

Client : Ricoh Eco Action Day 2019

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Headline : Interview with Mr. J.D. Kasamoto, General Manager, Service and Environment Division,
Ricoh Asia Pacific



- After World Environment Day on 5 June, John Yip from CNA 938 interviewed Mr. J.D. Kasamoto, General Manager, Service and Environment Division at Ricoh Asia Pacific.
- Mr. J.D. Kasamoto shared his opinion on Singapore's recycling and how there is confusion among citizens on how waste is collected at malls, condominiums and HDBs.
- He shared his first-hand experience about how the Japanese citizens take recycling seriously and internalize the waste sorting process before collection.
- In 2000, Japan made their recycling efforts stricter. New citizens who move into towns were given public education booklets to help them identify the right things to recycle. Plastic bags were not provided, and Japanese citizens had to buy them from the supermarkets.
- Mr. J.D. Kasamoto mentioned that although recycling may be an inconvenient process, the Japanese children are trained since young to recycle waste. Therefore, the Japanese have internalised this process and do not view it as inconvenient.
- He also mentioned about Ricoh and the 3R priorities – Reducing new materials is the top priority, Reuse is the 2nd priority & Recycle in the 3rd priority.
- In terms of Ricoh's circular economy business model, older MFPs are recycled, refurbished and cleaned up after being collected from the customers. They are then sold as second line products to its customers.
- Ricoh replaced its carton boxes with eco-packaging in Japan. However, depending on location of manufacturing, there may be constraints to implement similar practices as countries such as Thailand still package their items with carton boxes.

- Ricoh designs its products without planned obsolescence. It also designs for the products to be reused and recycled.

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