



Report: Eco Action in Singapore - By Masayo Hada, RA, EMG



Reported by Singapore Env. Council



Eco Action sharing by a participant



Mr. Majima (RA) right and Mr. Lim left
Lucky draw award – our geljet printer



Closing speech by Mr. Lim, MD of RSP

On June 29, 2007, Ricoh hosted the Eco Action post-event ceremony at the RA office. Twelve organizations attended the ceremony. At the event, Singapore Environment Council (SEC), the co-organizer for the Eco Action, presented a report on the combined Eco Action effort. Lucky draw awards together with a certification of participation and a gift pack for each organization's coordinator were given by Mr. Majima (MD of RA) and Mr. Lim (MD of RSP). At a sharing session, the participants could learn how each organization conducted the Eco Action effort on June 5.

For the first time of its kind in Singapore, there were eighteen organizations, excluding SEC and Ricoh, which registered for the "Eco Action 2007". Among the participants, there were ten multinational organizations, three from public sectors, three from small medium enterprises and three including a hospital and a school.

In terms of energy conservation, nearly 6,000 Kwh, which would be equivalent to over 3,800 Kg of CO2 emission, was successfully saved by our Eco Action.

At the lucky draw award giving, ten organizations won Ricoh's geljet printers which are very low in energy consumption. The rest of the participants won shopping vouchers and mineral water bottles which were sponsored by RA's business partners. The sales team from Ricoh Singapore hopes that giving those printers would help develop their channel of customers and bolster Ricoh's image of environmentally concerned products.

One of the participants, *Unilever Asia*, commented, "I just want to say a "BIG THANK YOU" for the Eco Action initiative and I believe that we can contribute even more next year." Other organizations expressed their wish to support our Eco Action for the future. On June 5, four of Singapore's nation-wide newspapers (both in English and in Chinese) published articles about the "Eco Action 2007". ■



Group photo with participants