

Our Major CSR Activities and Plans

Targets for Our CSR Activities in the 16th Mid-Term Management Plan (Fiscal 2008 to 2010)

Integrity in corporate activities	Description	2010 Targets (level)
Quality management	<ul style="list-style-type: none"> Continuing efforts to maintain and improve the quality management of the Ricoh Group by offering opportunities and building systems to enhance product quality, focusing on becoming more competitive in order to continually provide customers with high value products and services 	<ul style="list-style-type: none"> Ricoh Group quality target achievement: 100%
CS activities	<ul style="list-style-type: none"> Implementing improvement and reforms to create values for customers and a cycle in which PDCA always functions effectively and is autonomously established by means of the management system 	<ul style="list-style-type: none"> Completion of target establishment CS target achievement: 100%
Creation of user-friendly products	<ul style="list-style-type: none"> Offering designs that take into consideration customers' feelings and ease of use, to increase customers' satisfaction levels while retaining market competitiveness 	<ul style="list-style-type: none"> Achievement of easy-to-use designs: 100%
Information security	<ul style="list-style-type: none"> Achieving the establishment of a sense of information security within the Group, affording strength to our business activities, and receiving high evaluation Establishing groupwide cooperation through the Business Continuity Plan (BCP) to establish and review the Group's infrastructure 	<ul style="list-style-type: none"> Development and establishment of the Common Standard for Information Security: 100% Completion of 1 PDCA cycle in the BCPs of our major business domains
Risk management and internal control	<ul style="list-style-type: none"> Each employee acting in accordance with the Code of Conduct; the effective operation of TRM to prevent management risks Standardizing the internal control system of the Group to contribute to an improvement in management efficiency, thereby creating an effective mechanism for preventing acts of dishonesty and accidents 	<ul style="list-style-type: none"> Written pledge to comply with the Ricoh Group Code of Conduct (or equivalent form): 100% Occurrence of management risk: zero (excluding risks attributed to external environment) Completion of an integrated internal audit system by level and achieving of zero "material weaknesses" or "significant deficiencies" under the U.S. SOX Act auditing
Expansion of CSR to our partner companies	<ul style="list-style-type: none"> The understanding of Ricoh's CSR concepts and the voluntary development of related activities by our major partner companies 	<ul style="list-style-type: none"> Major suppliers in Japan and China: Completing 1 PDCA cycle of CSR activities Major dealers: Implementing CSR programs
Harmony with the environment		
Efficient use of resources toward a resource-circulating society	<ul style="list-style-type: none"> Reducing the total environmental impact due to the effective use of resources, and resources that are consistently being circulated 	<ul style="list-style-type: none"> Increase number of parts re-used from used products Amount of re-used parts: 1,910 tons in Japan, 6,000 tons outside of Japan, etc.
Implementation of advanced environmental technology development to address climate change; promotion of reduced energy use by business operations	<ul style="list-style-type: none"> Due to the implementation of advanced environmental technology and reduced energy use by business operations, CO₂ emission volumes are falling and reducing environmental impacts which cause climate change 	<ul style="list-style-type: none"> Reduce greenhouse gases caused by production activities CO₂ emission volumes: down 12% compared with fiscal 1990 (Ricoh and manufacturing subsidiaries in Japan) etc.
Strengthening chemical substance control to create highly environmentally-safe products and business operations	<ul style="list-style-type: none"> Reducing risks of contamination by strengthening the control system for creating highly environmentally-safe products and business operations 	<ul style="list-style-type: none"> Reduce emission of environmentally-harmful chemical substances: Down at least 80% compared with fiscal 2000 (Ricoh's manufacturing plants and manufacturing subsidiaries) etc.
Biodiversity conservation	<ul style="list-style-type: none"> Promoting activities to conserve the ecosystem, aimed at improving the self-recovery capabilities of the global environment 	<ul style="list-style-type: none"> Conserving biodiversity from two perspectives: business activities supported by society, and social contribution activities
Respect for people		
A vital and motivated culture	<ul style="list-style-type: none"> Completing creation of an organization where each individual—regardless of gender, age, employment contract or nationality—can fully exert his/her skills 	<ul style="list-style-type: none"> (1) Percentage of female managers: 1.5% (2) Continue obtaining certification as a company that contributes to the development of future generations
Creating a safe, healthy and comfortable working environment	<ul style="list-style-type: none"> Establishing a safe and healthy working environment for the employees of the Ricoh Group, in which they can exercise their abilities to the full, in turn improving business performance 	<ul style="list-style-type: none"> Achieving management indicator goals regarding safety and health Implementing, improving and establishing a mechanism to manage safety and health Starting the development of measures and mechanisms on safety and health within the Group
Promoting autonomy and creativity in the workplace	<ul style="list-style-type: none"> Achieving effective functioning of the motivation cycle at Group companies in and outside Japan; and each Ricoh employee setting higher goals and taking on challenges responsibly. This in turn is to contribute to the performance of the company and its organizations, enhancing employee satisfaction and creating a sense of growth Obtaining and developing human resources to foster leaders in and outside Japan toward the growth of the global market; their nurturing, positioning and optimal utilization for the whole Group Establishing a system for handing down technologies, skills and know-how 	<ul style="list-style-type: none"> Ricoh: exceeding the best points in previous surveys for important items in the employee satisfaction survey Group companies: establishing a management cycle to motivate employees Constructing a mechanism to select, acquire, systematically nurture and utilize human resources, in order to create business leaders for the Ricoh Group Establishing a mechanism to acquire, select, appoint and evaluate key personnel to realize our strategies Establish a mechanism to promote activities to hand down technologies, skills and know-how for each function, and implementing education
Harmony with society		
Social contribution activities	<ul style="list-style-type: none"> Improving the visibility and participation rate of FreeWill, a social contribution activity, across the Ricoh Group Employees participating in the Ricoh Science Caravan, in which Ricoh acts in cooperation with local communities, taking advantage of its company power, and the wide development of this program across Japan Subsidiaries and business sites in and outside Japan sharing activities, creating social contribution in harmony with local communities 	<ul style="list-style-type: none"> Visibility of FreeWill among Ricoh employees: 85%; participation rate: 40% Target number of child participants: 10,000 children/year Building a mechanism to collect and share information on activities within the Group that promote voluntary activities
Communication	<ul style="list-style-type: none"> Establishing and implementing Ricoh's unique communication style 	<ul style="list-style-type: none"> Completing a new communication style
Good corporate citizenship		
	<ul style="list-style-type: none"> Developing color universal design (CUD) initiatives to offer the benefits of colors to society, the CUD concept being reflected in our products and communication tools 	<ul style="list-style-type: none"> Reflection rate of CUD concept in our products and communication tools: 100%
	<ul style="list-style-type: none"> Implementing activities aimed at earning the public trust in each Ricoh Group company in the field of user-friendliness 	<ul style="list-style-type: none"> Setting up and developing themes at major Group companies
	<ul style="list-style-type: none"> Creating products, services and solutions that contribute to realizing a sustainable society 	<ul style="list-style-type: none"> New themes being set and implemented

Major Activity Plans, Achievements and Challenges for Fiscal 2008

Major activities	Achievements	Self evaluation	Challenges
<ul style="list-style-type: none"> Strengthening quality management systems Strengthening activities to prevent market quality problems 	<ul style="list-style-type: none"> Promoted continued improvements in management systems as well as development and commercialization of basic technology that ensures credibility Used @Remote data and improved precision of data analysis 	○	<ul style="list-style-type: none"> Disseminate the concept of RICOH Quality and establish it early on
<ul style="list-style-type: none"> Establishing a CS target structure and strengthening improvements in the process 	<ul style="list-style-type: none"> Set new goals for meeting changing standards in customer values, and reformed and improved the value-providing process 	○	
<ul style="list-style-type: none"> Strengthening product design based on the Ricoh Values Expanding customer feedback worldwide 	<ul style="list-style-type: none"> Created new looks for the future, and strengthen product design from the perspective of comfortable user-friendliness and ecology Analyzed evaluation from design awards and exhibit venues 	○	<ul style="list-style-type: none"> (Continue to) strengthen product designs based on the three Ricoh Values
<ul style="list-style-type: none"> Maintain Group ISMS unified certification; develop and familiarize Common Standard for Information Security Continue implementing information security education Further expand Business Continuity Plan (BCP) and management 	<ul style="list-style-type: none"> Implemented risk assessments by completing ongoing inspection at 52 companies in Japan and 46 companies outside of Japan, as well as through common standards Implemented e-learning for all group employees Expanded Business Continuity Plans (BCP) in designated fields 	○	<ul style="list-style-type: none"> Continue improving common standards Evaluate information security levels Confirmation method through practice runs
<ul style="list-style-type: none"> Stepping up efforts to develop and promote total risk management (TRM) rules, familiarize employees, manage the system, and promote its use Creation of BCP in the event of an earthquake and implementing measures 	<ul style="list-style-type: none"> Devised and promoted TRM provisions Completed creation of BCP in the event of an earthquake Implemented internal control audit by level 	○	<ul style="list-style-type: none"> Secure the effectiveness of TRM on site
<ul style="list-style-type: none"> Revising Code of Conduct; confirm activities to improve development and permeation of and implement education on the Code of Conduct Establishing internal reporting systems outside of Japan 	<ul style="list-style-type: none"> Completed revisions to and dissemination of the Code of Conduct; confirmed dissemination through internal control audits; implemented e-learning education in Japan Started developing systems at affiliates outside of Japan 	○	<ul style="list-style-type: none"> Implement Code of Conduct education outside of Japan and complete creation of internal reporting systems outside of Japan
<ul style="list-style-type: none"> Educating suppliers and establishing system for assessing implementation Implement at Japanese sales partner companies 	<ul style="list-style-type: none"> Created and distributed the Ricoh Group Supplier Code of Conduct and built a framework for an assessment system Completed implementation at Japanese consolidated dealers 	○	<ul style="list-style-type: none"> Introduce and implement supplier self-assessment systems Implement them at major Japanese dealers
<ul style="list-style-type: none"> Promoting well-planned parts collection and reuse in all regions of the world 	<ul style="list-style-type: none"> Redeveloped system for selling recycled products in the Americas 	○	<ul style="list-style-type: none"> Steadily implement the system rebuilt in the Americas
<ul style="list-style-type: none"> Implementing well-planned energy-saving measures in each division 	<ul style="list-style-type: none"> Reduced CO₂ volume by more than 10,000 tons through improvement activities in each division 	○	<ul style="list-style-type: none"> Steadily implement energy-saving measures in each division
<ul style="list-style-type: none"> Implementing well-planned pollution-prevention activities in each division 	<ul style="list-style-type: none"> Developed internal system meeting Europe's REACH regulation 	○	<ul style="list-style-type: none"> Steadily implement and manage internal system meeting Europe's REACH regulation
<ul style="list-style-type: none"> Promoting biodiversity conservation in our social contribution activities and reducing impact in our business fields 	<ul style="list-style-type: none"> Implemented conservation activities within the world's Ricoh Group and created biodiversity policy 	○	<ul style="list-style-type: none"> Substantiate specific categories mentioned in the policy
<ul style="list-style-type: none"> Diversity (empowering women) Training future generations and supporting the re-employment of the elderly 	<ul style="list-style-type: none"> Launched Career Support Program for mid-career female employees Increased the number of employees with children who are eligible for shorter working hours, tracked the needs of employees who juggle work and family life 	○	<ul style="list-style-type: none"> Expand support measures for female managers As a result of employee needs survey, introduce a system offering more flexible working hours
<ul style="list-style-type: none"> Clarification of group management indicators and boosting levels Implementation of labor safety and sanitation management system Development of optimal group health management system 	<ul style="list-style-type: none"> Clarified group management indicators, managed extensive overtime, and strengthened stress checks Improved risk assessment for chemical substances Conducted education at group companies, supported the preparation and installation of management systems, and provided tools etc. 	○	<ul style="list-style-type: none"> Implement education on mental health care and conduct group-wide checks, and strengthen activities to prevent employees from having problems
<ul style="list-style-type: none"> Promotion of career development Training personnel by personality type Clarification of which technology, skills and know-how should be handed down and implementing training Development of a skills development promotion system aimed at strengthening features 	<ul style="list-style-type: none"> A total of 1,030 people attended the generation-specific "career design training," began interviews for the training of supervisors and subordinates Implemented two new types of additional programs to train professionals Reviewed, expanded and implemented specialized technology education. Implemented original programs to pass on skills etc. within each division or group company 	○	<ul style="list-style-type: none"> Expand system for training interview Expand manager training and implement them at lower levels Expand and strengthen project manager education Build infrastructure to share existing skills and know-how as well as develop activities aimed at handing down knowledge within each division
<ul style="list-style-type: none"> Investigation into visibility of FreeWill and activities aimed at boosting participation rate 	<ul style="list-style-type: none"> Completed investigation into visibility, continued steady efforts at boosting participation 	○	<ul style="list-style-type: none"> Implement activities targeting demographics with low participation, and brush up FreeWill activities
<ul style="list-style-type: none"> Expanding Ricoh Science Caravan (Child participant goal: 4,000 children a year) 	<ul style="list-style-type: none"> Established system for implementing caravans nationwide; achieved roughly 9,700 participants, largely surpassing the goal 	○	<ul style="list-style-type: none"> Newly implement Ricoh Science Caravan (programs linked with schools etc.)
<ul style="list-style-type: none"> Sharing activities between offices and companies in and outside of Japan 	<ul style="list-style-type: none"> Collected 18 "CSR Hikarimono" from each region outside of Japan Completed establishment of system for sharing information on cases in Japan 	○	<ul style="list-style-type: none"> Establish a global and group-wide system
<ul style="list-style-type: none"> Considering and testing Ricoh's unique and new communication style 	<ul style="list-style-type: none"> Conducted programs such as "events to read CSR reports with employees" or "dialogue with NGOs" as well as "shareholder questionnaires," etc. 	○	<ul style="list-style-type: none"> Inspect effectiveness based on trials and reflect them in activities
<ul style="list-style-type: none"> Expanding color universal design (CUD) activities 	<ul style="list-style-type: none"> Reflected the CUD concept in our products and communication tools and trained key people in charge Became Japan's first company to obtain CUD certification 	○	<ul style="list-style-type: none"> Establish system for efficiently obtaining CUD certification and for evaluating maturity
<ul style="list-style-type: none"> Complete trial for one company 	<ul style="list-style-type: none"> Completed the selection of themes at two companies 	△	<ul style="list-style-type: none"> Implement activities related to selected themes
<ul style="list-style-type: none"> Planning theme related to resolving global social issues 	<ul style="list-style-type: none"> Considered pilot theme 	○	<ul style="list-style-type: none"> Implement the next step in the pilot theme