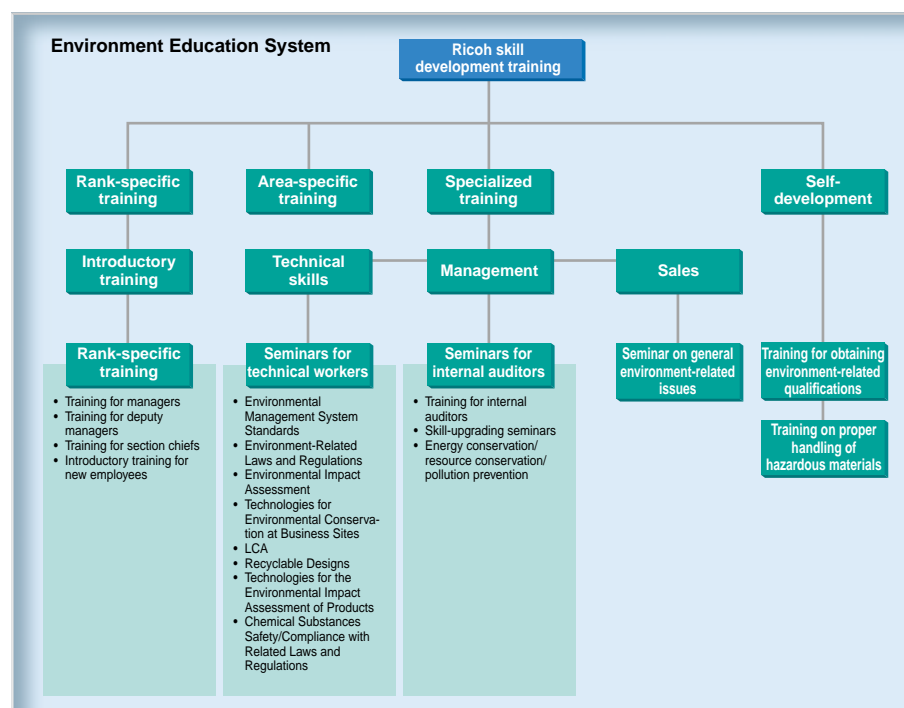


Environmental Education and Awareness Promotion

In successfully implementing environmental management, the aggressive promotion of environmental conservation activities by each division is needed, as are statements from top management on the need for perseverance in carrying out such activities. Urging employees to become more aware of environmental issues is equally important. Environmental conservation activities may appear to be a corporate responsibility, but employees are the ones who actually conduct the activities. The success or failure of any activity depends upon the extent to which employees understand its importance. The Ricoh Group is promoting employee awareness of environmental issues in a variety of ways, such as by providing environmental education, sharing relevant know-how, supporting the volunteer activities of employees, commending such activities, and conducting surveys on the environmental awareness of employees.

Environmental Education

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, a variety of seminars and training are held, including those for new employees, designers, and internal auditors under Ricoh's environ-



mental management system. Furthermore, employees are encouraged to obtain official qualifications for pollution control managers and for work environment inspectors under an internal system established to award employees who have achieved any level of performance in environmental conservation.

Promoting Awareness Using In-house Newsletters and Environmental Information Journals

Ricoh's in-house newsletter carries news about the Group's environmental activities and social standing, citing such achievements as awards and commendations won.



The Ricoh Group's environmental information journal *ECO TODAY*

These articles not only convey information, but they also show employees Ricoh's strong determination to tackle environmental issues as a company. The Ricoh Group publishes an environmental information journal called *ECO TODAY*, in which it introduces the environmental conservation measures of each division as well as the opinions of environmental NPOs. Thus, the Group promotes employee environmental awareness from a broad perspective.

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

Ricoh has built a database of the latest environmental information that all Ricoh Group companies can access for reference or to enter new information. The database allows the divisions of each Group company to refer to the latest examples of environmental conservation and use them as benchmarks, put the stored information into practical use, and further improve it from different points of view.

Environment-Related Seminars and Number of Participants

Name of Seminar	FY 1998	FY 1999	FY 2000
Recyclable Designs	18	21	32
Technologies for the Environmental Impact Assessment of Products	22	22	26
Environment-Related Laws and Regulations	52	81	66
Environmental Management System Standards	69	8	30
LCA	20	46	—
Chemical Substances Safety/Compliance with Related Laws and Regulations (Beginner's)	19	29	25
Chemical Substances Safety/Compliance with Related Laws and Regulations (Advanced)	18	26	16
Technologies for Environmental Conservation at Business Sites	16	—	10
Environmental Impact Assessment at Business Sites	36	—	13
Total Number of Participants	270	233	218

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. At the seventh competition, held in January 2001, REI presented the activities it conducted to promote zero waste, and Ricoh Industrie France exhibited what it did to conserve water resources. In addition, the top management had the opportunity to introduce its policies on environmental management, which clearly illustrates how important global environmental management has become to the entire Ricoh Group.

In November 2000, Ricoh Unitechno held an event called Environmental Communication 2000, in which the environmental activities of its plants were introduced and the company's ideas on environmental conservation at the home were proposed. At the event, Ricoh Unitechno also commended the students of neighboring elementary schools on the pictures they painted regarding the environment. Thus, the event provided an opportunity for the company to communicate with the local community.



The Seventh Company Environment Competition



Environmental Communication 2000 held by Ricoh Unitechno

Nurturing Environmental Volunteer Leaders

A system to promote employee awareness of environmental issues is also important. The Ricoh Group deems environmental volunteer activities important not only as a means of contributing to society but also as

a means of making employees more environmentally conscious. The Group's leadership-training program* provides employees with opportunities to participate in volunteer activities. Employees can truly understand the importance of environmental conservation more by actually taking part in volunteer activities than by simply reading about it in books.

* See pages 53–54.

Commending Environmental Activities

Ricoh has a system to commend Ricoh Group employees for their outstanding activities. The Minori Prize is given under this system in recognition of various activities, including those for environmental conservation. In fiscal 2000, the prize was given to commend activities that promoted energy saving at plants, the reuse of recycled cartridges for business purposes, and the implementation of recycling at plants.

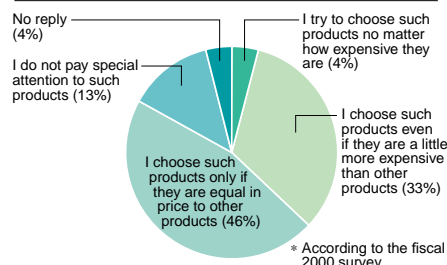
Awareness Survey

Ricoh conducts surveys to estimate the effects of the environmental education it aggressively aims at employees. According to the latest results, 1,916 employees (15.6%) responded to the fiscal 2000 survey, an increase from the 1,266 respondents to the fiscal 1999 survey. This shows that more employees are interested in environmental issues. Of the respondents that answered, 88% said that they carry out activities that reduce environmental impact, such as saving electricity, sorting waste, and saving paper. Regarding suggestions for environment- and user-friendly devices, respondents listed erasable photocopies*, copying machines that can start up quickly from standby mode*, and toners that can be fixed at low temperatures, among others.

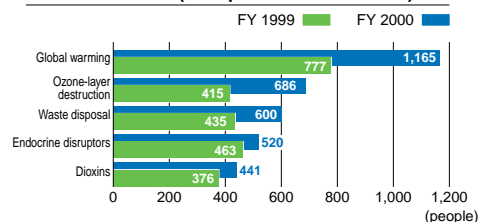
* The fiscal 2000 survey was conducted in June 2000, when Ricoh had not yet marketed erasable photocopies or copying machines that can start up quickly from standby mode.

For more information on erasable photocopies, see pages 37–38, and for more information on QSU copying machines, see page 36.

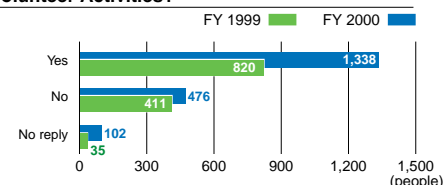
Employee Evaluation of Environment-Friendly Products in Their Personal Lives



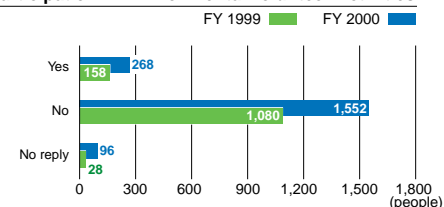
Top Five Environmental Issues That Employees Are Interested in (Multiple answers allowed)



Are You Interested in Environmental Volunteer Activities?

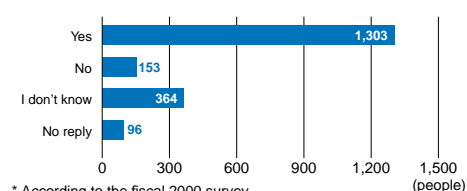


Participation in Environmental Volunteer Activities



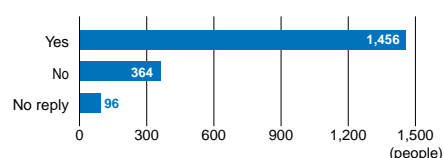
Like in fiscal 1999, the number of employees who participated in environmental volunteer activities was small compared with the number of employees interested in such activities, even though there was a higher level of interest. This shows that Ricoh needs to develop more environmental volunteer leaders and do more to support their activities.

Do You Think Environmental Conservation Activities Will Lead to an Increase in Corporate Profit and Value?



* According to the fiscal 2000 survey

Do you Think that Companies Should Give First Priority to the Environment in the 21st Century?



Respondents who answered "No" listed "employment and human rights," "technological innovation," etc., as the most important issue to be tackled by companies.

* According to the fiscal 2000 survey