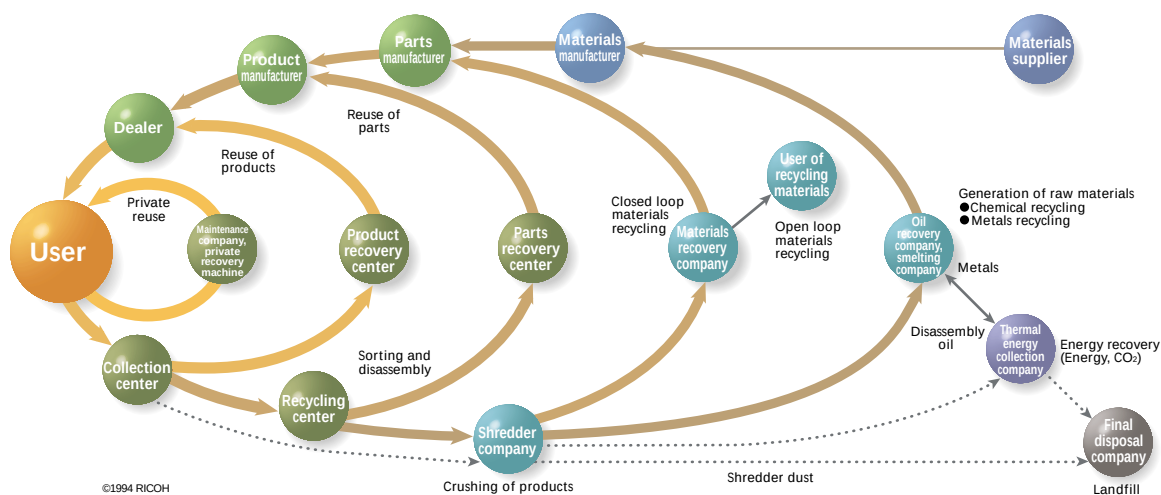


The Ricoh Group's Concept of Environmental Conservation Activities (The Comet Circle™)

The Ricoh Group is helping build a society that recirculates resources through its environmental conservation activities. However, for a society to be highly sustainable, it must first be capable of effective production using minimum resources. The Comet Circle represents a resource-recirculating society that manufactures products that are designed to be eventually recycled. We strive to make the resource recirculation loops of the Comet Circle smaller at all stages by being more efficient, using fewer resources, and reducing environmental impact.

Concept for Realizing a Society that Recirculates Resources: The Comet Circle™



● Determine and Reduce Environmental Impact at All Stages

To minimize the environmental impact caused by society, the Ricoh Group, suppliers, customers, and recycling companies must first determine the degree of environmental impact at all stages, including the transportation stage, and then reduce it using the latest technologies and recycling systems.

● Priority Inner Loop Recycling

Resources have the highest economic value when those resources are manufactured into products and used by customers. The Ricoh Group focuses on recycling and reuse in the inner loops of the Comet Circle, aiming at minimizing the resources and energy costs needed to return used products to their highest economic value.

● Promotion of a Multitiered Recycling System

Repeated recycling to the furthest extent possible (i.e., multitiered recycling) reduces resource consumption and waste generation. The Ricoh Group's goal is to reduce waste in landfills to zero.

● Economically Rational Recycling

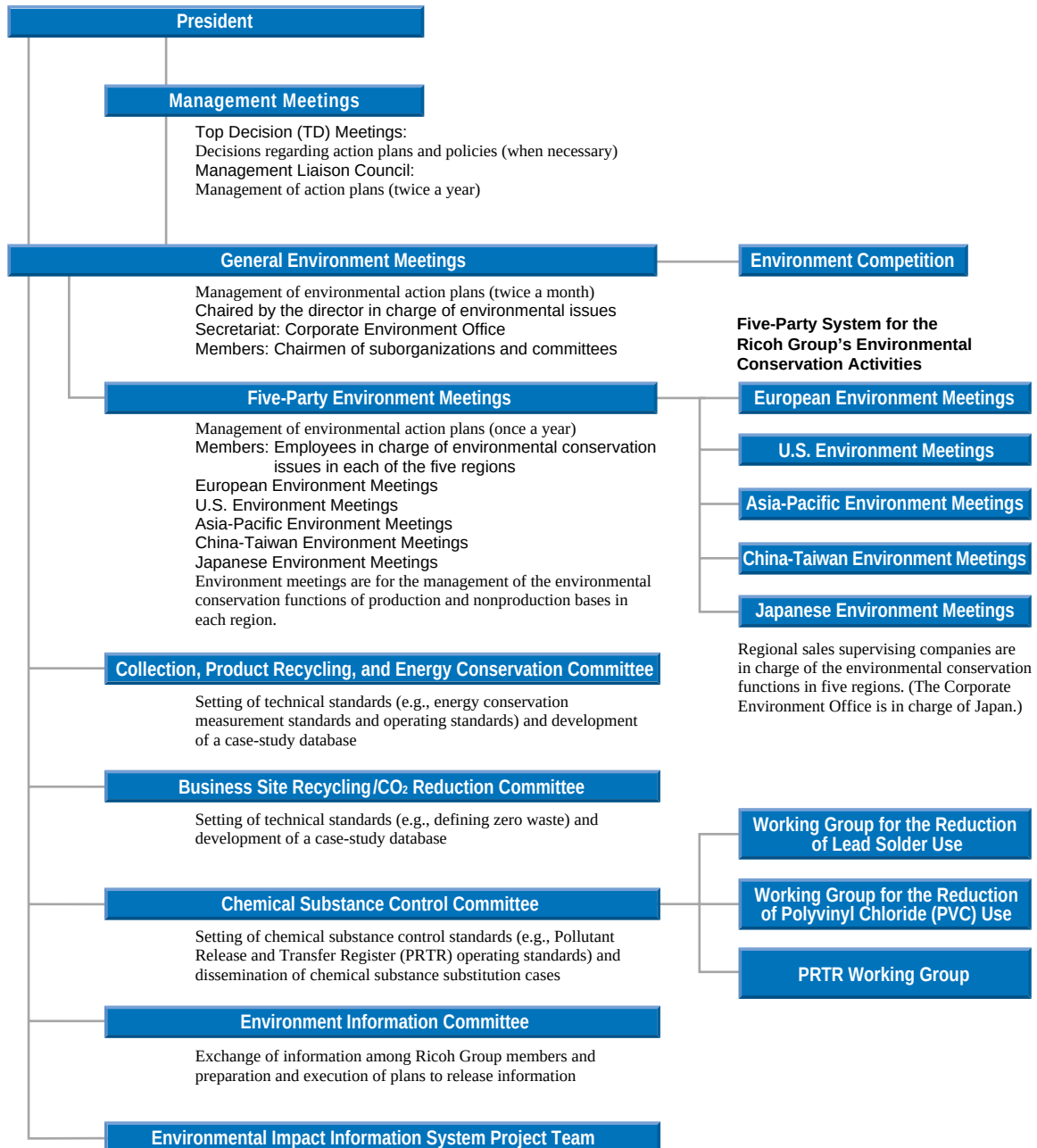
Economic rationality is indispensable in building a society that recirculates resources. Specifically, it is necessary to establish a recycling system in which the products and money flow in opposite directions. The Ricoh Group's recycling-oriented design reduces recycling costs. Another important part is the establishment of a system that evaluates recovered and recycled products and offers preferential purchases.

● Partnerships at Every Stage

The Ricoh Group is limited in what it can do to reduce the environmental impact caused at each stage of production. Significant reductions in environmental impact can be brought about in an economically rational way only through the cooperation of materials and parts manufacturers, customers, and recycling companies, among others, at all stages.

Ricoh Group Environmental Activity Promotion System

The Ricoh Group promotes environmental conservation activities of the whole Group based on the following system.



As of March 2000

Basis and Areas of Environmental Conservation Activities

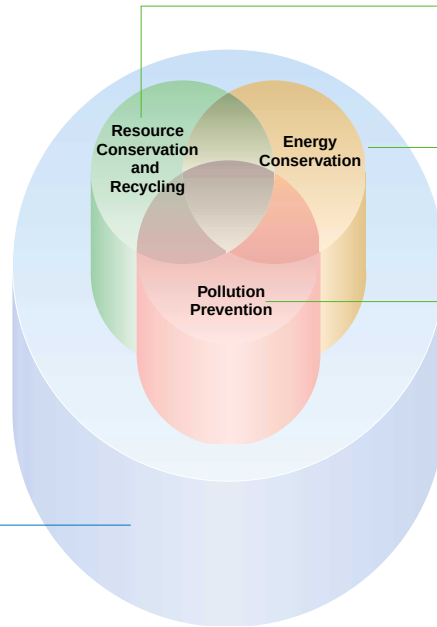
The Ricoh Group regards the environment and management as having the same axis, and tries to achieve “environmental management” with high economic efficiency.

The Ricoh Group has introduced a variety of tools, including Eco Balance analysis, an environmental management system, and an environmental accounting system, to help carry out environmental management.

Environmental management allows us to promote efficient environmental protection activities in three areas: resource conservation and recycling, energy conservation, and pollution prevention.

Basis

- Eco Balance Environmental Impact Analysis: pp. 11–12
- Progress in Environmental Action Plans: pp. 13–14
- 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
- Environmental Accounting: pp. 31–34
- Environmental Communication: pp. 35–36



Area

- Resource Conservation and Recycling (Products): pp. 37–42

We are developing products based on recyclable designs, constructing a recycling system, and manufacturing products using recycled parts.

- Resource Conservation and Recycling (Business Sites): pp. 43–46

At our plants, we are striving to achieve “complete production,” i.e., getting maximum results using minimum resources with zero waste.

- Energy Conservation (Products): pp. 47–48

To prevent global warming, we are developing and offering various energy-saving devices.

- Energy Conservation (Business Sites): pp. 49–50

Because energy is also a resource, we are promoting its efficient use as well.

- Pollution Prevention (Products): pp. 51–52

We are promoting the strict control of chemicals used in our products to reduce and eventually eliminate the use of toxic substances.

- Pollution Prevention (Business Sites): pp. 53–54

In the area of manufacturing, the Ricoh Group is striving to reduce harmful emissions, waste, and the use of toxic substances.