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Ricoh Eco Action Day Circular Economy Challenge

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As the world population continues to grow – to some 8.5 billion by 2030, and 9.7 billion in 2050, according to United Nations estimates – the demand for products and services will be unparalleled.

The linear take-make-waste industrial model is no longer viable in the face of rapid population growth amid resource constraints and rising urbanisation. The World Economic Forum estimates that 80 per cent of the US\$ 3.2 trillion value of the global consumer goods sector is lost irrecoverably each year due to this model.

The circular economy is now emerging as the response to this global challenge. It is an economic model in which resources are never lost. Restorative and regenerative, a circular economy is able to channel by-products and goods that have reached the end of their lifespan back into the production cycle to be reconstituted or reused.

Studies by [The Ellen MacArthur Foundation](#) found that the economic gain from material savings alone is estimated at over US\$1 trillion a year by 2025 if companies focused on circular supply chains that increase recycling, reuse and remanufacture.

The United Nations has also identified sustainable consumption and production as one of the 17 Sustainable Development Goals (Goal 12). This promotes resource and energy efficiency, sustainable infrastructure, and providing access to basic services, green and decent jobs and a better quality of life for all.

In support of the UN SDGs and this year's World Environment Day, Eco-Business and Ricoh Asia Pacific will host the inaugural Eco Action Day Circular Economy Challenge.

We invite youths and young professionals from Singapore to create innovative circular economy solutions applicable for the city-state.

These solutions may be targeted to a specific company or sector, and must apply circular economy principles to improve sustainable consumption and production patterns in Singapore.

Groups with winning ideas will be recognised at a ceremony held on 1 June 2017 and be awarded a fully-sponsored trip to Japan, Ricoh's 360 Theta camera, among other prizes.

How to enter

1. Form teams of four people, aged between 17-30 years old.
2. Identify a specific company or an industry.
3. Identify the potential circular economy solutions applicable to the company or sector.
4. Sign up to be part of the Ricoh Eco Action Day Circular Economy Challenge [here](#) and tell us why you picked your chosen company/sector.
5. Ask questions, research, brainstorm, and come up with a solution to the problems and potential outlined.
6. Condense your solution in an outcome report.
7. If your team is selected as one of the final five, you will present your solution to the judges on **16 May 2017**.
8. 3 winning teams will be selected to be presented the Ricoh-sponsored awards at the Eco Action Day Industry Roundtable on **1 June 2017**.

To be submitted on May 16, 2017

1. A written outcome report (no longer than 10 pages in Times New Roman font size 12), based on your investigation into your chosen company that includes explanations on
 - a. Why the company was chosen
 - b. The potential for adoption of circular economy principles
 - c. The solution – how it works
 - d. How the companies benefit
 - e. How the proposed partners benefit

The group with the winning idea will receive a fully-sponsored 5D4N fully-sponsored trip to Japan for all team members, inclusive of:

- Field trip to Ricoh's Eco Business Development Centre at Gotemba, Manufacturing Plant and the Technology Centre at Ebina in the month of July
- 1 day sightseeing at Tokyo or Gotemba area.

Total prize package worth SGD10,000.

Merit prize winning group to receive: Ricoh Theta Camera x 4
Total prize worth SGD2,500.00

Special prize-winning group to receive: JTB Travel voucher
Total prize worth SGD1,200.00

Rules

1. The contest is open to youths and young professionals not older than 30 years of age, except those related to Ricoh and Eco-Business employees.
2. Solutions must be original, new and never been published before, in this or any other competition or forum.
3. Plagiarism is taken as a serious offence and will result in immediate disqualification.
4. All late submissions or failure to submit by the deadline indicated will result in immediate disqualification.
5. The decision of the judges is final.
6. Participating teams own all intellectual property rights (including copyright) to their proposal and the intellectual property rights have not been licensed or assigned to any other person.
7. By participating in the Ricoh Eco Action Day Circular Economy Challenge, the team grants Eco-Business and Ricoh a non-exclusive, royalty-free and transferable right to use (including the right to reproduce, edit or distribute) all proposals, articles and information for publicity. The team will be acknowledged accordingly when their proposal, article or information is used.
8. Organisers of the Ricoh Eco Action Day Circular Economy Challenge reserve the right to alter the rules of the competition at any time before and during the event.

Timeline

February 22: Launch of the Eco Action Day Circular Economy Challenge

May 10: Deadline for submission of entries

May 16: Judging of submissions, 5 teams shortlisted

Protocol for preliminary judging

1. Each team will be given 15 minutes to present their solution
2. After which, judges will have 5 minutes to ask questions or seek clarifications from the team

Dress code: Business casual

Scorecard for judging (based on 100 points)

Creativity of the solution (30 points): how innovative the proposal is compared to what exists on the market currently.

Feasibility of the solution (30 points): can the proposal be realistically implemented within the company/economy.

Understanding of circular economy principles (30 points): proposal demonstrates a clear understanding of what constitutes a circular economy, ideas behind it, proposed solutions in literature.

Presentation (10 points): clarity, coherence and creativity in how the proposal is presented.

June 1: Presentation of prizes at the Eco Action Day Industry Roundtable. Winning teams will be asked to participate in the roundtable.

Terms & Condition (Eco Action Day Circular Economy Challenge Prize Winners)

1. Shortlisted teams shall present their ideas to the panel of judges on 16th May and winning teams notified 1 week prior to the Eco Action Day on 9th June. The decision of the judge(s) shall be final and no correspondence or discussion shall be entered into.
2. The three winning teams shall also be present during the Industry Roundtable on 5th June to receive their prizes. Top-scoring team will also present their ideas to the audience as part of the programme on that day.
3. The submitted proposals can be used by Ricoh and Eco-Business in any relevant platform, publication and website.
4. Claims for prizes for the two runner-up prizes must be made by end August 2017.
5. Planning of the Japan Trip for the top prize will be taken care of by Ricoh Asia Pacific. Prize Winners shall accommodate the traveling date and itinerary set by the Organiser. The trip excludes insurance, certain meals and personal expenses, upgrades etc. Specific requests incurring additional cost shall be the sole responsibility of the Prize Winners.
6. Ricoh Asia Pacific reserves the right to amend these terms and conditions without prior notice at any time in the event of unforeseen circumstances.

About Eco Action Day

Eco Action Day is Singapore's largest business-led environmental awareness campaign encouraging awareness and action for the environment, registered and supported by the World Environment Day.

The national campaign calls on organizations, schools and individuals to pledge green action on World Environment Day.

Be part of the green movement; make your pledge [@ecoaction.sg](https://www.ecoaction.sg).

More information about Ricoh's Eco Business Development Centre can be found here:
https://www.ricoh.com/environment/eco_business_center