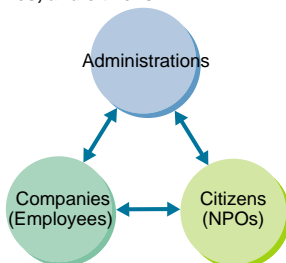


Cooperation with Administrations and Local Communities

To realize a resource-recirculating society, it is important for all global citizens—countries, companies, citizen groups, and individuals—to cooperate together to reduce environmental impact. For this to happen, administrations, companies, and citizens (including NPOs) need to establish deeper relationships and promote mutual dialogue. For the creation of a better society, companies are strongly urged to take on leadership roles in their local areas to promote, based on appropriate information disclosure, mutual communication of trust among stakeholders to form better partnerships. The Ricoh Group, using the concept of Green Partnership and the Comet Circle*, is aggressively promoting communications with administrations and citizens all over the world to realize a resource-recirculating society.

* See pages 9–10.

Partnerships between administrations, companies, and citizens



Partnerships with Administrations

Masamitsu Sakurai, president of Ricoh, was chosen to attend the Conference on the Creation of Wa no Kuni*, in which the administration and the private sector examine environmental administration. The first meeting of the conference was held at the official residence of the prime minister of Japan on March 1, 2001.

In the making and implementing of plans for the national environmental administration based on field surveys, Yoriko Kawaguchi, Minister of the Environment, visited the Numazu Plant on January 24, 2001.

* http://www.kantei.go.jp/foreign/policy/wanokuni/summary_e.html

Partnerships with NPOs

In a partnership program with NPOs to pro-

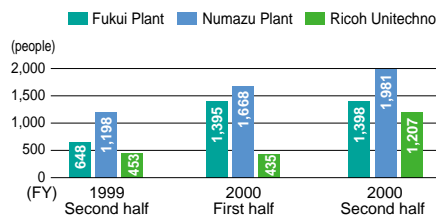
tect the natural environment, Ricoh is conducting social contribution programs to preserve forests (see page 51). The Company also makes contributions to various organizations, such as the Nature Conservation Society of Japan¹, the Wild Bird Society of Japan, WWF Japan, the Green Earth Network², and the Ecosystem Conservation Society—Japan³. We also invited WWF Japan to hold its Global Warming Prevention Business Workshop on our premises.

1. <http://www.nacsj.or.jp/introduction-e/1-profile.html>
2. <http://member.nifty.ne.jp/gentree/>
3. <http://www.ecosys.or.jp/eco-japan/simple/english/index.html>

Partnerships with Local Communities and Other Companies

The Ricoh Group achieved zero waste at all plants in Japan, France, the United States, and Mexico and is actively disclosing how it was achieved, approving plant visits for those wanting to study how to achieve similar results.

Number of people approved to visit major plants



Organizing Activities Worldwide in Close Cooperation with Local Communities

The Ricoh Group, in addition to activities aimed at reducing environmental impact, is aggressively encouraging member companies to promote communications with local communities. Thus, the Group is expanding its network in its bid to build a society that recirculates resources.

● Ricoh UK Products

Ricoh UK Products is a founding member of the Business Environmental Support Scheme for Telford (BEST), which conducts environmental activities in the local Telford area. The members of BEST are local companies, which facilitate good relationships between companies and the local community. Ricoh UK Products also participated in Local Agenda 21, which is

composed of diverse local companies, and promoted communications with local citizens.

● REI

In the United States, schools often search for business partners under the School Business Partnership Program. Under this program, REI supports seven schools that are near its plant. In addition to annual contributions of \$4,000 to each of these schools, the employees of REI visit the schools to tell the students of the job opportunities that can be found in their community or read books to them. In addition, the company traditionally donates \$20,000 to the Red Cross annually.

● Ricoh Thailand

Through a partnership with the Material Recycle Center, an NPO, Ricoh Thailand recycles used products. The center's mission is to help those who collect used goods to earn enough money to live and to save children from being involved with illegal drugs because of poverty. The collected items are separated into aluminum, iron, plastics, and other categories and sold. The money earned from the sale is appropriated to a fund that is used to protect children from being involved with illegal drugs.

● Fukui Plant

Old newspapers and used cooking oil from households are recycled at the Fukui Plant. Employees living in areas where recycling routes have not been established bring the newspapers and oil to the plant. The plant has expanded its biotope and continuously invites local students to visit to help them become more aware of environmental issues. In fiscal 2000, 305 elementary school students, 105 senior high school students, and 54 kindergarten or elementary school teachers visited the plant.



Supporting the Volunteer Activities of Each Employee

Ricoh supports the volunteer activities of each employee through its leadership-training program* and its "Free Will" Social Contribution Club. The Company hopes that more employees become aware of their roles and understand what is expected of them as global and corporate citizens when actively involved with local communities.

* See pages 53–54.

● Free Will Social Contribution Club

For the purpose of promoting social contribution activities by employees, Ricoh established a social contribution club in January 1999 called Free Will. Employees voluntarily donate a fraction of their salaries for social contribution activities. The club is managed by employees chosen by the other members of the club, and those employees determine the themes of club activities and to whom the club will make contributions. Ricoh supports those activities under a gift-matching program, in which the Company matches the amount of contributions made by employees. The final amount to be donated is thus doubled.

● H·O·P·E

At REI's California plant, a team called Helping Others & Protecting Our Environment (H·O·P·E) was formed to improve the environment of neighboring elementary schools and nursing facilities. Employees are asked to propose themes for team activities based on the principle of "social contributions for the environment." The team also raises funds for local NPOs by selling barbecued food and ice cream. The company supports these activities under a gift-matching program, in which it matches the amount of contributions made by employees. The final amount to be donated is thus doubled.



A wall that was painted to improve the school environment

■ Activities by the Free Will Social Contribution Club

The club celebrated its third anniversary in January 2001. It gave financial or manpower support to 40 or more organizations. The following are some examples of the club's activities.

Group for Hearing Guide Dogs

In the United States, approximately 2,000 dogs are working as hearing guide dogs.



In Japan, however, there is no public support for such dogs, and the role they play is not well known. A welfare group is training dogs to be hearing guides and is promoting the use of such dogs. Free Will made contributions to the group in September 1999 and organized a lecture in March 2001. Haruko Matsuda, a representative of the group, said, "Because of financial restraints, we had only one dog for demonstrations at lectures. We will use the contributions kindly made by Ricoh to train one more dog to be a hearing guide dog and used in demonstrations. We would like to visit many places to make more people aware of the existence of hearing guide dogs."

Chuchu Group

The Chuchu Group is a volunteer group that supports events for children in wheelchairs. In May 2000, Free Will supported an event that gave such children a chance to experience ballooning. Masako Uchida, the group's representative, said, "For children who have little chance of participating in outdoor activities, the event was a wonderful experience. Thanks to the many volunteers and the financial support, the ballooning event was a success."



Japanese Retinitis Pigmentosa Society

Retinitis pigmentosa is a progressive disease that atrophies retinas. The disease is



designated as intractable by the national government. It is estimated that approximately 50,000 people suffer from this disease in Japan. A method of treatment and the provision of full information and emotional support to the patient is urgently required. Misako Kamamoto, president of the society, said, "In August 2002, we will organize a world conference on World RP Day in Japan. We are planning to utilize the precious contributions made by Ricoh to prepare and manage the conference."

Requiem Road Committee

The "Requiem Road" movement was started by Michiyo Shirai, a



singer/songwriter who has organized planting activities all over Japan for the past 10 years. The movement aims at planting cherry trees along roads as a requiem for the victims of the Great Hanshin-Awaji Earthquake. Ricoh helped finance the purchasing of saplings, and the members of Free Will planted them with other volunteers. According to Shirai, "Leaves will appear on the saplings in April. I hope the trees will grow tall. We will plant more trees and expect further support for this activity."