

## Eco Action Day 2012 Event Report

What is the first thing that comes to mind when you hear “Eco Action Day”? For many, they do not know that Eco Action Day was first initiated by Ricoh, an image-solution company, and Singapore Environmental Council in 2007. This year, the Eco Action Day video that was launched, tells of how Eco Action Day originated. It started from Ricoh Japan which was known as Ricoh Global Eco Action Day, and was then developed in Singapore as Eco Action Day.



Figure 1: Eco Action Day Video on website

In Singapore, Eco Action Day is a nation-wide campaign, driven to encourage offices to take action to save energy in the office on 5<sup>th</sup> June. This campaign also commemorates the World Environment Day. 10 simple yet meaningful pledges were suggested to facilitate office greenness in an effective and easy manner.

A total of 85 organisations participated in Eco Action Day this year in 2012. Out of these 85 organisations, 47 organisations were new to Eco Action Day (55.3%). We were glad that Eco Action Day is reaching out to more organizations every year. Up till now, a total of at least 180 organisations have participated in Eco Action Day since the initiative first started in 2007 with merely 18 organisations. The participated organizations range from big corporations such as Senoko Energy and Keppel Land, to SMEs (Small and Medium Enterprises) and even schools such as National University of Singapore and Pioneer Junior College. Ministries such as the Ministry of Environment, Water and Resources (MEWRs) has also participated for the very first

time, and has rendered much support by promoting this day to their partners and even on their own facebook page.

To date, with the collective effort of 85 organisations, an estimated CO<sub>2</sub> emissions savings of 39,983kg was achieved, equivalent to 83,980kWh of energy. Furthermore, a Most Creative Action Award was set to encourage organizations to go the extra mile to come up with more innovative ideas on top of the 10 suggested pledges. Many ideas sprouted as a result, as we saw a good range of innovative activities that were carried out. Examples include a Terrarium Making Workshop in Ricoh Asia Pacific, Plant-selling activity in Comfort Delgro, Environmental movie screening of the 11<sup>th</sup> hour at ITE College East.



Figure 2: Tree Planting in ITE East, Terrarium making workshop at Ricoh Asia Pacific

Out of all these, the Most Creative Action Award went to Keppel Land International Limited. They planned a series of programmes leading up to 5<sup>th</sup> June 2012. Programmes included rainforest tour at the Botanic Gardens, environmental movie screening and lunchtime skincare talks about environmental friendliness were carried out. A Nokia recycling drive and Lions recycling project were also conducted concurrently with these programmes. On 5<sup>th</sup> June itself, there was an Eco Bazaar where vendors, such as Tee Story and Gaia, sold environmental-friendly products to bring across message of responsible consumerism to participants who could visit just right after the luncheon talk on the environment.



Figure 2: (From left) Rainforest Tour, Eco-Bazaar, Skincare talk



Figure 3: Ms Jasmine Ng represents Keppel Land to receive the Most Creative Action Award

### Post Event Ceremony

A Post Event Ceremony was organized on 29<sup>th</sup> June, to create a platform to bring together these organizations for exchange of more ideas about greenness. Mr Yuen Sai Kuan, Director of 3P Network of National Climate Change Secretariat (NCCS) under the Prime Minister's office, 1<sup>st</sup> time supporter of Eco Action Day, spoke about their recent publication, the National Climate Change Strategy 2012, launched in June 2012. He shared with the participants the strategies and the government initiatives in tackling climate changes in Singapore. He also spoke of the harnessing of green growth opportunities and the forging of partnerships both domestically and internationally.



Figure 4: Mr Yuen speaking on climate change with participants

A total of 40 over participants, consisting of 23 different organizations came together on that day. Participants were presented the token of appreciation during the ceremony. During the food reception, participants were found sharing with each other strategies in going green within their organisation. Following which, an optional Eco Office Tour was conducted to share to the participants the green initiatives within the Ricoh Asia Pacific office. Simple initiatives

such as “bringing your own mug”, mandatory checklist to ensure the last person switch off all lights and air-con, and a green notice board regularly updated with a monthly monitoring of paper and electrical consumption report were observed, and were thought helpful by the participants.



Figure 5: Participants gather at Ricoh’s Print Info Centre  
(During presentation of token of appreciation)

To sum up, the injection of the two awards, the Most Creative Action Award and the Most CO<sub>2</sub> Emissions Savings Award, brought Eco Action Day 2012 to a higher level this year, encouraging organizations to go the extra mile for this day in going green. The seeing of previous years participants and over 50% new participants meant more organizations got to know about this campaign and initiative. With the support of the government organisations such as the sharing of government’s perspective about going green by National Climate Change Secretariat and the active support by Ministry of Environment, Water and Resources, Eco Action Day 2012 has indeed ventured a higher platform this year and was seen as a more meaningful campaign to be carried on.