

# Ricoh Group Environmental Activity Promotion System

The Ricoh Group promotes environmental conservation activities by (1) recognizing achievements made under the environmental action plans of divisions in Group companies around the world at its general environmental meetings, (2) facilitating the

plan-do-check-action (PDCA) cycle by introducing environmental conservation through the Strategic Management by Objectives (SMO)\*, (3) promoting environmental impact reduction on a global scale through worldwide committee-level

meetings, such as those for product recycling or zero waste at business sites, and occasional internal benchmarking, and (4) ensuring that the knowledge thus gained is passed on to all Group companies.

\* The Strategic Management by Objectives (SMO) was introduced in 1999. See page 16 for details.

