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Eco Action Day, originated by Ricoh Group was brought into Singapore in 2007. This event is co-organized with Singapore Environment Council (SEC) since then, to commemorate the World Environment Day (WED) as defined by the United Nations. 5<sup>th</sup> run of this annual saving energy campaign, it was held on 3<sup>rd</sup> June (Friday) this year, to continue its mission to reaching out organizations to practice energy conservation activities at their workplace.

This year, a total of 75 organizations took part in the campaign, making up to wide categories, ranging from MNCs, SMEs to government bodies, schools and some other institutions. Special note emphasis on the SMEs is necessary as its participating number went more than double from 9 participating organizations in 2010 to 23 organizations this year.

“Switching off lights during lunch hour / not in use”, “Setting computers to auto sleep mode when not in use” and “Setting photocopiers to auto energy saving mode when unused” are some of the well receive pledge actions practices by the participants.

Comfort Delgro Corporation Limited and Keppel Land International Limited are some examples which have been practicing energy saving for many years. Some other organizations such as Siloso Beach Resort, Sentos and Central Provident Fund Board are seen as the first timer in this year’s Eco Action Day. While energy saving initiatives comes limitlessly, many organizations work their own ways through by promoting environmental awareness among its staffs, pushing for car-pooling and adopting the recycling bins in their office.

Some may questions on the sustainability of these organizations’ actions and the purpose of Eco Action Day; however, Ricoh and SEC believe that big moves begin from driving little things in the long run. The collective effort by all these organizations can make a real difference to counter climate change.



*Ricoh Asia Pacific Pte Ltd*



*Ricoh (Singapore) Pte Ltd*

Ricoh’s environment parrot has finally found a name! Captain Peco is inspired by the ideas from Hudhaifah bin Abdul Gafoor and Chloe Chia from Farrer Park Primary School.

In line with the Eco Action Day this year, Ricoh and SEC organized a “Name the Parrot” school contest as its community outreach program. Using the comic illustrations with energy saving messages designed by the Macpherson Primary School



students last year, the contest awareness posters, both English and Japanese versions, were



<Chloe Chia & Hudhaijah bin Abdul Gafoor, Farrer Park Primary School>

distributed to interested local schools and Japanese schools in Singapore. Besides the winning school, other schools like Yu Neng Primary School and Chestnut Drive Secondary Schools also send their students for this contest.

As a way of showing our deepest appreciations towards the participating organizations, a Post Event Ceremony will be held after the Eco Action Day every year, aiming to bring the participating organizations together to share their experiences and to network with like-minded organizations. This year, 21 organizations together with the winners & merits students, were invited for this ceremony on 29<sup>th</sup> June (Friday).

During the Post Event Ceremony, 4 participating organizations also walked away with a Ricoh Printer each. Participating organizations each also received the Eco Action Day gift for this year. Organizations that were unable to attend the ceremony will not be left alone, as they will also be receiving their token of appreciation gift via postal mail.

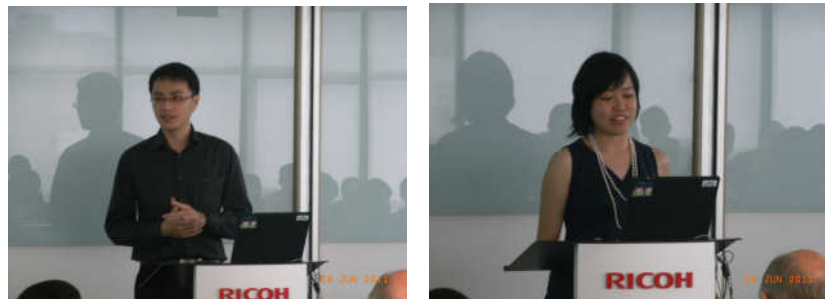


<Eco Action Day Report shared by Ms. Masayo Hada, Ricoh Asia Pacific Pte Ltd>



<Mr. Dean Shanton & Mr. Ken Dickson>

This year, we are pleased and honoured to have Mr. Dean Shanton, Managing Director of KLEEF Consulting to share on how doing the right thing makes powerful business sense. Mr. Ken Hickson, Chairman & CEO of Sustain Ability Showcase Consultancy Asia Pte Ltd also touched on the Environmental Sustainability in Asia Pacific. National Environment Agency (NEA), Mr. Leong Kaiyan and Ms. Esther Tan from SEC also talked about their upcoming events respectively.



<Mr. Leong Kaiyan from NEA & Ms. Esther Tan from SEC>

The event was then wrapped up with a tour around Ricoh Asia Pacific office at level 8, the first private company in Singapore to be awarded by SEC for the Green Office Label in 2004.



<Guests from participating organizations & Winning Schools during the post event ceremony at Ricoh Printing Innovation Centre>

Special thanks: National Environment Agency (NEA), Building and Construction Authority (BCA), National Parks Board (Nparks) and Energy Market Authority (EMA) for their continuous support in the event.

For more information, please visit <http://www.ecoaction.sg>

