

## Environmental Volunteer Leaders

The Ricoh Group believes that in addition to conducting environmental conservation activities as a group, it is important for employees to volunteer for both company-run and outside environmental conservation and social contribution activities. In June 1999, Ricoh launched a leadership-training program to promote employee environmental activities. In fiscal 2000, the program was expanded to include the Group's environmental conservation facilitators.

By April 20, 2001, as many as 107 Ricoh employees and directors became environmental volunteer leaders. The leadership-training program consists of training sessions, called Ricoh nature seminars, and meetings, called Ricoh Company Meetings for Environmental Volunteer Leaders. 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.

### ● Top Executives Also Participate in Ricoh's Environmental Volunteer Activities.



Executive managing director Haruo Kamimoto (third from right) planting rice



Managing director Masaaki Iida (fifth from left) in a satoyama preservation activity



Director Takashi Nakamura (center) cultivating a paddy field

### Ricoh Nature Seminars

The Ricoh nature seminar program aims at turning employees into environmental volunteer leaders by teaching them how to enjoy the natural environment and implement environmental conservation activities. Each seminar lasts for two days and is attended by approximately 15 participants. In fiscal 2000, the seminar was held three times. Members of the Wild Bird Society of Japan, an environmental NPO, were invited to give lectures at the seminar. From them, participants learned how to preserve *satoyama* (community forests), which has a good system to follow when creating a recycling society, and how to participate in environmental conservation activities, beginning with bird watching. Participants also made "eco soap" from used edible oil and took part in bamboo grass cropping.



### Ricoh Company Meetings for Environmental Volunteer Leaders

The aim of Ricoh Company Meetings for Environmental Volunteer Leaders is to update environmental volunteer leaders on each other's activities. Employees who have registered as leaders at Ricoh nature seminars participate in the meetings to report on their environmental volunteer activities, to exchange information, and to learn how to improve the quality of their activities. Three Ricoh Company Meetings for Environmental Volunteer Leaders were held in fiscal 2000.



### ■ Activities of Environmental Volunteer Leaders

Environmental volunteer leaders conduct different activities with the company divisions and communities they belong to as well as with their friends and families. In fiscal 2000, there were 21 activities and a total of 600 participants. Leaders often form groups for ongoing activities. One group was formed by five volunteer leaders in November 2000 to protect the thickets of Hadano. The group is also planning joint events with local elementary schools. Yadorigi Shinbokukai (a social gathering) has been helping with the afforestation of the Kanagawa riverhead since January 2001. Ricoh has continuously given contributions to Kanagawa Prefecture as the prefecture's "riverhead forest partner."



A group was formed to protect the thickets of Hadano and the natural environment in that area. The group takes care of thickets in an approximate 10,000 square meter area around Lake Shinsei and organizes "nature walk" seminars.



The Hadano thicket protection group carries out many activities, including clearing thickets in autumn and winter. The photo above shows wood being prepared for the growing of shiitake mushrooms. The mushrooms will be ready to harvest in one and a half years.



In January 2001, Ricoh and Kanagawa Prefecture concluded an agreement concerning Ricoh's participation in the prefecture's forest preservation project at a riverhead in Kanagawa. In March, Yadorigi Shinbokukai put up a handmade sign announcing the start of activities.



Yadorigi Shinbokukai cleared bamboo from the forest as one of the riverhead forest preservation activities. The bamboo was later used to make handicrafts.



It is difficult to build sand sculptures if the sand is filled with litter, even small amounts. Volunteers became well aware of this fact when they tried to build sand sculptures on a beach in Kamakura, which filled them with a desire to clean it up.



Ricoh environmental volunteer leaders helped plant 3,000 trees in a project created by the Organization for Industrial, Spiritual and Cultural Advancement (OISCA) in hopes of restoring a forest in Kajikazawa, Yamanashi Prefecture.



Participants cleaned up Hakata Bay, which extends as far as 1,500 meters. The garbage that was collected filled up two light trucks. After the cleanup, the participants enjoyed a barbecue at the beach.



Ricoh environmental volunteer leaders helped pick up fallen leaves in Nanasawa Forest Park. After the activity, they enjoyed baking "Christmas cakes," cakes that are often found at Christmas celebrations throughout Japan.



Ricoh environmental volunteer leaders worked with a citizen group called the Green, River, and Wind Group in cleaning up the Tsurumi River, inspecting its water quality, and making bamboo flutes.



Ricoh environmental volunteer leaders regularly hold "nature seminars" at a kindergarten located next to the Fukui Plant to help children feel the importance of the nature.



Ricoh environmental leaders worked with the Gunma Aruking Club in cleaning up the streams and surrounding areas of Kawaba Village to provide places where children can experience the outdoor activities.



Ricoh environmental volunteer leaders volunteered to distribute garbage bags to spectators at the Tamagawa Fireworks Festival organized by Setagaya Ward and to clean up the site after the display.



Fifth graders from neighboring elementary schools participated in a seminar on the making of paper from kenaf at the Fukui Plant. "We will use the paper for letters to the graduating class above us," said one student.



To enable more employees to participate in the cleaning up of the sidewalk along Loop Road No. 7, which the Omori Office faces, the activity was planned for after office hours on a weekday. The participants were dismayed by the great number of discarded cigarette butts they found.