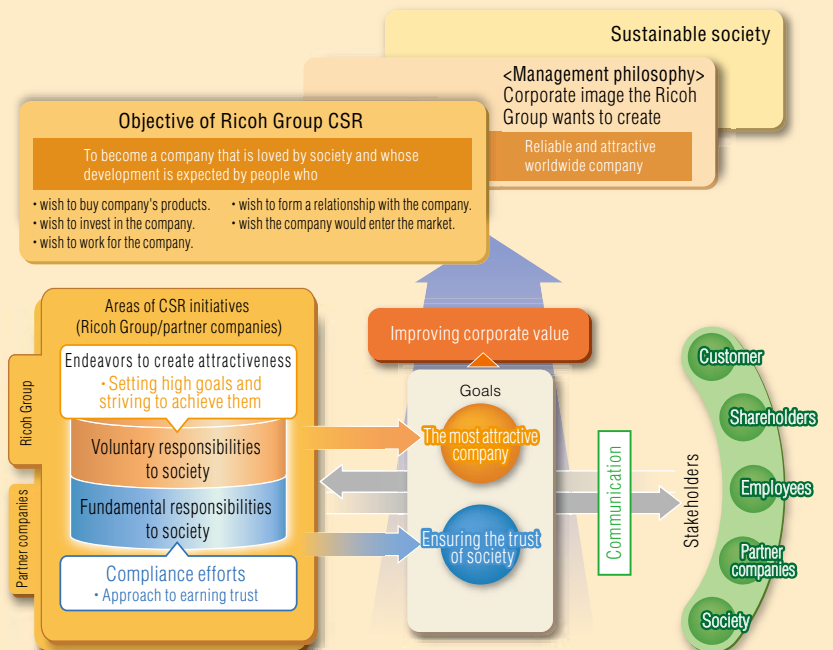


Corporate Social Responsibility (CSR)

Developing compliance and deserving trust

The Ricoh Group approaches corporate social responsibility activities with the aim to be "a company that is respected by society and whose development is expected by people." These compliance and attraction appeal creation activities are connected to two areas: "fundamental responsibilities to society" and "voluntary responsibilities to society" in the four fields given in the Corporate Social Responsibility Charter, namely "Integrity in Corporate Activities," "Harmony with the Environment," "Respect for People," and "Harmony with Society." As of fiscal 2007, Ricoh has made clear the three directions of its corporate social responsibility approach, ① making compliance efforts, ② endeavors to create appeal, and ③ collaboration with partners, and is moving forward with PDCA theme-by-theme.



[Social contribution activities] Supporting vocational training for young players in a football team

Ricoh Espana S.A. (RES), a sales subsidiary, not only sponsors Ricoh Premia, a football club in Barcelona, but also helps with education and vocational training for the young players in the team. Football is a national sport in Spain, but it is difficult for young players who cannot become professional players to find employment, and this has become a social issue. This project is the first innovative attempt in Spain to address the issue, and has been reported on many times in newspapers and on TV. The project has been running for a year, and about half of the players who participated in the project work now at RES.



ICHIMURA Nature Class learns through experience of agriculture

Based on its philosophy of "gaining the strength to live from the land" through experience of agriculture, the ICHIMURA Nature Class operates as a non-profit organization in two locations, in Kanagawa and Saga Prefectures. Over the course of eight months, class members learn many things about nature while growing vegetables. For example, by cooking and eating produce they have grown themselves, they cultivate the importance of working hard, a feeling of gratitude, etc., and from their joint activities and com-

munal living, learn autonomy, independence, collaboration and cooperation, and consideration. In fiscal 2007, 56 children took part in the ICHIMURA Nature Class Kanto, in Kanagawa Prefecture. So far, 243 children have taken part in all.



Harvesting burdock

"Participating in the U.N. Global Compact"

President (now chairman) Sakurai attends a discussion with U.N. Secretary-General Kofi/Annan

Intended for the corporate world, the Global Compact was launched in 1999 by United Nations Secretary-General Annan with nine principles* in the three fields of human rights, labor standards, and the environment. Ricoh joined in 2002, the second Japanese company to do so. In May 2006, Secretary-General Annan came to Japan and met with 25 executives from Japanese companies taking part in the Compact. Ricoh President Masamitsu Sakurai (now Chairman) attended and spoke about the Ricoh Group Corporate Social Responsibility Charter, the Ricoh Group Code of Conduct, and the promotion of CSR management.



*In 2004, an anti-corruption principle was added to make 10 principles.