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Eco Action Day 2013: A commitment for organizations to go green in the month of June

Singapore, 5 June 2013 – This is the 7th year running for Eco Action Day - an annual green campaign calling for organizations to go green and take action in office, in conjunction with World Environment Day.

“Act now while it’s still evergreen”; a new designed website for the campaign, comes with a new concept. Unlike the previous years, the call action has extended from its usual one day affair on 5th June to going green in office in the month of June. Registration is opened till end of June. Organizations can play their part to counter climate change through their effort by pledging and act on its green actions in office.



New website at <http://www.ecoaction.sg/splash-2/#>

Ms. Masayo Hada, Manager of Regional Environment Management Group in Ricoh Asia Pacific Pte Ltd said, “Eco Action Day is the direction set by Ricoh Group in Japan in 2006. The idea of carrying the green message across Singapore is from the collective effort point of view and that is to gather various organizations to think and act eco on 5th June and hoping that organizations will continue its green pledged actions from then onwards.”

To promote eco consciousness among the working employees, an individual quest has been created through a series of green office actions to be practiced daily. Through these simple actions, the quest aim to cultivate green habits among individuals.



Eco Action Individual Quest to promote eco consciousness in office:
<http://pledge.ecoaction.sg/login>

This year, a total of five awards will be presenting to organizations for its creativity, efforts, practices, most inspiring and most fun eco action. Organizations who have organized green activities prior for Earth Hour, Earth Day or Eco Action Day from the month of March – June are eligible to participate for the awards. Submission will end on 15th July.

Other than the usual campaign outreach channels such as EDMs and SMRT Advertisement, this year, we are remarkably excited to join force with our Exclusive Supporter, Keppel Land Limited. This is the sixth consecutive year that Keppel Land is supporting this eco-initiative.

Adopting a proactive approach towards corporate social responsibility, Keppel Land shares in Ricoh’s vision to promote eco-consciousness among staff and also strives to cultivate a green mindset among tenants of its buildings. This year, Keppel Land has extended its efforts to rally the support of tenants of Bugis Junction Towers, Equity Plaza, Prudential Tower, Ocean Financial Centre, Keppel Towers, GE Tower, Marina Bay Financial Centre and One Raffles Quay.

For more information, please visit our website at <http://www.ecoaction.sg/>

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| About Ricoh |

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group, operates in more than 200 countries and regions. In the financial year ending March 2012, Ricoh Group had worldwide sales of 1,903 billion yen (approx. 23 billion USD).

The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives.

Under its corporate tagline, *imagine. change.* Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

For further information, please visit
www.ricoh.com/about/

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