

Brother's history with Cool Earth

Brother's free ink and toner printer cartridge recycling project has helped provide vital funds for Cool Earth for over a decade.

In recycling over 12 million cartridges, Brother has captured 2,000 acres worth of Earth-cooling carbon to date, protected over 27 million trees and supported seven communities in Peru and Papua New Guinea.



2009

Brother International Europe Partners with Cool Earth, backing the newly established Asháninka Partnership.



2010

Emergency relief is provided for flood victims.

2011

Investment given for a clean water supply in Cutivireni village.



2014

Radio communication provided for Tivoreni and Taroveni.

2013

A school is built in Taroveni village.



2012

Three villages build medical outposts, cutting the time it takes to access life-saving treatment.



2015

Brother becomes the lead funder to Cool Earth's new partnership in Papua New Guinea.



2016

Brother reach a total of 3.5 million endangered rainforest trees protected and fund a new classroom for 174 children in Gadaisu, Papua New Guinea.



2017

Equipment, material and training provided for the women's sewing cooperative and agriculture projects rolled out.

Sustainable agriculture projects are rolled out using techniques piloted in our Peruvian partnerships.



2020

Brother and Brother Earth support Cool Earth into 2022 and beyond with the extension of their support for Peru and Papua New Guinea.



2019

Brother & Cool Earth celebrate ten years of working together.



2018

Through its partnership with Cool Earth, Brother is working towards the most urgent of the UN's Sustainable Development Goals.

2021

Support granted to seven communities in the rainforests of Papua New Guinea and the Peruvian Amazon that are custodians of over 70,000 hectares of rainforest, over 27,000,000 trees and over 37 million tonnes of carbon stores.