# Brother UK Recognised as Sustainability Leader by IDC and Gartner Reports



Brother UK, a business technology and solutions provider, has been designated a 'leader' in sustainability programs and services by the latest IDC Sustainability MarketScape assessment. Recognized for its “Brother Group Environmental Vision 2050” and remanufacturing capabilities, Brother UK has been highlighted for its ambitious targets, including a commitment to the Science Based Targets Initiative (SBTi) to reduce emissions by 65% from 2015 levels by 2030.

The IDC report assesses print vendors based on sustainability metrics across corporate strategies, business operations, products, business models, and governance, risk, and compliance measures. Brother UK received high ratings for its environmental performance at each stage of a product’s life cycle and has recently become the first print brand to earn the Blue Angel certification for a remanufactured toner cartridge.

Louise Marshall, Director of ESG and Organisational Development at Brother UK, emphasized the importance of partnering with sustainable suppliers and expressed pride in the company’s long-term vision for a sustainable society focused on resource circulation, CO2 emission reduction, and biodiversity conservation.

A separate report by Gartner has revealed that green tech options remain underutilized, despite their cost-saving potential. Surveying 200 executive leaders from North America, Europe, and Asia Pacific, the report found that fewer than one in three organizations have adopted sustainable IT practices. A significant barrier is the lack of transparency around emissions performance data from vendors, an essential factor for these initiatives.

Data centers and digital workplace initiatives have seen considerable progress, but sustainable IT practices like UPS rightsizing and advanced cooling techniques have low adoption rates. In daily operations, only 22% of organizations are purchasing refurbished assets to reduce emissions and e-waste, often opting instead to refresh devices based on fixed lifespans.

Gartner projects that the adoption of PC-as-a-service will increase, predicting it will account for 50% of PC procurement by 2027, driven by the need for sustainable and cost-effective IT practices.