

REP15 Corporate Environmental Strategy and Management

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PLATFORM Summary

- Investigates strategic management of multinational firms to cope with global environmental issues
- As a main case study, we will look at the International Resource Recycling System (IRRS) proposed by Fuji Xerox.

Research under this PLATFORM:

Examine whether this system is applicable to

- 1) other industry sectors such as the electronics sector
- 2) other countries in the region including Indonesia, Malaysia, Singapore and the Philippines

Agenda

PLATFORM Introduction

International Resource Recycling System (IRRS)

Project Phases

Research Factors

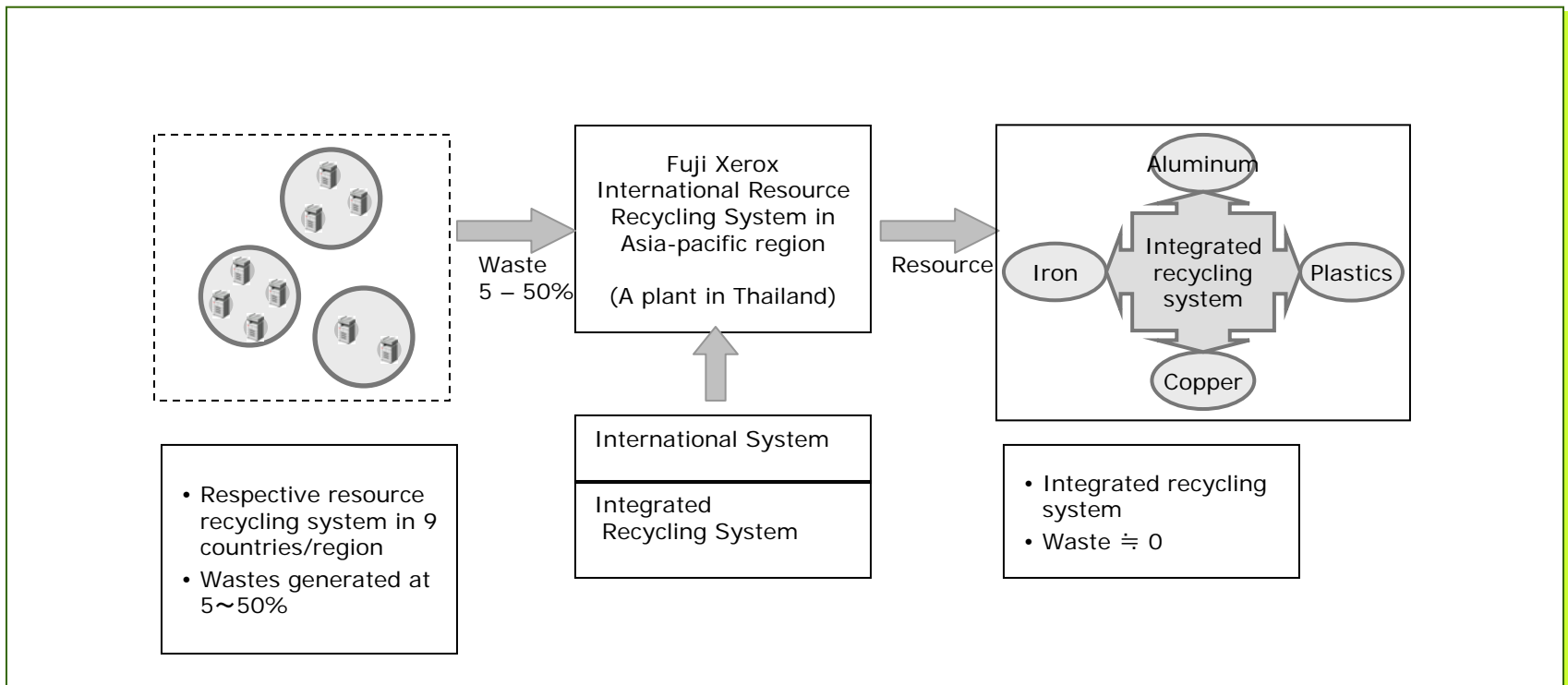
Current Updates

PLATFORM Introduction

- Concern of environmental degradation which is growing at a rapid pace among Asian countries
- Scope:
 - Developing countries in Asia, specifically South East Asia
 - Support Resource Recycling System
- Method of Study in this PLATFORM:
 - Study Research through web and other literature sources
 - On-site survey (Field trip)

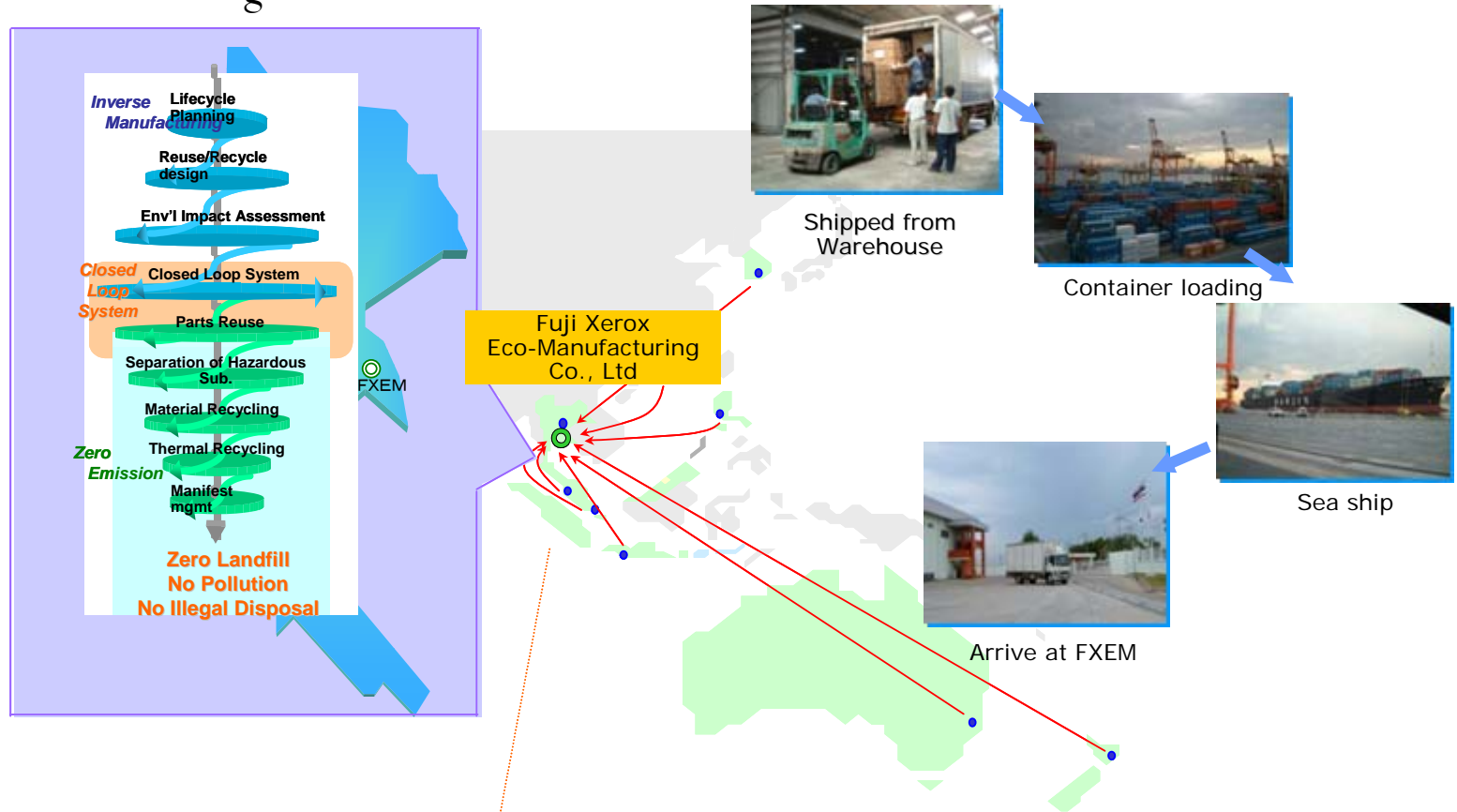
PLATFORM Introduction

- IRRS: International Resource Recycling System



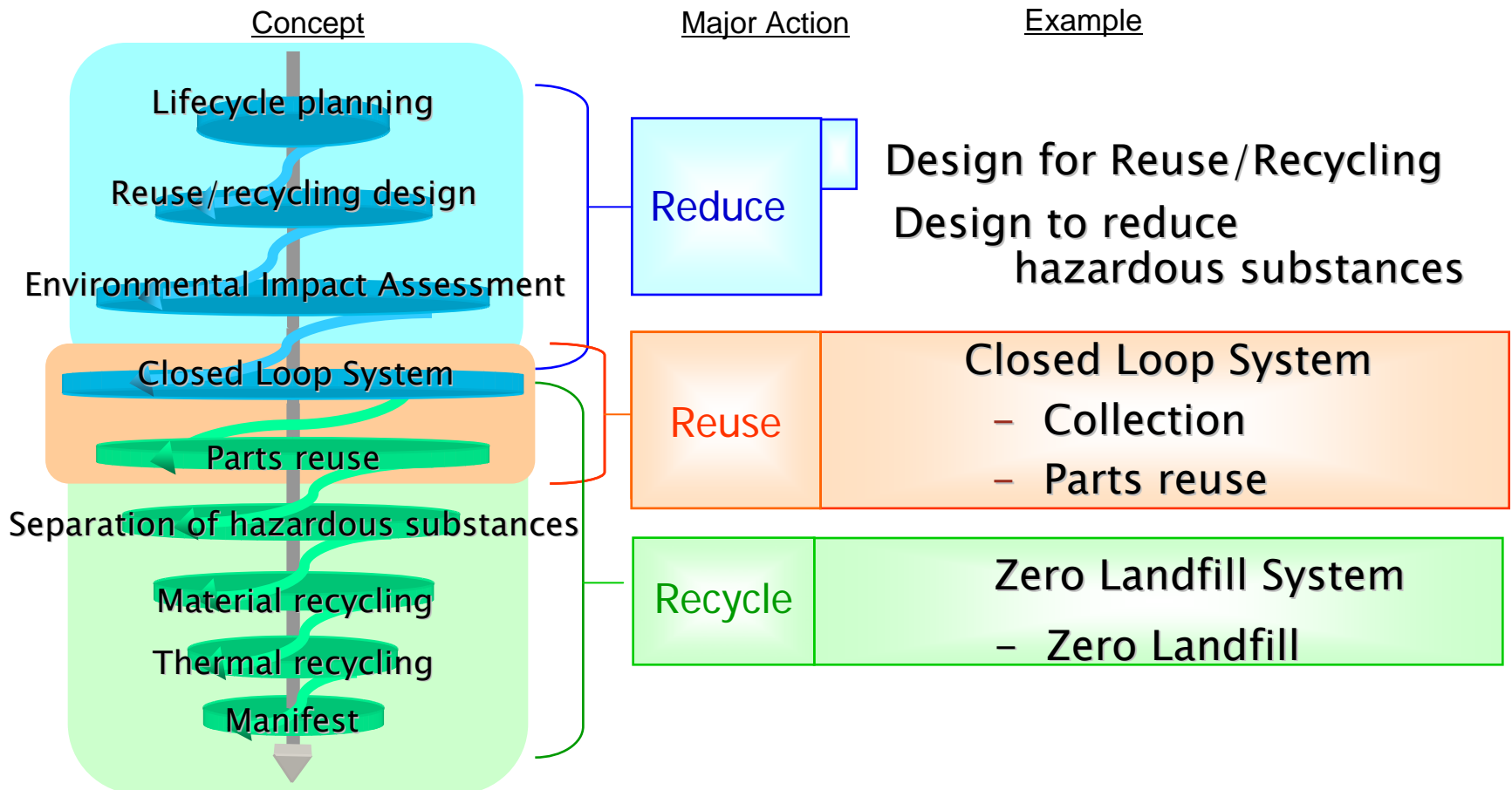
PLATFORM Introduction

- Collect used Xerox office equipment/supplies from Operating Companies of 9 countries/region in Asia-Pacific



PLATFORM Introduction

- 3R: Reduce, Reuse, Recycle



PLATFORM Members

Co-ordinator: Prof. Masachika Suzuki

Platform Students:

Research
Assistant:

Singapore

Indonesia

Malaysia

Ricky Tagar Risnauli
(Indonesia)

Gundogdu, Ahmet
Suayb (Turkey)

Minae, Ara (Japan)

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Arie Yanwar
Kapriadi (Indonesia)

Singhal, Virat (India)

Chowdhury, Rajib
Ahmed (India)

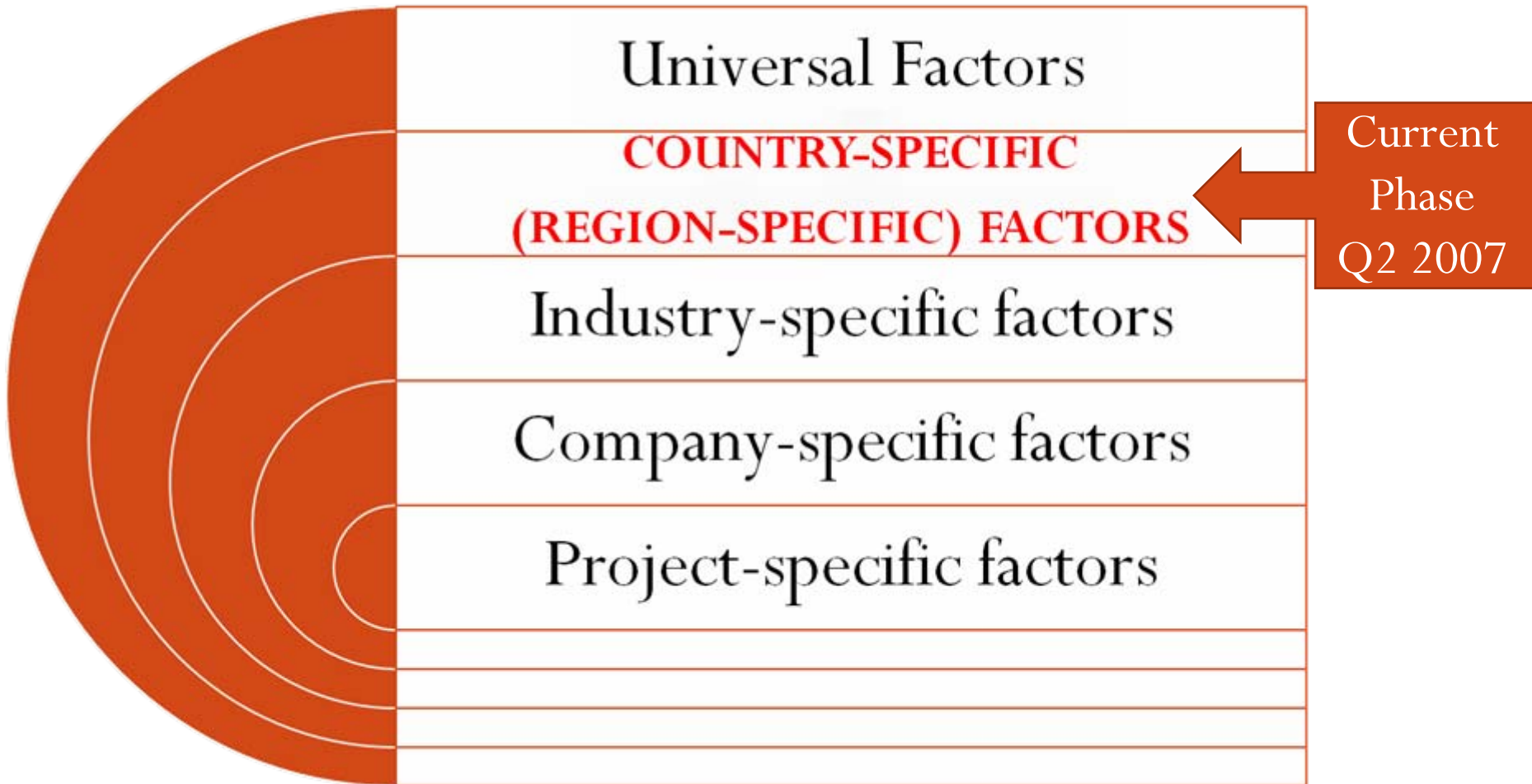
Goh Boon Gee
(Malaysia)

Toporas, Laura
(Romania)

Isakau, Dzianis
(Belarus)



Project Phases



Research Factors

Economic Factors

- Recycling Status
- Recycling Market
- Collection Rate (specifically WEEE: Waste Electrical and Electronic Equipment)

Environmental Factors

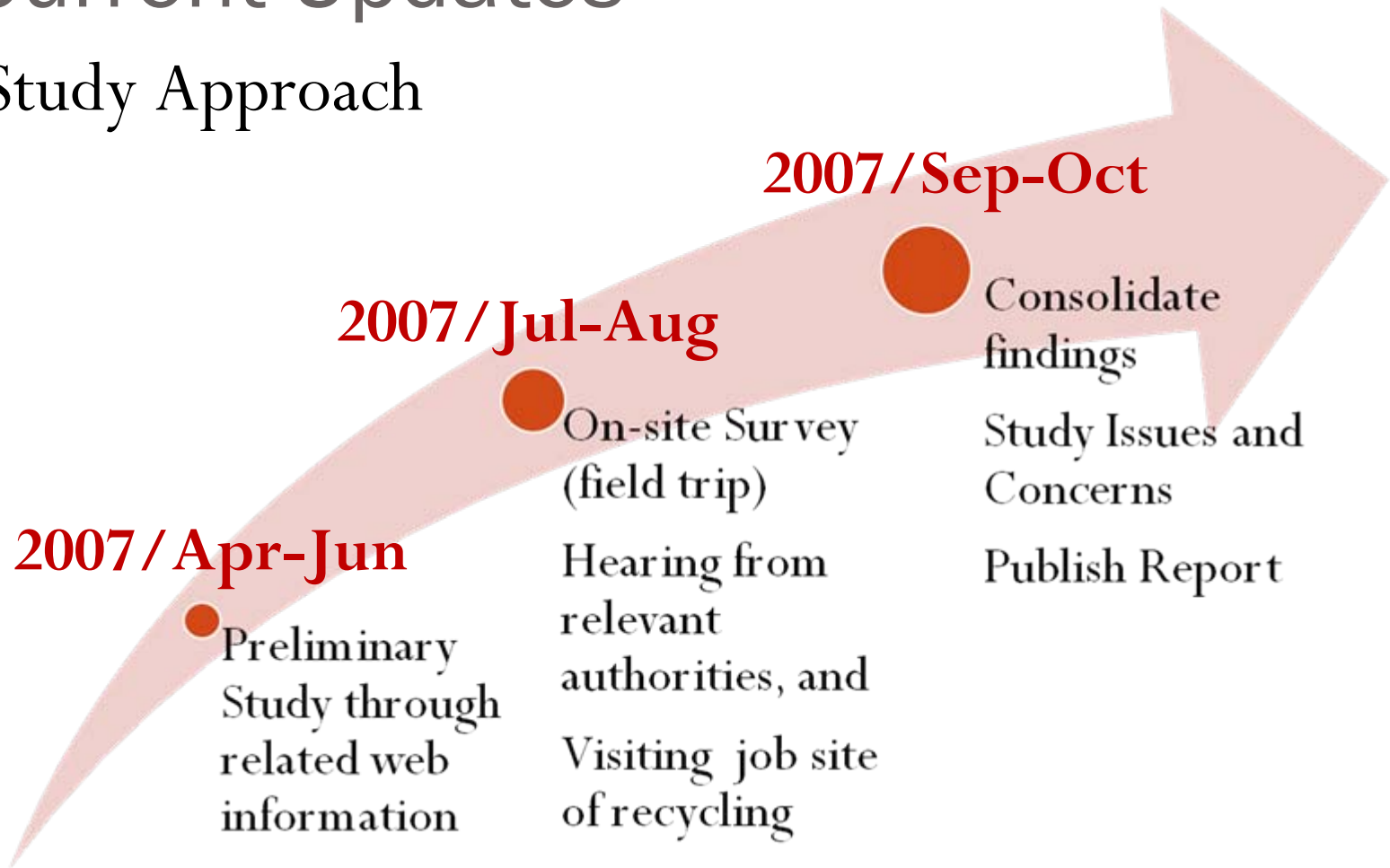
- Waste Management Practices
- Waste Volume (in general)

Institutional Factors (Regulatory)

- Commerce Law, Environmental Law, Trade Law, Law concerning WEEE recycling
- Government structure and strategy to working on the recycling system

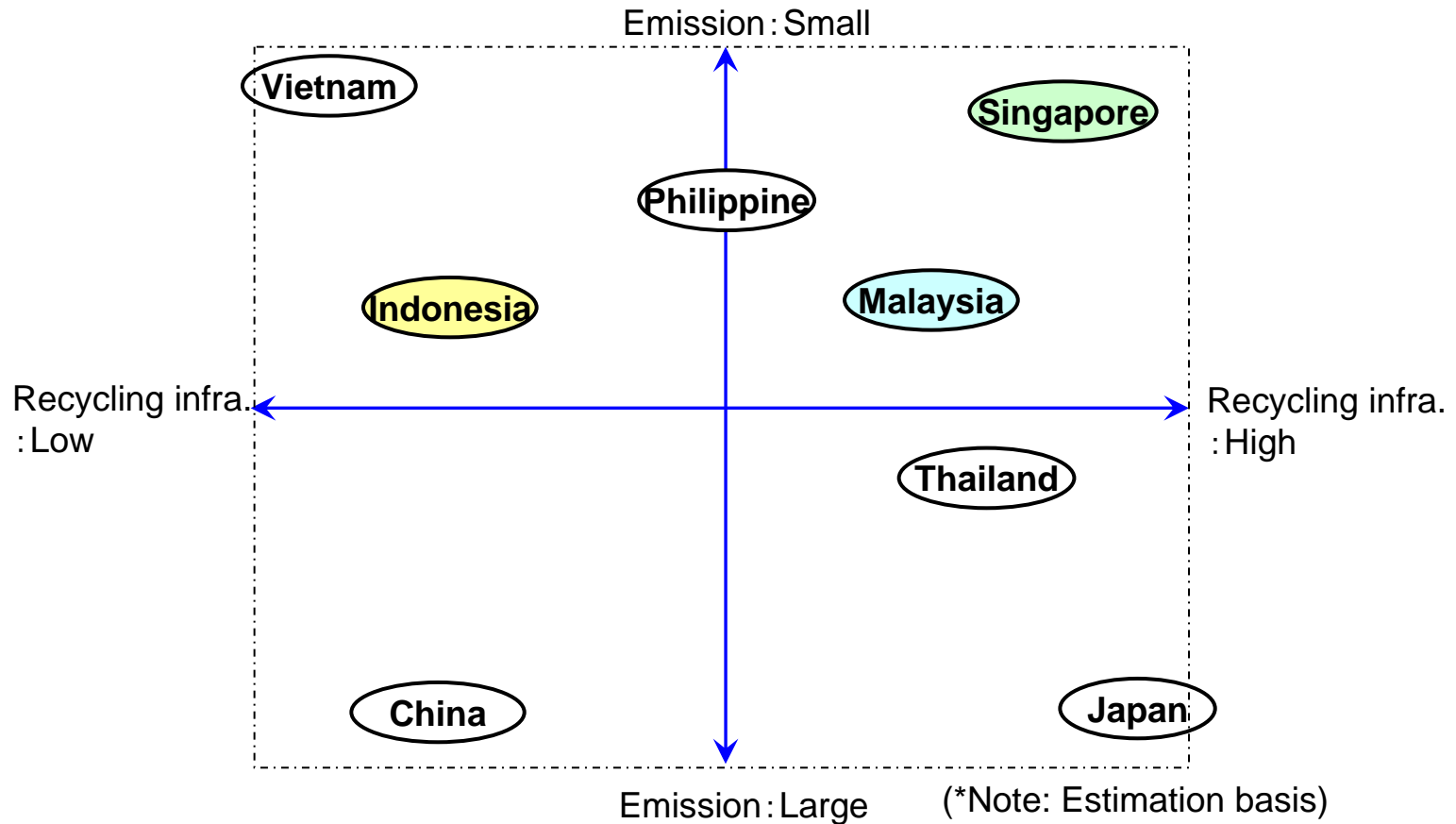
Current Updates

Study Approach



Current Updates

IRRS in Asia



- Thank You for your kind attention -