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Greening the future by upcycling one junk at a time

Strengthening its commitment to protecting the environment, leading tech company Epson Philippines tied up with various organizations to promote upcycling through eco-initiatives that aim to contribute to solving the country's waste management problems.

Waste pollution is one of the biggest environmental problems in the Philippines. In Metro Manila alone, around 9,212 tons of waste end up in rivers, estuaries, and other bodies of water, including the Manila Bay, according to a report released by the Department of Environment and Natural Resources (DENR).

Epson seeks to promote upcycling, also known as creative reuse, to help prevent these wastes from polluting bodies of water. This process transforms waste or unwanted products into new materials of better quality and environmental value.

In November, Epson conducted an upcycling workshop for the kids and teachers of the Alay Pag-asa Christian Foundation, Inc., a community-based, non-government organization that conducts child-centered programs for the youth and their families.

Epson invited upcycling facilitator Annaliza Dela Cruz to teach the kids how to turn old denim jeans into colorful bookmarks. Art materials and other supplies were also donated to the beneficiaries of Alay Pag-asa as gifts in time for the Christmas season.



Denim Upcycling workshop by Annaliza Dela Cruz

Epson also renewed its partnership with the Environmental Management Bureau (DENR-EMB) to conduct an eco-seminar for employees. The company previously invited some officers of DENR-EMB's Environmental Education and Information Division and volunteers for a seminar on the art of upcycling.

This initiative aims to educate and inspire the attendees to live a more sustainable life inside and outside the office.



Epson Philippines Corporation employees participating in the 2nd eco-seminar facilitated by DENR-EMB

This time, Epson employees learned how to upcycle used plastic bottles and other office waste materials by transforming them into desk organizers, ornaments, pencil cases, and coin purses with the help of Upcycle Philippines founder, Adavieve Mella.

As part of its CSR program, Epson Philippines and DENR-EMB also launched the 2nd EcoVision Film Competition (Documentary Edition), an inter-school video-making contest that aims to tap the creativity of university students in raising public understanding of environmental conservation through short documentaries.

With the theme *'Upcycling Heroes,'* the entries must feature a Philippine-based organization or individual who champions or performs Upcycling as a tool for environmental sustainability.

“We are glad to, once again, partner with DENR-EMB, as well as with other like-minded organizations and individuals in conducting our 2019 – 2020 eco-initiatives. Our eco-initiatives serve as our simple contribution to Epson’s overall environmental vision to be an indispensable company that uses its efficient, compact, and precision technologies to achieve sustainability,” said Donna Ferro, brand and communications head of Epson Philippines.

About Epson

Epson is a global technology leader dedicated to becoming indispensable to society by connecting people, things and information with its original efficient, compact and precision technologies. The company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics. Epson is proud of its contributions to realizing a sustainable society and its ongoing efforts to realizing the United Nations’ Sustainable Development Goals.

Led by the Japan-based Seiko Epson Corporation, the worldwide Epson Group generates annual sales of more than US\$10 billion.

global.epson.com

About Epson Singapore

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia and South Asia. Led by the regional headquarters Epson Singapore, Epson’s business in Southeast Asia spans an extensive network

of 11 countries with a comprehensive infrastructure of close to 500 service outlets, 7 Epson solution centres and 7 manufacturing facilities.

<http://www.epson.com.sg>

About Epson Philippines

Epson's corporate presence in the Philippines commenced in 1998. It grew rapidly into a billion-peso company in a span of a few years from its establishment due to its client-oriented approach in its business management style by its dedicated and innovative staff members and officers. Epson Philippines has an extensive network of 77 Authorized Service Centers nationwide with more than 200 dealers and more than 800 shops across the Country. For more details, please visit our website (www.epson.com.ph) or our Facebook page (<http://www.facebook.com/EpsonPhilippines>).

For product inquiries and technical support, please contact Epson Customer Care at: Metro Manila: (02) 8441-9030; Toll Free: 1-800-1069-37766 (PLDT), 1-800-3-0037766 (DIGITEL) or visit the Epson Customer Care website: <http://epson.com.ph/contact>.

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