

Client : RICOH ECO ACTION DAY 2017

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Headline : World Environment Day Interview



- Teck Ming appealed to individuals and organisations to practise more eco-friendly behaviours on World Environment Day
- Yee Thing explained Eco Action Day and encouraged individuals and organisations to pledge at the website
- Eugene emphasised on the bring your own bag/cup/takeaway box initiative – a collaboration between Ricoh and Zero Waste SG. Rebates are given to those who bring their own bag/cup/takeaway box.
- Yee Thing talked about the inaugural Eco Action Day Circular Economy Challenge, which was in support of UN SDG 12: responsible consumption and production. The Challenge engaged youths and young professionals, aged 17-30, to propose sustainable solutions for Singapore. Winning ideas included the use of durian husks and egg shells.
- Yee Thing spoke on Ricoh's sustainable business models, such as the leasing of its photocopier machines and collecting back toner bottles and cartridges.
- Yee Thing and Eugene gave tips on how to reduce, reuse and recycle. Eugene also highlighted interesting case studies in Europe.
- Yee Thing shared about Ricoh's sustainable efforts in office, such as setting the air conditioner at 25 degree celsius and having a centralised bin at its pantry.