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JD KASAMOTO
General Manager, Ricoh Asia Pacific

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- In the run-up to World Environment Day on 5 June, Rachel Kelly from Money FM 89.3 interviews JD Kasamoto, General Manager at Ricoh Asia Pacific.
- As part of the 17 Sustainable Development Goals (SDGs), Ricoh is focusing on SDG 7, Clean and Sustainable Energy, and how it can benefit companies bottom-line.
- JD Kasamoto talks about how worsening global warming can affect the economy. Business will be affected if climate change is ignored. Tackling climate change must be a collective effort, involving all levels from individuals to corporates.
- With Ricoh Eco Action Day taking place on June 2, Ricoh will be implementing a seed distribution drive to think and act in support of the environment.
- Going beyond tree planting Ricoh will be distributing the seeds to Community Development Councils, Sustainable Singapore Gallery and some schools in efforts to promote understanding and appreciation of behaviour change.
- From a corporate perspective, JD Kasamoto says companies must look at the lifespan of their products, how can they be reused, repurposed and not just end up in a landfill.
- Ricoh, for example, plans how its products can be recycled during its production stage. Once, the product has reached its lifespan of 3 to 5 years, it will be returned to Ricoh's recycling facility if it is deemed recyclable. Hence, this is one way Ricoh is promoting the sustainable use for electronics.

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