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RESOURCES



Global Eco Action: Ricoh's Commitment Towards Global Sustainability

By Massita Ahmad

SINGAPORE, (Bernama) -- Global Eco Action is set on June 5 for members of the Ricoh Group around the world to think about the global environment, take eco action and improve their eco awareness.

It coincides with the United Nations Environment Programme's World Environment Day.

According to the United Nations, demands for products and services will increase as the world population continues to grow to 8.5 billion by 2030, and 9.7 billion in 2050.

If the population reaches 9.7 billion, the equivalent of three planets could be required to provide the natural resources needed to sustain current lifestyles.

2017 is the first year that Ricoh is expanding the initiative to this region.

SHARING ECO-MIND TOGETHER

Nine other locations in the Asia Pacific (APAC) region joining Singapore for Ricoh Global Eco Action are Malaysia, Australia, Hong Kong, India, New Zealand, the Philippines, Taiwan, Thailand, and Vietnam.

The theme 'Sharing eco-mind together', aims at getting members to embrace sustainability consciousness.

"From this regional initiative, we hope organisations and individuals will take a long-term commitment towards the betterment of the future global environment and sustainability.

"Last year, the number of pledges by organisations for Eco Action Day in Singapore alone rose to 207, delivering energy conservation of 221,247kWh," Managing Director of Ricoh Asia Pacific, Kazuhisa Goto told Bernama.

The energy savings, he added, would be enough to power a block of flats for six months.

ECO ACTION AND RICOH'S BUSINESS GOAL

The company has a "No Regrets Policy" and the precautionary principle states that if an action may cause harm to the public or the environment, protective approaches will be taken.

This is done regardless of future scientific findings that might either validate these concerns or disprove them to avoid any future regret.

"With Ricoh's 'No Regrets Policy', we believe that we can gain an adequate return on our investment in environmental conservation activities through the creation of new corporate and customer value.

"Our Eco Business Development Centre in Gotemba, Japan, helps develop environmental technologies that will bring values to the society," he said.

Feasibility studies of environmental technologies are conducted at the centre with the aim to create new eco businesses.

OPTIMISTIC

Since this is an inaugural regional movement for the 10 sales companies in the APAC region, the company hopes that at least 400 organisations will take the pledge and support the initiative.

"We are optimistic that organisations and individuals will take this initiative positively, and come on board this sustainability endeavour.

"Given that all our sales companies have been actively engaging and promoting environmental sustainability in respective countries, we look forward to sustaining this regional platform and align this unique platform as the regional direction for the next few years," he said.

Ricoh promotes recycling activities by extending its take-back programmes of Ricoh machines, Ricoh toner bottles and cartridges.

Malaysia, like the other nine locations in the region where Ricoh operates, has its own recycling programme in place.

COLLABORATION

Used machines will be reassessed and used parts will be reused as refurbished machines while waste toner bottles and cartridges collected will be either refilled or made into recycled plastics for other uses by the local recyclers.

In addition to that, since 2011, Ricoh Malaysia has been collaborating with the Malaysia Nature Society on a community project, "Mangrove Forest Recovery Project", at the Kuala Selangor Nature Park.

This project supports educational and awareness activities for the local communities to raise their awareness and interest on the mangrove habitat and the area's flora and fauna.

Tree planting activities are also organised at the nature park in the efforts to restore the mangrove.

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