

Social Contribution Activities of the Ricoh Group

Companies, employees, and shareholders cooperate to contribute to the creation of a more affluent society.

As long as a business follows the conventional approach, the ultimate goal of corporate activities will be only to increase a market share. However, expanding society's viewpoint of corporate activities beyond the existing framework would see companies contributing to people's lives and communities, something that has been outside the business framework. The Ricoh Group regards social contribution activities as part of CSR, and Group companies, employees, and shareholders cooperate to promote activities to contribute to the creation of an affluent society based on community principle. Examples of such activities in Japan and abroad are reported below. In the meantime, social contribution activities for environmental conservation, which have an effect on environmental conservation in communities, will be described in the "Harmony with the Environment" section.

Concept of Social Contribution Activities

● Emphasis on both Corporate and Individual Activities

The Ricoh Group contributes to society through close cooperation among the Group companies, employees, and shareholders. The Group does not stick to the traditional framework of social contribution activities that include donations, offering products, and opening facilities to the public. The Group believes that in its fundamental meaning, the company, and people who make up the company should contribute their individual knowledge, abilities, time, money, etc. Companies not only contribute to society as organizations on a large and continuous scale, but also provide systems to support contributions by individuals and small groups where employees take the initiative, allowing for a continuous stream of contributions.

● Four Types of Social Contribution Activities

- 1) **Support using the social contribution reserve**/The amount of funds used for such activities reaches a high level of 1% of the current profits for the relevant accounting year after deduction of dividends paid (with a ceiling of ¥200 million). With these funds, we conduct continuous global support activities to contribute to the solution of social problems.
- 2) **Support through social contribution club/FreeWill**, which was proposed and organized by employees and managed and run mainly by employees, is a support organization giving priority to grass-roots activities. The club reserves the fractions of salaries and bonuses to be paid to employees as funds for its activities. Therefore, they cannot engage in large-scale activities but can be very flexible. In the meantime, the company pays an amount equal to that used for its activities under a gift-matching system.
- 3) **General support by companies**/Besides the two important activities described above, business sites and Group companies actively engage themselves in general support activities such as by general donations, offering products, and opening facilities to the public.
- 4) **Time offered by individuals**/Also, some of the employees offer their own free time for volunteer work in supporting activities.



Kids' Workshop



Kids' Workshop

Social Contribution Activities for Youth

● Kids' Workshop

On February 14 and 15, 2004, a workshop for kids, "You are a Ricoh machine," was held as part of the Youngster's Science Festival. The workshop was jointly organized by Ricoh, Ricoh Tohoku Co., Ltd., Aomori Ricoh Co., Ltd., and NBS Ricoh Co., Ltd. The festival is held every year in various cities in Japan including Tokyo, to encourage children to take a keen interest in science, and Ricoh has participated since the national festival (Tokyo) in 2003*. The Ricoh Group holds these activities with the aim of involving the Group company employees in contribution activities, and to encourage all the employees to participate in such activities through volunteer activities, or offer their free time.

* Ricoh Kids' Workshops held in 2003/ 7th Ricoh Kids' Workshop was held on March 22 and 23 at the Science and Technology Museum. On July 27 and 28, another workshop was held as part of the Youngster's Science Festival at the Science and Technology Museum. A workshop was also held at Jichi Kaikan in Kagoshima City on December 20 and 21.

● Ichimura Nature School

A graduation ceremony for the Ichimura Kanto School of Nature was held on December 6, 2003. The second class to graduate, elementary or junior high school students who entered the school on March 30, consisted of 27 boys and 24 girls. Including the 30 students in the first



Graduation ceremony of the Ichimura Kanto School of Nature



Graduation ceremony of the Ichimura Kanto School of Nature

class, 57 boys and 24 girls, a total of 81 students, have graduated from the Ichimura Kanto School of Nature so far. The Ichimura Nature School is an NPO founded on the basic idea of “learning how to earn a living from mother earth through growing crops and other experiences.” The Ichimura Kyushu School of Nature was also opened in March 2003.

● **Ichimura Idea Award**

The awards ceremony for the 34th Ichimura Idea Award sponsored by the New Technology Development Foundation was held on November 7, 2003 at Toranomom Pastoral in Tokyo. The award was created to nurture children’s originality and ingenuity. Every year, elementary and junior high school students from all over Japan are invited to present their ideas and awards are given for outstanding work. There were 6,639 entries this year, from which “Hikari-no Hidokei (photo-solar clock)” made by a 5th-grade elementary school student in Fujiyoshida, Yamanashi Prefecture won the highest award. Instead of the position or length of a shadow, the student used light for direct measurement of the movements of the sun. This counterintuitive idea was highly evaluated by the judges.



“Hikari-no Hidokei” which won the highest award

● **Nature School for Children**

Ricoh’s Fukui Plant held a nature school course on October 9, 2003, inviting 65 4th-grade stu-



Nature school course (Ricoh’s Fukui Plant)

dents from neighboring elementary schools. The motto of the Fukui Plant, “seeing rather than hearing; touching rather than seeing,” was put into practice. The participating children had a chance to actually touch Indian Fritillary in the course, whose habitat is moving northwards due to global warming.

Support for Social Contribution Activities by Employees

● **NPO Seminar**

The first NPO Seminar was held on January 21, 2004 in the hall of Ricoh’s Ohmori Office, with Kazuho Seko, instructor at the Tama Institute of Management and Information Sciences and Tokyo Keizai University and Representative Director of the NPO Training and Resource Center invited as a lecturer. This was one of the Group’s activities aimed at active expansion and support for social contribution activities by employees.

● **Relief Donations for the Earthquake in the Southeastern Part of Iran**

On January 30, 2004, Ricoh made a donation to the Japanese Red Cross Society to support the speedy reconstruction of the quake-hit area. Reportedly, 41,000 people died in this major earthquake that hit the southeastern part of Iran before dawn on December 26, 2003, causing great misery and damage.

● **Participation in Ashinaga P Walk 10**

After talking with people from the Ashinaga Scholarship Society, a private organization that provides material and emotional support for children who have lost their parents due to disease, disaster, or suicide, it was agreed that all the active members of the social contribution activity club would participate in “Ashinaga P Walk 10” that is held twice a year.



Ashinaga P Walk 10 (Ashinaga Scholarship Society)

● **Campaign to Collect Unsent New Year Cards**

About 500 million New Year postcards are not sent as a result of being spoiled, or remain unused. The collective value of these unsent postcards is about 22.5 billion yen, and a number of NPOs and NGOs are engaged in collecting and using them. The Ricoh Group has participated in the campaign since 2000 through an international cooperation NGO, Hunger Free World. Through company magazines, the Group invites employees to participate in the campaign, and the postcards collected are used for activities to create a hunger-free world.

● **Social Contribution Club: FreeWill**

The Social Contribution Club: FreeWill was founded in January 1999 with the aim of putting small acts of kindness together to contribute to society. It has more than 2,000 members now and makes donations four times a year, mainly for grass-roots support activities. Funds are collected and are covered by a gift-matching system, under which an equal amount is paid to the club by Ricoh, to support the social contribution activities of employees. A total of 19 donations have been made so far. The organizations receiving donations include an international cooperation NPO for educational and medical support, a social welfare association that supports people with physical disabilities, and an NPO that supports exchanges among children in Asia and Japan.

Number of Organizations Receiving Donations

Fields of activities	Number of organizations (total 22)
Social welfare	6
Fostering youth	5
International cooperation	8
Environmental conservation	3