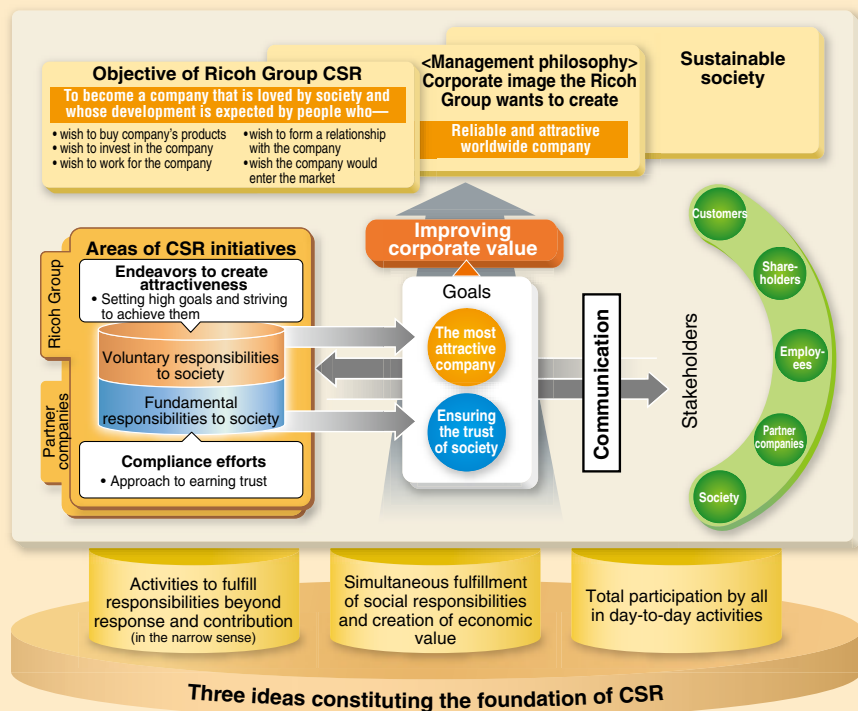


Corporate Social Responsibility (CSR)

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 2008, Ricoh is moving forward with PDCA theme-by-theme, giving priority to (1) continued engagement in compliance activities, (2) endeavors to create appeal, (3) collaboration with partners, and (4) increased communication with stakeholders.



[Improvement in the quality of management]

Awards given in recognition of the high quality of management in group companies

The Ricoh Group believes that quality of management involves not only management systems and systems for offering goods and services but also overall customer-oriented efforts for activities to offer proposals to customers, disclosure of corporate information, and communication. Each Group company is striving to improve its quality of management. In October 2007, Ricoh Canada Inc. was awarded the Gold Trophy in the Canada Awards for Excellence. The awards are given to high-quality and healthy private companies, public institutions, and non-profit organizations in Canada which have constantly shown outstanding performance. In the meantime, Ricoh Europe PLC (RE), the European regional headquarters, was awarded an EFQM^{*} Excellence Award in December 2007 by EFQM, a management quality assessment body for European companies. This is in recognition of the sales and service activities of the RE group as a whole, which embraces about 13,000 employees in 19 countries in Europe, the Middle East and Africa.

* EFQM : European Foundation for Quality Management

[Social contribution activities]

Developing an organic vegetable garden using organic waste produced within the company

The Ricoh Group’s social contribution activities focus on environmental conservation and providing young people with sound value, under the slogan “Foster attitudes and actions that value human beings and the Earth.” Social contributions initiated by employees have become more and more active in their respective regions of the world. At Ricoh Distribution Center (RDC), a distribution base in Uruguay, they have been maintaining a vegetable garden

since 2003, using organic waste produced within the company. Employees of the company converted 50 m² of waste land into a vegetable garden, learning how to make compost and grow vegetables. Since 2005, they have donated vegetables grown in the garden to neighboring elementary schools. In 2006, they produced 200 kg of squashes, 420 kg of onions, and 100 kg of cabbages. RDC also invites students at a school for children with disabilities to the garden to enable them to experience working on the land. Thus RDC offers a variety of support to the local community through this vegetable garden.

Promoting color universal design

Ricoh has worked on color universal design (CUD),^{*1} because the popularization of multifunctional color copiers and printers has resulted in inconvenience for some partially color-blind people, due to the diversity in the perception of colors. Ricoh put multifunctional color copiers with CUD certification^{*2} on sale in August 2005 before any other company in the industry. Since then, Ricoh has increased the range of products adopting CUD. In February 2007, we started enhancing our efforts by issuing CUD guidelines, implementing key-person and on-site training, holding lecture meetings, and sharing information through our intranet. Thus, Ricoh established a company-wide system for CUD. Even for CUD products that are already on the market, efforts are being made to develop them to fulfill higher-level requests by conducting surveys on their user-friendliness. Ricoh has promoted CUD not only for its products but also at each of its business sites. In fiscal 2008, we checked labels and notices at manufacturing sites and found many that were difficult for partially color-blind people to recognize. We thought it was necessary to improve them as soon as possible for safety’s sake, too, and set about doing just that.

*1 Designs that can be easily recognized by many people regardless of individual differences in color perception
*2 Certification given by the Color Universal Design Organization, an NPO

* For more information, please read Ricoh Group Sustainability Report (Corporate Social Responsibility) 2008.