk around Dovestone Reservoir, raising money in memory of our colleague Cath Eddleston's daughter, Erin, who sadly lost her life to leukaemia in 2014. The proceeds were handed to Ronald McDonald House Charities UK, which provides free accommodation and support for families with seriously ill children in hospital. Our annual Christmas charity day raised more than £5,000 for the same great cause.

And once again we supported the Tameside 4 Good Christmas Toy Appeal, donating and delivering gifts to children living in poverty.



Cheque for Ronald McDonald House Charities UK



Walk around Dovestone



Tameside 4 Good Christmas Toy Appeal



Helping young people develop their skills is one of our greatest passions.

Helping young people develop their skills is one of our greatest passions, and during 2019 we welcomed ten work experience students to our headquarters to work in departments from digital marketing to technical support.

During National Apprenticeship Week, we went all out to promote the many benefits of apprenticeships to both employees and employers, engaging both young people and the business community.

Our own apprentice colleagues shared their inspirational stories on social media and visited four local schools to discuss their experiences with pupils. The sessions attended by the apprentices covered topics such as how to access apprenticeships, and what employers look for in potential apprenticeship candidates. The visits were also part of our Big Brother Mentoring programme, which contributes to the personal development of youngsters aged between 14 and 16, giving them practical skills to make them more employable in the long term.

Colleagues attended events held by Enterprise Advisor Network, the national network connecting schools and colleges with employers and apprenticeship ambassadors. The network aims to engage businesses and encourage them to commit to apprenticeships.

A showcase network event saw our sustainable development coordinator, Gemmer Crozier, one of the longest-serving ambassadors, give a passionate insight into her apprenticeship journey and how the programme helped her career develop to an audience including the Mayor of Greater Manchester, Andy Burnham.

A helping hand

GMCA **GREATER
MANCHESTER
COMBINED
AUTHORITY**

During 2019, we also ran three employability programmes in association with Greater Manchester Fire Rescue Service and The Prince's Trust. All participants were local people aged 18 to 25 who had struggled to gain employment, and they were invited to workshops to help build their soft skills such as teamwork and communication; boosting their chances of getting a job.

As part of ongoing support of The Greater Manchester Combined Authority Digital Strategy, which aims to help businesses and individuals make the most of the opportunities that digital technologies create, we launched our own digital skills learning strategy. For our colleagues, that means equipping them with the knowledge, skills and versatility they need to have successful careers and play a valued role in our business, no matter what team they work in or how long they've been with us. Over the last year we have provided 1,047 hours of digital learning and in January we launched a survey for our colleagues to voice what matters most to them to shape the future of our training and make sure it's proving valuable, quickly.

Working together



Grafton House



Global Grooves at Manchester Children's Hospital

We've been busy helping to improve public spaces in the local area, carrying out maintenance jobs, litter picking, pruning and planting trees and shrubs, serving Christmas lunches to the elderly at The Grafton Centre and Victoria Park Community Centre and helping put on fun events at Manchester Children's Hospital.

It's hard to fit all our activities into this report, but we hope this gives you an insight into our commitment to our local community.

We are part of the community in Tameside. We benefit immensely from the local amenities and skills the area boasts, so giving something back isn't just about ticking boxes for Brother – we owe it to the people around us.

It's a responsibility that we all feel very deeply, and we're determined to keep on having a positive impact on the communities and causes that are not just close to our front door, but also close to our hearts.

Our customers and partners

The highlights

3,174

partners

3,346,139

products despatched with 99.98%
picking accuracy

97,590

customer support enquiries

95%

of enquiries resolved
by phone

5%

resolved by service
engineer visits

At our customers' side

From the largest corporation to the smallest micro-business, from hobbyists to hospitals, we work hard and invest substantial sums to develop the products and services they need to work as efficiently as possible.

That's how we've earned an enviable reputation for quality and it's why our customers keep coming back to us.

2019 was another year of innovation and exceptional new products and supplies.

Efficient solutions

One particularly significant launch was the expansion of our Software Solutions range, which channel partners can sell alongside hardware and systems.

The four new services for printers and scanners are designed to help users make efficiency savings and capture productivity gains by simplifying common tasks.

The new services included Order Supplies, which allows users to order ink cartridges and toners directly from the menu of a Brother device, streamlining the supplies procurement process and saving time.

Barcode Print+ gives users the ability to print barcodes within documents without the need for a specialist barcode printer and was developed with companies that use barcodes for document management.

Remote Panel allows IT departments to remotely diagnose and resolve issues with printers and scanners, so colleagues don't have to wait for an engineer to turn up and fix the problem.

And Request Help enables device users to flag technical issues immediately, simply by pressing 'Request Help' on their printer or scanner control panel, which automatically emails a full diagnostic report to their company's IT department.

This is just the beginning for Brother Software Solutions, and we look forward to launching more productivity-boosting services during 2020 and beyond.



Meeting demand



On the hardware side, we strengthened our document scanning range with the launch of three new mobile devices aimed at the growing personal market.

The DS mobile range was created for those in small and home offices and enables users to reduce their paper use by easily capturing, editing and sharing documents digitally while on the move.

The versatile scanners integrate with the Brother iPrint&Scan app, which allows users to scan directly to their smartphone and other mobile devices.

And they can scan documents in a wide range of sizes and materials, from A4 paper to receipts and plastic ID cards, safely creating a long-lasting digital record.

We also launched a new line of rugged mobile printers after seeing demand for the devices grow significantly in recent years.

The compact RJ-4230B and RJ-4250WB models are designed for field workers, transport and delivery operatives, ticketing assistants, retailers and warehouse workers, enabling them to produce documentation up to four inches wide, wherever they are.

The new devices feature improved durability and connectivity options alongside upgraded memory and longer-lasting battery life than previous models.

These printers also have a durable rubber housing, drop test protection of up to 2.1 meters and are water and dust resistant.

MDS3

Partnering for success

Our reseller and supplier partners are at the heart of our business and supporting their excellent work is key to our ongoing success.

We work hard to give them all the resources they need to grow their business, from marketing assets to comprehensive technical resources, building lasting relationships and driving our mutual prosperity.

That support has delivered excellent results in the past year.

Office Friendly, the award-winning co-operative buying group, voted Brother UK Vendor of the Year, demonstrating how we continue to work as a team to ensure excellent service and support is delivered.

Here, we share some more highlights from the past year that have helped our channel partners deliver an improved service to their customers.

Supporting end users' ambitions



Research shows that businesses are planning to increase their managed print solutions (MPS) spend, which is a welcome opportunity for resellers. However, in a mature market, providers need to be able to differentiate and distinguish their offer from rivals.

That means engaging effectively with customers and tapping into their ambition for digital transformation, cost efficiency, regulatory compliance, reliability, security and sustainability.

Providers that can do that will undoubtedly be better positioned to help organisations achieve their objectives.

We launched our Business Transformation initiative with a dedicated content section on our website, designed as a useful resource for end users with specific business challenges.

It includes sections tackling cost efficiency, productivity, reliability, sustainability, security and workflow, all linked to the relevant solutions we offer.

Aimed at IT leaders and decision makers across all sectors, the content enables us and our partners to initiate conversations with potential customers, showcasing the relevance of our solutions to the challenges they face.

The launch was supported by social media activity, on-site signposting, an email campaign and referrals from our existing content partnerships with major media platforms, including The Telegraph, to raise awareness as widely as possible.

Listening and learning



Engineers visit from Japan



Developing market-leading, reputation enhancing products is, and always has been, in our DNA and we work closely with resellers and end users to make sure we are providing them with the equipment their customers need to operate as effectively as possible.

We attended The Anti-Counterfeiting Group Roadshow in London to meet with customs officers, National Trading Standards officers, Border Force and representatives from HMRC as part of a collaborative industry-wide working group on ink cartridge and toner supplies. With the safety of end users our ultimate goal, we're continuing to work together to prevent counterfeit supplies entering the market and raise awareness of the importance of using genuine ink cartridges and toners.

During 2019, we also hosted a team of five Brother engineers from Japan. Over six days, the team travelled 1,300 miles across the UK, visiting engineers in electrical and network infrastructure businesses to get their feedback on the Brother electrical labelling printers which they use in their everyday work.

These valuable insights will be used to inform our product development and will be incorporated into the next generation of label printers and tapes, ensuring they have all the functionality that end users need.

It's important to us that we continue to stay at the forefront of our end users' fast-changing markets, particularly when it comes to legislation and regulation updates. An interesting example of this is in the hospitality sector, which has seen the recent announcement of a new allergens regulation, The Food Information (Amendment)(England) Regulations 2019, commonly known as Natasha's Law.

Coming into force in England on the 1st October 2021, it will significantly change the way pre-packed for direct sale (PPDS) products need to be labelled, and it's essential that we react as an industry to provide these necessary solutions to food retailers. To fully understand the landscape and help arm our reseller partners with useful information, we have commissioned independent research and are developing a number of materials to provide guidance.

New ISO third party solutions process

As a solutions-led business, we often collaborate with third-party solutions for resale in order to fulfil our customers' needs. In response, we have created a new ISO Third Party Solutions Process to make sure that all of these solutions are of the same high quality as our own.



Strengthening our product portfolio

The new models strengthen our portfolio of mobile print solutions, which now includes 18 models, broadening the number of applications and potential customers.

With the European market for mobile printers expected to grow to €450 million by 2021, they represent a significant investment in providing the solutions that end users require.

And the latest addition to Brother's range are two new TD-4T thermal transfer printers, designed to help resellers tap into the growing thermal transfer supplies market.

The printers can create archival quality labels to withstand temperature extremes, ultraviolet exposure, chemicals and sterilisation, helping businesses streamline their processes and workflows even in the most demanding environments.

They come with our BarTender software, which enables businesses to improve safety, security, efficiency and compliance by automating the printing of labels, barcodes, ID tags and plastic cards.



TD-4T



Investing in innovation

Brother is investing significantly in developing print and scan solutions that meet the needs of customers across an expanding range of sectors, from healthcare to hospitality.

Our products are making a real difference for a diverse range of end users, from Subway restaurants to North Devon Hospital and from housing association Together Housing to silicon chip manufacturer EuroTech.

They are being used to simplify processes, boost efficiency, ensure safety and reduce costs in a huge variety of ways.

You can read more about the transformative impact of Brother technology on our website.



TD-2120N label printer

Helping power British cycling

At the side of British cycling

2019 marked our ninth year of supporting elite British road cycling. Our consistent commitment continued to help the sport's grassroots to flourish.

It might seem odd to reflect on a sports sponsorship agreement in our Community Engagement Report. But our extensive support goes far beyond the agreements that promote our name and logo.

In fact, Brother UK's investment in elite British road cycling is another moment that embodies our "At your side" philosophy.

We're helping provide a platform for talented teams and riders to be the best they can be in a sport that does not have the same business model as many others. This sport is contested on public roads with no cost for people to view it, meaning their revenue stream is mostly from commercial sponsorship.

Our work has a four-raise focus: raise the profile of the sport, raise professional standards, raise the overall level of commercial sponsorship and raise the levels of sustainability.



Rebecca Richardson: Hill Star

A major deal

British road cycling is a gateway for riders to push-on to the global stage, making it an important talent pool for the UK's world leading teams to draw from.

But riders at the domestic level are not highly paid athletes. Most juggle their gruelling training and race schedules with being in education, working full time or running their own businesses.

They're doing it for the love of the sport, for the joy of competing and for the opportunity to achieve their potential. This is why increasing the amount of money put into the sport is so important.

We'd helped Brother UK-Tifosi to become one of the most dominant domestic women's teams in recent times, with them winning both the HSBC National Series and OVO Energy Tour Series in 2019.

This success saw them catch the eye of a major new sponsor and so in 2020 they became team CAMS-Tifosi.

For us, standing aside to help facilitate one of the largest recent investments into British women's cycling was a proud moment.

We have taken the opportunity to pivot back towards supporting fresh talent with Brother UK Team OnForm development squads for junior men and women, alongside senior men's and women's UK teams - Team OnForm and Brother UK - LDN.

“Being at the side of cycling means honouring our commitment when it’s needed most, not just for when the cameras are rolling.”

Team Brother UK - LDN

Bringing best practice

Brother UK’s managing director, Phil Jones MBE, continues to lend his time as a personal mentor to each of the teams we support.

These one-to-one, behind the scenes catch-ups are an opportunity for team managers to share their experiences and access insights around the creation of high performing teams and achieving personal excellence, with Phil able to draw from the deep well of experience from Brother’s own culture.

One of our goals is to help the businesses we work with to be more successful, more quickly and our cycling teams are no exception.

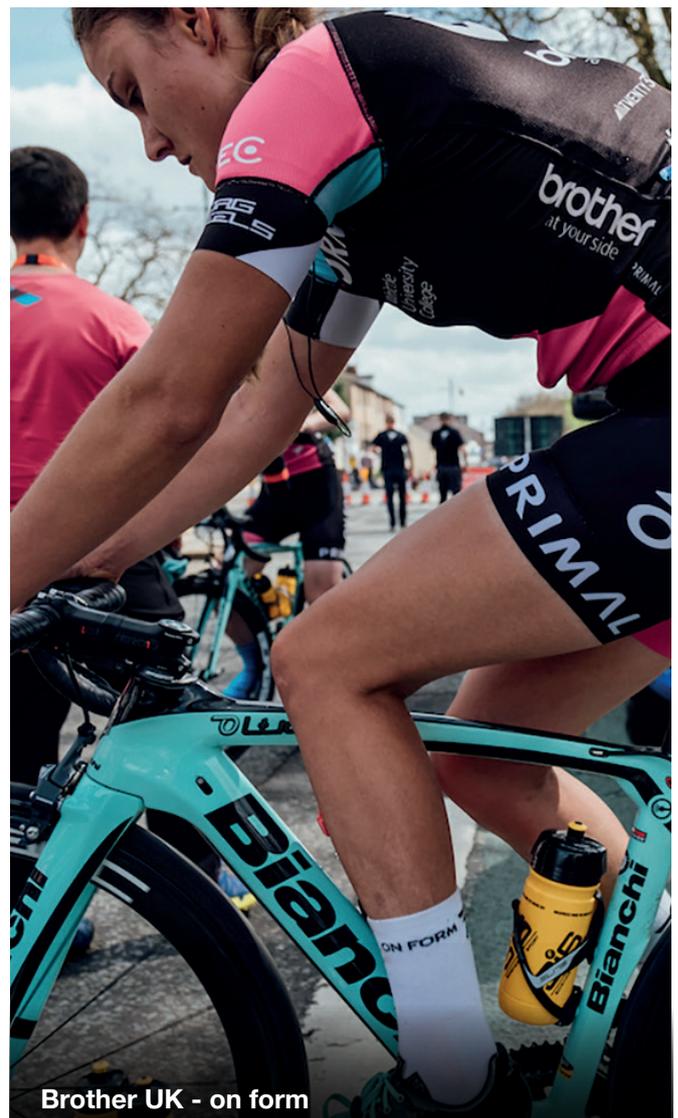
A year of outstanding achievements

It wasn’t just double champions Brother UK-Tifosi that scaled great heights last year. Our other women’s team of 2019 – Brother UK-Fusion RT – came second in the HSBC road series, securing the top two spots on the podium for our women’s teams.

We also witnessed another year of great individual achievements with British road cycling once again proving itself to be the ideal platform to showcase future international talent. Anna Henderson graduated from Brother’s Team OnForm to join a UCI Women’s World Team – Team Sunweb - in 2020 and we’re excited about what she’ll achieve on the global stage.

And two Brother-funded neutral support vehicles will be on the road for the ninth consecutive year in 2020 when racing restarts. A strong visual reminder of our “At your side” ethos, there when you need us.

Follow us at [@brothercycling](https://twitter.com/brothercycling)



Brother UK - on form

Testing times



Vitus pro cycling powered by Brother UK

As the year this report covers drew to a close in March, the sport was thrown into turmoil by the suspension of races because of the coronavirus pandemic.

The potentially damaging impacts caused by pausing the seasons of richer professional sports like football has been well documented, but for the sport of British elite road cycling, the effects could be devastating without support.

We have sent a clear message to the sport and our teams that our backing – financial, time and guidance – will continue during the suspension of the racing season.

Being at the side of cycling means honouring our commitment when it's needed most, not just for when the cameras are rolling.



Crimson performance



Neutral services vehicles

The environment

The highlights

159,214

toner cartridges returned for recycling which saved 3.63 tonnes of CO₂ which is a 10% increase on the previous year

Achieved

Zero

waste to landfill across Brother UK's operations

56%

reduction in CO₂ emissions to refurbish a cartridge versus making a new one

Reducing our impact, right across the supply chain

Our true environmental impact as a business in the UK is determined not only by the performance of our own operation, but by the overall effect of our whole supply chain, taking into account the products we make and sell as a business, and how our customers use them.

As a global group, we are continually reducing our environmental impact under the Brother Group

Environmental Policy, which spans the whole life cycle of our products and aligns with the United Nations Sustainable Development Goals (SDGs).

This runs from the raw materials that make our products and the way they are designed, through logistics and supporting our customers' and suppliers' green goals, right the way to our recycling and re-use commitments.

Responsible sourcing

When it comes to the raw materials that go into our products, we are committed to maintaining compliance with globally recognised best practice standards and preventing pollution in every country in which we operate.

All our processes are certified to ISO 14001, a global standard verifying that excellent environmental management and transparency is in place at every stage of our production process.

Designed for sustainability

Product design plays an increasingly critical role in our approach to reducing our environmental impact. It is considered in great detail to deliver improved energy conservation performance, reduced use of hazardous or harmful chemical substances, increased durability and reliability and ease of recycling with every new generation product.

The enduring effects of these innovations can be significant. The design evolution of our toners in recent years has played a huge part in the proportion of used supplies that we are now able to refurbish and re-use. Last year alone we saw 159,214 toner cartridges returned to us for recycling.

Ensuring responsible business

1

We have worked to environmental certification framework ISO 14001 since 1999

2

We work to the certified ISO 45001 standard to maintain all our Health & Safety requirements

3

We have compliance in place to ensure economic, ecological and social responsibility throughout our supply chains

4

We are committed to our Environmental Vision 2050 policy, which recognises issues facing society, such as climate change, environmental pollution and destruction of the eco systems



Our Ruabon site

Helping customers deliver sustainability

Just like us, we recognise that many of our customers have their own sustainability goals. Alongside our product offerings, our managed print services (MPS) are an important way we're helping our customers to reduce the environmental impact of their print fleet. Our MPS offering helps our customers to understand and monitor their printer usage so that it can be made as efficient as possible. This includes reducing the unnecessary consumption of paper, toner, ink and energy.

We frequently carry out fleet audits for customers to ensure their hardware is fit-for-purpose and correctly deployed, and we also produce regular reports and on-demand data access to our larger MPS customers to give them maximum visibility on their printer usage. In this way, we are helping to cut wasted energy and materials from thousands of working environments across the UK every day.

Cradle to grave

We've put just as much thought into our products' end-of-life as we have into how they are produced and function, to ensure as much of the material as possible is reused or recycled.

Our cutting-edge recycling facility in Ruabon, North Wales takes thousands of used toner and inkjet cartridges and re-uses or recycles their constituent materials and components. We have been refining our processes since 2004, so now up to 87% of returned cartridges, by weight, are reused or recycled.

Each time we refurbish a print cartridge in Wales, or our sister recycling site in Slovakia, it produces less than half as much CO₂ than it takes to make a new one.

With that in mind, we've done everything in our power to make it as easy as possible for our customers to send us their used supplies for processing – full details of this process are available on page 35.

Zero waste to landfill

We are proud that towards the end of 2019 we achieved our target of being 100% zero waste to landfill across our UK operation. This achievement has allowed us to pass on the guarantee to our customers that the Brother toners they send us for recycling will result in absolutely zero waste.

At the same time, we have stepped up our CO2 reporting to customers that recycle with us, so that the information can be fed into their own sustainability data – something that is becoming increasingly important as sustainability plays more of a role in buying decisions across the board. In fact, research shows that four in every five (83%)* consumers believe it's important or extremely important for companies to design products that are meant to be reused or recycled.

Taken as a whole, these initiatives are driving continuous improvement in environmental performance not only across our own business, but those of our customers and suppliers too.

*Source: Accenture, April 2019



The 5 R's

Refuse

Avoid purchase of environmentally burdensome materials whenever possible

Reduce

Reduce waste material

Reuse

Reuse waste material without processing

Reform

Reuse materials in a different form

Recycle

Reuse materials as resources



The circular economy



How can you recycle your empty toner cartridge with Brother?

Small efforts can have a big impact (up to 4 toners)

Customers can use the label supplied in their cartridge box, or print out the free returns label from our website. They can then post the empty toner cartridge to Ruabon.



4

1. Print out the label from www.recycling.brother.eu or use the label provided in the box
2. Carefully pack the empty toner back in the packaging of the new toner
3. Stick the label on the box
4. Drop off at the Post Office

Making recycling easy for medium volume customers (up to 12 toners)

Customers can use the environmentally friendly bulk recycling service by logging on to our website and ordering a Brother recycling box to fit either 4 or 12 cartridges.

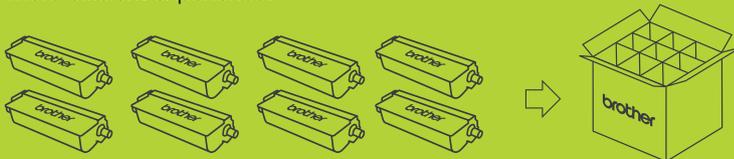


4+

1. Visit www.recycling.brother.eu to order a recycling box
2. Brother will send a recycling box with a free postal label attached
3. Carefully pack the toners in the box
4. Drop off at the Post Office

Making recycling easy for large volume customers (more than 12 toners)

Customers order a large recycling box to store at their office; when it's full, Brother Industries UK will arrange for the box to be collected. This brand-new service for high volume customers enables Brother to support a wider range of customers with a more efficient experience.



12+

1. An easy and efficient service for high volume recyclers. To order a collection box the customer registers their details for the service at www.brother.eu/collection
2. Brother will send a recycling box to store at their office
3. When full, contact us again via the above link, and we will pick them up

All these services are free. Options 1 and 2: All the customer has to do is take the toner box or Brother recycling box to the Post Office, where it will be sent to be recycled.

www.brother.eu/collection

This report focuses on the corporate responsibility activities at Brother UK Ltd between 1st April 2019 and 31st March 2020.

This is Brother UK's 11th annual Community Engagement Report which focuses on the activities between 1st April 2019 and 31st March 2020. The purpose of the report is to provide our customers and other stakeholders with an update on our social and environmental activities, progress, performance and goals. We have not sought external assurance.

We welcome any feedback at CSR@brother-uk.com

Further information can be found at www.brother.co.uk/sustainability or by calling our Manchester office on **0161 330 6531**.

Information about the global Brother Group can be found at www.brother.com

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