

Social Contribution toward Environmental Conservation

The Ricoh Group believes that in addition to voluntarily implementing environmental conservation activities both within and outside the company, it is important for employees to act as global citizens. Ricoh has a variety of programs in place to improve employee awareness of and leadership abilities in environmental conservation activities. Ricoh aims at being a company that offers the opportunity to contribute to society in terms of environmental conservation. Such activities bring us closer to communities, and through this we shall spread the awareness of environmental conservation and the responsibilities of global citizenship to as many people around the world as possible.

Nurturing Environmental Volunteer Leaders

In 1999, Ricoh launched a leadership-training program to promote employee environmental volunteer activities. The program consists of training sessions (Ricoch nature seminars) and company meetings designed to produce 50 leaders annually. Following the training, each leader takes the initiative in developing environmental volunteer activities in close cooperation with relevant divisions or with the community. Ricoh provides support in promoting these activities.

● Ricoh Nature Seminars

The Ricoh nature seminar program aims at nurturing environmental volunteer leaders, allowing them to take the initiative in practical activities that help employees at all business sites to understand the meaning of social contribution for environmental conservation. Each seminar lasts for two days and is attended by approximately 15 participants. In fiscal 1999, we held three sessions. We invited the Wild Bird Society of Japan, an NGO, to lecture at our seminars, and from them we learned how to preserve *satoyama* (community forests) and participate in the conservation of nature through bird watching. We also had the chance to experience cutting down thickets and bamboo grass cropping.

● Ricoh Company Meetings for Environmental Volunteer Leaders

The 1st Ricoh Company Meeting for Environmental Volunteer Leaders was held in December 1999. The aim of the meeting was to update environmental volunteer leaders on each other's activities. Thirty-four volunteer leaders who registered for Ricoh nature seminars participated in the meeting to report on their activities in progress and to answer questions. The leaders also signed up for the Caring for Mr. Seki's Forest activity in Matsudo City, Chiba Prefecture, which was introduced at the meeting.



Ricoh Company Meeting for Environmental Volunteer Leaders



Participants in the Caring for Mr. Seki's Forest activity in Chiba Prefecture



A nature walk at a Ricoh Company Meeting for Environmental Volunteer Leaders



A Ricoh nature seminar

● Activities of Environmental Volunteer Leaders

Environmental volunteer leaders participate in activities that bring them closer to communities. Employees at Ricoh business sites to which participating leaders belong and their families, environmental nonprofit organizations (NPOs) and NGOs, citizen organizations, and others concerned with education take part in these activities.



Participants building sand sculptures and cleaning up Zaimokuza Beach in Kamakura City



Cleanup activity around Mt. Mitake in Okutama



Neighborhood elementary school children invited to learn about environmental conservation



Signboards at a wildlife preserve on the outskirts of Yokohama City

Social Contribution towards Forest Preservation

Ricoh started its social contribution program in fiscal 1999 to restore and preserve forests as well as to conserve biodiversity, which is being threatened worldwide. We are mainly engaged in preserving virgin forests and restoring natural forests, including *satoyama*.

At present, various companies and national governments are engaged in afforestation activities around the world and planting eucalyptus or palm trees to restore forests. Although such activities can be regarded as being beneficial to an extent due to the roles forests play in preventing certain natural disasters and in reducing the greenhouse effect by absorbing carbon dioxide, there are some doubts as to whether they actually help the ecosystem. Afforestation to prevent the deterioration of the global environment should be done using different native trees to restore the ecosystem.

Needless to say, forest conservation activities are almost impossible to carry out without the understanding and cooperation of local communities. Therefore, it is important to help these communities become more environmentally aware and to earn their cooperation. In poorer regions, it is also necessary to offer employment to the people living in the local community in

Examples of Forest Conservation Assistance Programs

Country	NPO	Description
Sri Lanka	Field Ornithology Group of Sri Lanka	Conservation and restoration of forests in world heritage areas
Philippines	Conservation International	Conservation and restoration of forests in hot spot areas
Brunei	Ramsar Center Japan	Preservation of virgin mangrove forests
Madagascar	Pro Natura	Survey of tree crowns in forests
Bangladesh	Bangladesh Poush	Restoration of <i>satoyama</i>
Japan	Wild Bird Society of Japan	Preservation and restoration of <i>satoyama</i>



the areas of forest restoration, afforestation, forest management, and resource recirculation.

With this in mind, Ricoh started six projects under its social contribution program in fiscal 1999 to restore and preserve forests. These projects always take the local ecosystem and people into careful consideration, working together with environmental NPOs in those regions as well as in Japan. Moreover, our employees have taken a leadership-training program, which was created to promote employee environmental volunteer activities.



Land being cultivated for a *satoyama* restoration project in Japan



Partnerships with NGOs and NPOs

Ricoh focuses on partnerships with NGOs and NPOs for the extensive learning, mutual understanding, and interactive benefits of joint promotion activities. Ricoh participated as one of the leader companies in the Global Warming Prevention Business Workshop organized by the World Wide Fund for Nature (WWF) Japan. Workshops were held at Ricoh Aoyama Head Office in December 1998 and September 1999. Approximately 30 companies, organizations, universities, members of the media, and the WWF Japan participated in these workshops, where representatives of different industries and NPOs cooperated with one another in improving the global environment.



“Free Will” Social Contribution Club

For the purpose of promoting social contribution activities by employees, Ricoh established a social contribution club in 1999 called Free Will. Employees donate a fraction of their salaries for social contribution activities. Ricoh supports those activities under a gift-matching system, in which the company matches the amount donated by employees for a given cause. To support environmental conservation activities, we made contributions to the Sahel Association, an NPO engaged in afforestation activities in the Sahara. The contributions were used to purchase saplings.

Promoting Children's Awareness of Environmental Issues

Ricoh created *ECO TODAY**, a Web site for elementary and junior high school students. We also prepared a CD-ROM to be distributed free of charge to approximately 120 schools and children. Through a series of dialogues between a boy and girl—Osamu and Hikaru—the CD-ROM presents well-known cases, global environmental issues, and things that can or should be done for the earth. Ricoh Corporation in U.S.A. created an environmental education Web site in the spring of 1999, which attracted 500 million visitors in its first year through such promotional activities as giving away a free car and by soliciting other companies for their support. Other environment-related Web sites in Japan average approximately 2 million to 3 million visits a year, so obviously this Web site is making a significant contribution to environmental education. For its performance, Ricoh Corporation was the only private company to be awarded

the U.S. Environmental Protection Agency and U.S. Department of Energy's fiscal 2000 Energy Star award for Excellence in Consumer Education.

*See page 35.

Disclosure of Environmental Conservation Activity Know-how

As of March 2000, the Ricoh Group achieved zero waste at seven business sites and actively disclosed how they achieved it. Ricoh Numazu exhibits its green procurement and recycling activities, invites the general public to stop by, and encourages personnel from the Shizuoka prefectural government and Numazu City government to visit and train at the plant, helping them in their goals of becoming environment-oriented governments.



Exhibition of recycling activities at Ricoh Numazu



The Shizuoka prefectural government's official training at Ricoh Numazu



Exhibition of recycling activities at Ricoh Fukui

Community-Oriented Activities Organized by Ricoh Sites

● Ricoh Corporate Environment Office

Cleanup of Katase Kaigan Beach, nature walk in Enoshima, cleanup of Enoshima Kaigan Beach, afforestation of Nirazaki, afforestation for cleaning up Teganuma Marsh, and *satoyama* conservation in Shin-Matsudo

● Ricoh Fukui

Creation of biotope; cultivation and release of killifish; cleanup participation after a heavy oil spill; cleanup of area around the plant; cleanup following the Anzen Kigan (pray for safety) Festival; support of the Sakaicho Social Welfare Council; support of welfare activities of the Home of Hasu, a social welfare corporation; and aluminum can recovery to purchase wheelchairs for donation

● Ricoh Numazu

Recovery of used aluminum cans collected by people from their homes and cleanup of area around the plant

● Ricoh Gotemba

Cooperation with an Acorn Society seminar and growing oak saplings

● Ricoh Ikeda

Environmental information exchange with Ikeda residents, afforestation and grass mowing for the Protect Our Satoyama Project, and cleanup of area around the plant

● Ricoh Unitechno

Participation in Saitama Prefecture's environmental conservation meetings, tree planting in city parks, and cleanup of area around the plant

● Ricoh Elemex

Joint environmental conservation activities with local elementary school students and opening of the Eco Plaza



Volunteers donating used aluminum cans from home (Rico Numazu)



Eco Plaza at Ricoh Elemex



ECO TODAY is distributed to approximately 120 schools and children



Web site and CD-ROM of the Energy Star Program of Ricoh Corporation