

Brother Goes Green: Eco-Friendly Initiatives Making a Global Impact



Brother is a company on a mission. Not just a mission to provide high-quality printers and technology solutions, but a mission to do so with a sustainable future in mind. Their Green Project program is a shining example of this commitment, offering a comprehensive range of initiatives designed to minimize their environmental impact at every stage of operation, from product development to responsible end-of-life management.

A Greener Vision for All

The Green Project is more than just a recycling program. It's a multifaceted approach that tackles environmental concerns head-on. Brother is actively supporting the United Nation's Sustainable Development Goals (SDGs) 12 (Responsible Consumption and Production) and 13 (Climate Action) through this program.



Originally launched in 2007, the Green Project partnered with corporate clients to collect and responsibly recycle used printer cartridges. Now, Brother is taking this initiative a step further by expanding the program to include individual consumers. This expansion, in partnership with Octagon Computer Superstore, marks the first phase of their commitment to making sustainable practices accessible to a wider audience. By aligning with the Extended Producer Responsibility (EPR) law, Brother Philippines strengthens its dedication to environmental responsibility and fosters a culture of responsible waste management.



Collecting, Educating, and Empowering

The Green Project's current focus is twofold: collecting empty ink bottles and promoting responsible recycling habits among its customers. Through awareness campaigns and accessible collection points, Brother aims to empower individuals to participate in creating a more sustainable future.

Check out the list of stores with Green Project Boxes:

- Octagon - SM Megamall - 4th Floor Building B, SM Megamall, Mandaluyong
- Octagon - Festival Super Mall - 4th Level, Festival Supermall, Alabang, Muntinlupa City
- Octagon - SM North EDSA - Annex, 5th Floor, SM City North EDSA, North Ave., corner EDSA, Quezon City
- Octagon - Glorietta 3 - 3/F Glorietta Mall, Ayala Center San Lorenzo, Makati City
- Octagon - Mall of Asia - CZ266-267 2nd Floor, SM Mall of Asia, Pasay City
- Brother Concept Store - SM North EDSA - 4th Floor, SM City North EDSA, North Ave., corner EDSA, Quezon City
- Brother Concept Store - SM Fairview - Unit 328 3rd Flr. Cyberzone SM Fairview Greater Lagro Quezon City
- Brother Concept Store - SM Southmall - 3rd Floor, Cyberzone SM Southmall Zapote Road, Las Pinas City



Looking Forward: A Sustainable Future, Together

Brother's Green Project is a testament to their dedication to environmental responsibility. By taking a proactive approach to sustainability, Brother is not only minimizing their own environmental footprint but also inspiring others to do the same.