

Environmental Communication

It is important for environmental communication to gain the support of stakeholders. It is also important to support the environmental activities of others. The Ricoh Group notifies its stakeholders of its environmental management progress by writing it up in its environmental reports and on its Web site as well as by releasing environmental impact information on its products through Type III Environmental Impact Disclosure. Using advertisements, lectures, and exhibitions, we give examples of our successes in environmental impact reduction and introduce some of the environmental activities we are engaged in that are economically beneficial. Thus, we contribute to improving social awareness and reducing environmental impact.

Relationship between Stakeholders and Information Disclosure Measures

Items to Be Disclosed		Environmental Reports	Web Site	Environmental Labels	Environmental Advertisements
Global environmental conservation	Contents and results	●	●		●
	Know-how	●	●		●
Neighbors		●	●		
Customers		●	●	●	●
Green procurement		●	●	●	●
Investors and shareholders		●	●		●
Employees	Policies, health and safety information	●	●		
	In-house promotional activities on awareness	●	●		

Environmental Reports

The Ricoh Group's environmental report has been issued annually since its first publication in April 1998, which disclosed fiscal 1996 data. An English version of the Japanese-language report has been published since the fiscal 1998 edition, which was released in

January 1999, to disclose information to our diverse stakeholders. The fiscal 1999 edition won the top Green Reporting Award in recognition of its achievements in clarifying the information disclosure system and specifying the system's relevance in the environmental management system, Eco Balance, and environmental accounting. Our affiliates and business sites issue their own environmental reports.



Environmental Web Site

Ricoh's environmental Web site includes information on a variety of topics, such as the Ricoh Group's environmental report and activity updates as well as links to ECO TODAY*, a Web site aimed at elementary and junior high school students. ECO TODAY was created jointly by Ricoh and students from vocational schools. ECO TODAY presents familiar examples of global environmental issues and introduces countermeasures adopted by Ricoh. We strive to promote interactive communications at our Web site by answering questions via e-mail.

*See page 30.



Ricoh's environmental Web site



ECO TODAY

Disclosing the Environmental Impact Information of Products through Type III Environmental Impact Disclosure*

The environmental impact information of products is indispensable for customers wishing to choose products that have less environmental impact. The Ricoh Group, for the first time in Japan, disclosed information on the environmental impact its imagio MF 6550 digital copier has throughout its life cycle, based on third-party certification (BVQI, Sweden). We are also planning to disclose information on our facsimiles and printers through Type III Environmental Impact Disclosure by the end of fiscal 2000 and on the rest of our machines by the end of fiscal 2001.

*See page 11.

Definition of Environment Labels

● Type I Environment Labels

Type I labels (e.g., the Eco Mark) are attached to products satisfying environmental conservation standards set by a third party. (See labels below.)

● Type II Environment Labels

Type II labels (e.g., the Ricoh Recycle Mark) are attached to products satisfying standards set independently by manufacturers. (See page 41.)

● Type III Environmental Impact Disclosure

Type III disclosure contains quantitative environmental impact information so that customers can better compare products.

International Type I Environment Labels and Ricoh Group Efforts

● Eco Mark/Japan

The Eco Mark is a labeling system the Japan Environment Association has been using since 1989, with applications being extended to copiers in 2000. As of July 2000, 34 types of copiers, including the imagio series, have been awarded this mark.



● Blue Angel Mark (BAM)/Germany

BAM certification standards are specified in detail by the German Federal Environment Agency throughout the production process, from manufacturing to the disposal of applicable products. Most Ricoh products sold in Germany are BAM certified.



● Nordic Swan Mark/Scandinavia

The Nordic Swan Mark is an eco-label system that has been used by five Scandinavian countries—Norway, Sweden, Finland, Iceland, and Denmark—since 1989. In 1997, seven Ricoh copier machines were awarded the label.



Environmental Advertisements

Ricoh's environmental advertisements are aimed at worldwide environmental impact reduction, following its policy of "no image advertising." Our advertisements explain the environment-friendly functions of our products to companies promoting green procurement or give examples that we think are useful to people promoting environmental conservation from various points of view. A particular newspaper advertisement that highlighted a product's environment-friendly functions was used as an example of a good environmental advertisement at the Nippon Association of Consumer Specialists' (NACS') booth at Eco-Products 1999. A magazine advertisement outlining Ricoh's environmental conservation activities received the Fiscal 1999 Nikkei Ecology Advertisement Award for "demonstrating what future environmental advertisement should be."



Newspaper advertisement explaining the environment-friendly functions of a product



Magazine advertisement outlining environmental activities

● International Energy Star Mark/ Japan, the United States, Europe, etc.

Only products with power consumption below a certain level while on standby can be sold with the International Energy Star Mark. All of Ricoh's applicable products have been awarded these marks.



Lectures

The Ricoh Group has given a number of lectures and released several papers in the past. In fiscal 1999, Ricoh's top executives gave lectures on environmental management and environmental information at the United Nations University and at the Global Environment Businesspeople Summit. Furthermore, we actively joined corporate lectures, academic societies, and symposiums for the purpose of contributing to society.



President Sakurai gives a lecture at the United Nations University.



Mr. Kamimoto, Executive Director, gives a lecture at the Global Environment Businesspeople Summit.

Major Environmental Lectures and Papers Given in Fiscal 1999 (Ricoh)*

Item	Number
Environmental lectures	43
Papers and articles contributed to academic periodicals	13

* Summary of major projects in which the Ricoh Corporate Environment Office was involved
Activities have also been conducted by internal divisions.

● RESY Mark/Germany

The RESY Mark certifies that the packaging used in shipping a product satisfies RESY technical standards. It also guarantees that the packaging materials used will be collected in Germany. Ricoh's packaging material design has met RESY standards since 1993.



Exhibitions

Ricoh actively takes part in environmental activities at exhibitions, such as Eco-Products 1999 and the environmental section at trade shows. Ricoh Ikeda promotes communication with communities by having an entry in its Ikeda City Environmental Fair to explain to residents how it approaches environmental conservation.



Eco-Products 1999

● DSD (Green Point) Mark/Germany

The DSD mark certifies packaging materials collected by DSD-designated companies are for reuse and recycling. The packaging Ricoh uses for its cameras has been awarded this mark.

