

Client : Ricoh Eco Action Day 2019

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Headline : Interview with Ms Masayo Hada, Deputy Senior Manager of Regional Environmental Management Group



THE WORKDAY
TUESDAY | 28 MAY | 10AM

MASAYO HADA
Deputy Senior Manager, Regional Environmental Management Group

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- In the run-up to World Environment Day on 5 June, Howie Lim from Money FM 89.3 interviews Masayo Hada, Deputy Senior Manager, Regional Environmental Management Group at Ricoh Asia Pacific.
- With Ricoh Eco Action Day taking place on 5 June, Ricoh has received close to 1000 pledges from companies, corporations and individuals to pledge their green contributions to their environment.
- Masayo Hada explained why sustainable waste management was so important for businesses, which is in line with Singapore's Zero Waste Masterplan which will be rolled out in the second half of the year.
- Ricoh has for example, developed new eco-packaging which has a reduced weight yet, is still 45% more durable which allows for reuse. The new eco-packaging will reduce carbon emissions by 153.7 tons, with a 91.2-ton annual reduction of material used.
- Ricoh's efforts towards building sustainability have set the standard for other companies to follow, through events and activities such as the annual Eco Action Day which is the longest-running business-led environmental initiative.

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