

From Passive Stage and Proactive Stage to Responsible Stage

To become a company that is indispensable to society in the 21st century, “environment” is a necessary keyword. However, companies will not be able to survive if they engage in environmental conservation activities at the expense of economic efficiency. Looking at past trends in environmental issues and the Ricoh Group’s responses to those trends, we see that the first period it faced was one of Passive Stage, in which the Group responded to laws and regulations and customer needs. The next period was one of Proactive Stage, in which we, as global citizens, voluntarily engaged in continuous efforts to reduce negative environmental impact. Today, we are aiming for Responsible Stage and high economic efficiency, giving the same weight to both. The Ricoh Group’s comprehensive environmental management includes zero waste plants, with proven economic benefits; recycling businesses, with economic benefits expected in the near future; and other areas, with economic benefits that are currently under study. We were among the first in implementing activities that responded to Passive Stage, Proactive Stage, and Responsible Stage.

1) Eco Balance Environmental Impact Analysis: pp. 11–12

The Eco Balance system is used to analyze the environmental impact of all business activities. It is capable of quantitatively analyzing the degree of negative environmental impact our business activities have. Accordingly, we fix effectively any business activity that shows a greater-than-acceptable impact.

2) Establishment of Environmental Action Plans: pp. 13–14

Environmental action plans are drafted to effectively lessen the environmental impact indicated by Eco Balance analysis. The cost-effectiveness of implementing environmental measures is examined in segment environmental accounting, which is used in making decisions in environmental management.

3) Environmental Improvement Activities: pp. 15–30

In order to realize and succeed with any environmental action plan, we promote environmental technology and green procurement, and promote the use of such tools as the environmental management system; thus we can reduce the environmental impact and total costs. We have taken this further by endeavoring to promote employees’ awareness by such means as adding the item “environment” to the performance assessment of various areas.

● Environmental Management System: pp. 15–16

● Environmental Management Information System: pp. 17–18

● Environmental Technology Development: pp. 19–20

● Green Partnership: pp. 21–22

● Environmental Education and Awareness Promotion: pp. 23–24

● Health and Safety: pp. 25–27

● Social Contribution toward Environmental Conservation: pp. 28–30

4) Environmental Accounting: pp. 31–34

Environmental accounting is a tool to check the success or failure of an environmental conservation activity in terms of environmental costs, changes in environmental impact, and economic benefits. It is also a decision-making tool for environmental management. This accounting system is a part of Ricoh’s regular accounting system.

5) Environmental Communication: pp. 35–36

Our efforts in environmental conservation activities can be seen in our environmental report and on our environment labels. To promote further autonomous and continuous environmental conservation activities, it is of the importance to gain the support of stakeholders through information disclosure.