

Environmental Communication

The Ricoh Group, based on the concept of Green Partnership, is promoting more efficient environmental impact reduction by keeping in touch with as many partners as possible. Environmental impact is caused even by the issuance of environmental reports and the preparation and posting of environmental advertisements. The Ricoh Group, therefore, endeavors to disclose information that is useful for our green partners to reduce environmental impact as well as to provide interactive communication. The Group also makes use of opinions from its green partners to improve environmental conservation activities.

Relationship between Stakeholders and Information Disclosure Measures

Items to be Disclosed=		Environmental Reports	Web Site	Environmental Labels	Environmental Advertisements
Global environmental conservation	Contents and results	●	●		●
	Know-how	●	●		●
Communities		●	●		
Customers		●	●	●	●
Investors and shareholders		●	●		●
Employees	Policies, health and safety information	●	●		
	In-house promotional activities on awareness	●	●		

Environmental Reports

The Ricoh Group's environmental report has been issued annually since its first publication in April 1998, which disclosed fiscal 1996 data. An English version of the Japanese-language report has been published since the fiscal 1998 edition, which was released in January 1999, to disclose information to our diverse green partners as well as to promote interactive communication through a facsimile questionnaire system*.

Ricoh business sites and affiliates began issuing similar reports in 1999. The Fukui Plant issued its report to let readers know it was safe to live in near the Fukui Plant and to use Ricoh products. This report received the Prize for Site Report at the Green Reporting Award 2000.

* See page 73.



Environmental Web Site

Ricoh's environmental Web site includes information on a variety of topics, such as the Ricoh Group's environmental report and activity updates as well as links to ECO TODAY*, a Web site aimed at elementary and junior high school students. ECO TODAY was created jointly by Ricoh and students from vocational schools. ECO TODAY presents familiar examples of global environmental issues and introduces countermeasures adopted by Ricoh. In fiscal 2000, 661,738 visitors visited Ricoh's Environmental Web site, and there were 1,009 requests and inquiries for the Company's environmental report and environmental brochure. We also promoted interactive communication with university and high school students in the form of meetings that were the result of the 302 e-mailed inquiries we received.

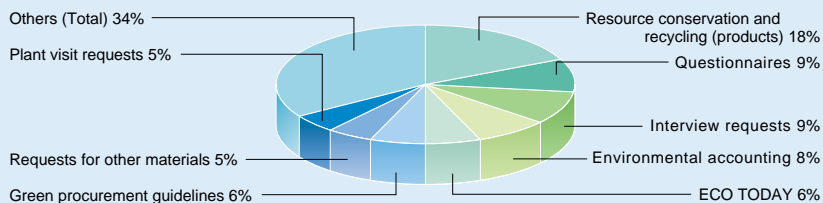
* See page 52.

ECO TODAY Web site

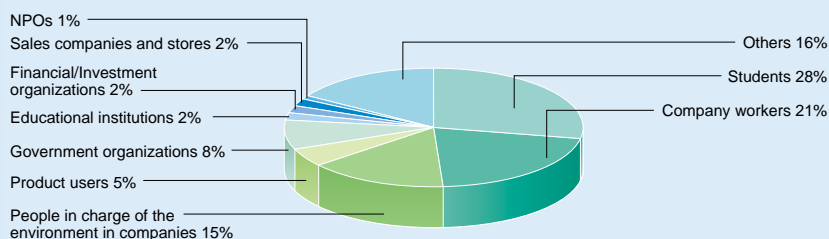
<http://www.ricoh.co.jp/ecology/e/ecotoday/index.html>



E-Mail Inquiry Breakdown



Characteristics of E-Mail Inquirers



Disclosing the Environmental Impact Information of Products

The environmental impact information of products is indispensable for customers wishing to choose products that have less environmental impact. In fiscal 1999, the Ricoh Group disclosed quantitative information through Type III Environmental Impact Disclosure on the environmental impact its imagio MF 6550 digital copier has throughout its life cycle*, based on third-party certification (BVQI, Sweden). This was the first such disclosure made in Japan. We were also planning to disclose information on our facsimiles and printers through Type III Environmental Impact Disclosure by the end of fiscal 2000, but this attempt will be carried over to fiscal 2001.

In fiscal 2000, according to the JEMAI program of the Japan Environmental Management Association for Industry, the Ricoh Group disclosed the environmental impact information on one of its lines of digital copiers (the imagio MF 7070 series) as did other copier manufacturers. The Ricoh Group is planning to disclose the environmental impact information on five of its major printer lines by October 2001.

* http://www.ricoh.co.jp/ecology/c-/type3/index_e.html



Type III Environmental Impact Disclosure

Environmental Advertisements

Ricoh produces advertisements to improve the awareness of green partners about environmental conservation. Examples include the explanation of an environment-friendly function of a product to municipal authorities and companies, which promotes green procurement activities, and the introduction of case studies that should be regarded useful to people engaged in the promotion of environmental conservation activities from diverse standpoints. In fiscal 2000, along with existing series of advertisements, Ricoh created and posted magazine advertisements that describe the importance of biodiversity protection and give examples of forest conservation activities, which Ricoh conducts in partnership with NPOs.



Magazine advertisement describing biodiversity and forest conservation



Advertisement explaining an environment-friendly function of a product



Magazine advertisement describing the idea of biodiversity and forest conservation



Magazine advertisement outlining environmental activities

Lectures

The Ricoh Group has given a number of lectures and released several papers in the past. In fiscal 2000, top executives from Ricoh themselves participated in promotional activities by providing information on how to establish a society that recirculates resources and how to engage in environmental conservation activities. One example was President Sakurai's speech at the Conference on the Creation of Wa no Kuni, which was a private government-industry discussion on environmental policies. In addition, we actively joined corporate lectures, academic societies, and symposiums for the purpose of contributing to society. We are thus creating more opportunities to open communications with green partners.



President Sakurai gives a lecture at a Nikkei BP seminar.

Major Environmental Lectures (Ricoh)*

FY	Number of lectures
1999	43
2000	66

* Summary of major products in which the Corporate Environment Office was involved. Activities have also been conducted by internal divisions.

Exhibitions

Ricoh actively takes part in environmental activities at such exhibitions as Eco-Products to bring attention to the environmental performance of its products. At Eco-Products 2000, Ricoh attracted the audience's attention with such exhibitions as the Aficio (imagio Neo)¹, erasable copying technology², and recyclable eco-packaging³.

1. See page 36.
2. See pages 37–38.
3. See page 33.



Eco-Products 2000