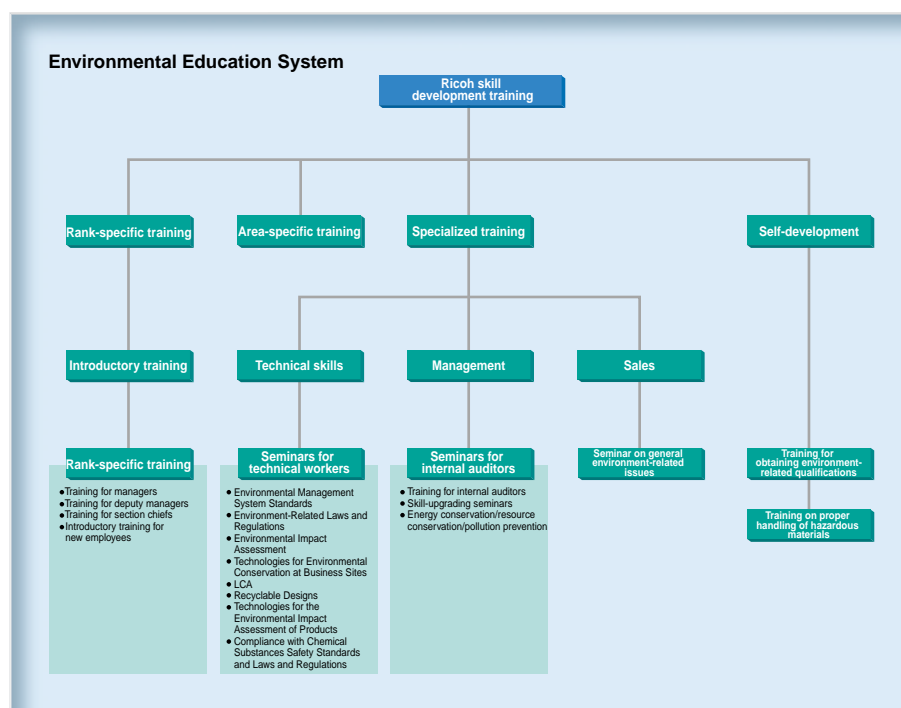


Environmental Education and Awareness Promotion

Management and environmental activities were once considered completely contradictory to each other. These days, however, we know that these two ideas are, in fact, complementary. The most important things in environmental management that each employee needs to be aware of are decisions made by top management, ongoing divisional activities, and activities aimed at awareness reform. Environmental conservation activities may appear to be a corporate responsibility, but each employee needs to be conscious of them. Such activities may drastically change, depending on how aware our employees are of their purpose. With this in mind, the Ricoh Group is developing a variety of activities to promote companywide environmental education and awareness.



Support for Environmental Education and Activities

The Ricoh Group established an education system to help employees better understand the Group's environmental activities and become more environmentally aware professionals. Under this system, we hold a variety of seminars and trainings, including those for new employees, designers, and internal auditors who work under our environmental management system. Furthermore, we encourage employees to obtain official qualifications for administrators of pollution prevention activities and for work environment inspectors by establishing an internal system

that awards employees who achieve any level of performance in environmental conservation.

Nurturing Environmental Volunteer Leaders

Employees can increase their own awareness of environmental conservation through practical experience more than they could through learning just theories. Ricoh makes the most of environmental volunteer activities as a means of not only contributing to society but also of promoting employee awareness. This is why Programs to Nurture Environmental Volunteer Leaders* were created: to provide employees with the opportunity to volunteer in environmental conservation activities.

*See page 28.

Environment-Related Seminars and Number of Participants

Name of Seminar	FY 1998	FY 1999
Recyclable Designs	18	21
Technologies for the Environmental Impact Assessment of Products	22	22
Environment-Related Laws and Regulations	52	81
Environmental Management System Standards	69	8
LCA	20	46
Compliance with Chemical Substances Safety Standards and Laws and Regulations (Beginner's)	19	29
Compliance with Chemical Substances Safety Standards and Laws and Regulations (Advanced)	18	26
Total	218	233

Company Environment Competition

The Ricoh Group has held a Company Environment Competition every year since 1995. Starting from the sixth competition, which was held in 2000, the scope was expanded to cover the entire Group. Over the years, the content of the competition has changed. In the past, specialists were given the opportunity to present case reports, but now the opportunity is given to top

management executives to present their policies on environmental management. At the sixth competition, in addition to having presidents of dealers in attendance, a few overseas affiliates presented case reports. It is evident that environment management has become rather important to the Ricoh Group as a whole.



The 6th Company Environment Competition

Information Disclosure Using In-house Newsletters and Environmental Information Journals

Ricoh's in-house newsletter has a page called "Hot Topics about Environmental Activities." It covers news about the Group's environmental activities and social standing, citing such achievements as awards and commendations won. The page was created with the aim of disseminating Group policies on taking positive corporate approaches toward environmental conservation activities, not only conveying information to employees. The Ricoh Group also publishes an environmental information journal called *ECO TODAY*, in which it introduces each division's environmental conservation measures as well as presenting interviews with people from environmental nongovernmental organizations (NGOs). Thus, we promote employees awareness from a broad perspective.



Ricoh Group's environmental information journal *ECO TODAY*

Concurrent Development of Know-how Using the Ricoh Group's Network

Ricoh Group companies worldwide can access and quote the latest environmental information from Ricoh's database. It is effective enough to allow company divisions to use the latest cases from the Group as benchmarks, to quickly spread recently gained know-how, and to further improve such know-how with additional information from different points of view.

Commending Environmental Activities

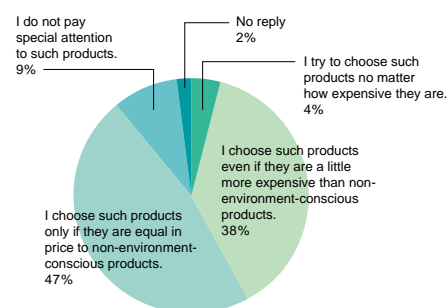
To promote employee-initiated environmental conservation activities, we introduced the Ricoh Group Environmental Proposal Award in 1998. As a result, we received a total of 320 proposals (268 from domestic business sites and 52 from overseas business sites) in three categories: (1) environmental technologies and environment-oriented products, (2) environmental businesses, and (3) environmental conservation activities that should be dealt with at the office or at home and other social activities.

Ricoh also presents employees with the Minori Prize for their work performance. In fiscal 1999, awards given in the environmental section were for the development of a small ISDN G4 telecommunications unit with an energy conservation mode, an industry-university joint program for putting up an environmental Web site for children, and to a project group for establishing the recycling center.

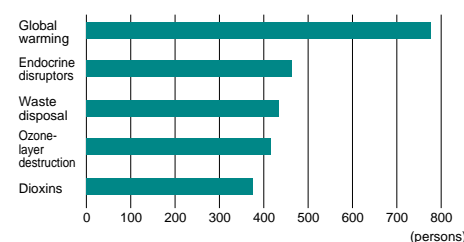
Awareness Survey

Ricoh promotes employee education and awareness on environmental conservation by providing such activities as the Company Environment Competition and by nurturing environmental volunteer leaders. In the meantime, for the purpose of assessing the current situation, we conduct employee awareness promotion surveys, and in fiscal 1999 we collected data from 1,266 employees. We will continue conducting this kind of survey to improve employee awareness in 2000.

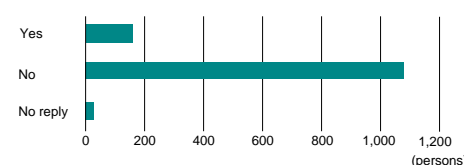
People's Awareness of Environment-Conscious Products in their Personal Consumption*



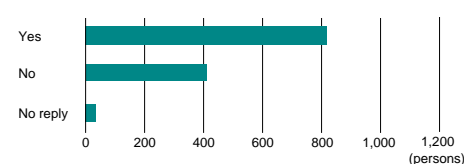
Top Five Environmental Issues that People Are Interested In*



Participation in Environmental Volunteer Activities*



Are You Interested in Environmental Volunteer Activities?*



Data from the 1999 surveys "Participation in Environmental Volunteer Activities" and "Are You Interested in Environmental Volunteer Activities?" reveal that there are fewer opportunities for employees to participate in such activities as volunteer projects on their own. Accordingly, Ricoh started offering programs to nurture environmental volunteer leaders in the same year.

*As of June 1999