

Eco Action Day 2010

Eco Action Day (4 June '10), an event initiated by Ricoh and co-organized by the Singapore Environment Council (SEC), runs into its 4th year of activity this year. The event commemorates World Environment Day by encouraging organizations to practice energy conservation activities at their workplace.

A total of 46 organizations took part this year, with a good mix of MNCs, SMEs, government bodies, schools and other institutions. To help participants more easily identify energy conservation activities, a checklist of 10 simple activities all companies can pledge to implement, was added to the Eco Action Day participation webpage. These included “Switching off lights during lunch hour” and “Setting photocopiers to auto energy saving mode when unused”.

Many organizations went beyond activities on the checklist, encouraging environmental initiatives among their staff such as year-round car-pooling, reducing the use of single-use disposable items and plastic bags in the office and organizing recycling campaigns.



(Above) Ricoh Asia Pacific staff left the office on time on Eco Action Day, so that the lights did not have to be kept on for a few colleagues working late.

For their community outreach program this year, Ricoh worked with Macpherson Primary School students to produce a comic strip promoting energy saving messages. The comic strip was adapted into a poster and distributed to interested schools and community centers in Singapore. (The poster is available for viewing at <http://www.ecoaction.sg/Community.aspx>)

At the annual Eco Action Day post-event ceremony on 15 July 2010, participating organizations shared their experiences in implementing pro-environment practices and had the opportunity to network with each other.



(Above) Guests from participating organizations during the post event ceremony at Ricoh Printing Innovation Centre.

Over the 4 years of interacting with participants through the event, manpower and resource issues have been frequently cited as obstacles to implementing environmental initiatives, especially among the SMEs. Hence, the focus of this year's event was to introduce the kind of support available for companies. Speakers from the National Environment Agency (NEA) and Singapore Environment Council were invited to share with participants the many different environmental schemes and grants applicable.

The event also featured a lucky draw, where 4 individuals walked away with Ricoh and Lexmark printers. All participants also received an energy saving *Intelliplug* as a participation gift. To wrap up, as Ricoh Asia Pacific was the first private company in Singapore to have been honoured with the SEC Green Office Label in 2004, all guests were given a tour around Ricoh Asia Pacific's office to see various eco-office efforts.

For more information on Ricoh's Eco Action Day, please visit <http://www.ecoaction.sg>