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## ENTERTAINMENT



### 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.