

### Using the Comet Circle Concept to Help Build a Society that Recirculates Resources

The sustainable society of the future needs to be able to recirculate minimum resources and energy for effective production. The Comet Circle represents a resource-recirculating society and points out the environmental, social, and economic activities that the Ricoh Group must deal with.

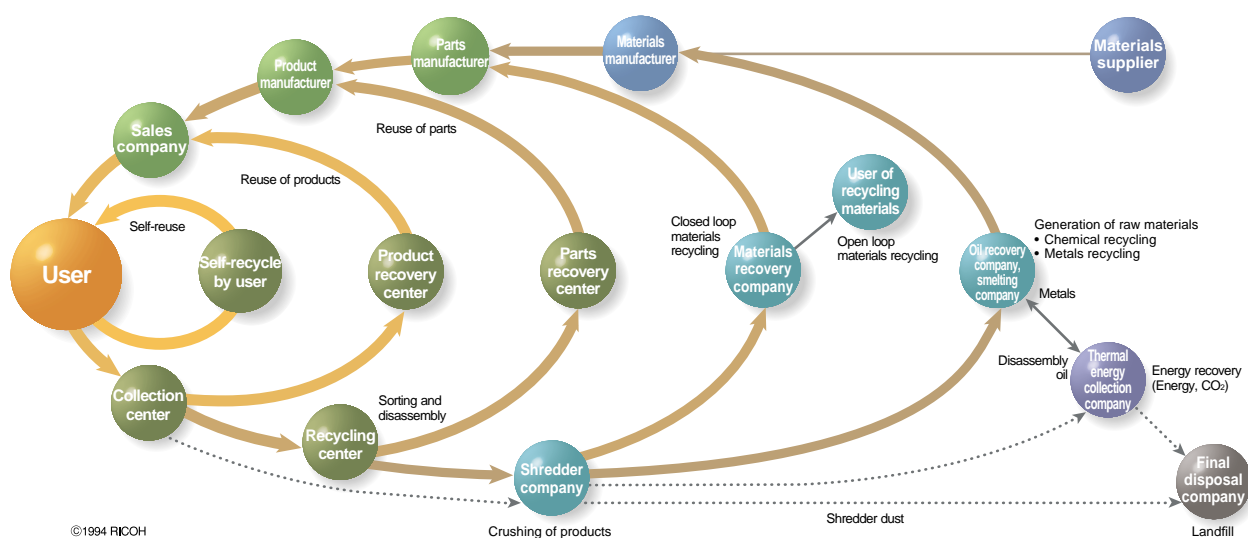
Forming partnerships with suppliers, customers, and recycling companies, the Ricoh Group strives to make the resource recirculation of the Comet Circle smaller at all stages (the entities represented by the spheres) by using fewer resources, doing more efficiently, and reducing environmental impact.

We also promote to establish an economically ratio-

nal system for reuse and recycling of used products with recyclable design and an upgraded recycling system, in which the products and money flow in opposite directions.

The Ricoh Group and its stakeholders are not the only members of the Comet Circle. When individuals shop for things that have less environmental impact or separate their garbage for recycling, they become a part of the Comet Circle, too. Everyone should be aware of the resources that went into the packaging of the things that they buy and how those things were delivered. They should also think about how the garbage they separate will be recycled.

Concept for Realizing a Society that Recirculates Resources: The Comet Circle™



**The five key points of the Comet Circle concept shown below embody the environmental, social, and economic activities that the Ricoh Group must deal with.**

**1) Determine and Reduce Environmental Impact at All Stages**

A society that recirculates resources must minimize the environmental impact it causes by reducing it at each stage (the entity represented by a sphere in the Comet Circle diagram). For this reason, the Ricoh Group, suppliers, customers, and recycling companies must first determine the degree of environmental impact at all stages, including the transportation stage, and then reduce it using the latest technologies and recycling systems.

**2) Priority Inner Loop Recycling**

Resources have the highest economic value when those resources are manufactured into products and used by customers. The Ricoh Group puts priority on reducing, reusing and recycling in the inner loops of the Comet Circle, aiming at minimizing the resources and energy costs needed to return used products to their highest economic value.

**3) Promotion of a Multi-tiered Recycling System**

Repeated recycling to the furthest extent possible (i.e., multitiered recycling) reduces new resource consumption and waste generation. The Ricoh Group is developing activities that will reduce its landfill waste to zero.

**4) More Economically Rational Recycling**

A society that recirculates resources must also establish

a recycling system in which products and money flow in opposite directions in both post-product-use stages and original production and sales stages. The Ricoh Group, making use of an upgraded design, is promoting a more economically rational recycling system in partnership with recycling companies. It is important to establish a social system that encourages people to understand and buy recovered and/or recycled products, such as the system introduced in response to the enactment of the Green Procurement Law.

**5) Partnerships at Every Stage**

The Ricoh Group, as a manufacturer, is limited in what it can do to reduce the environmental impact caused at each stage of production. The Group can effectively reduce environmental impact and recycling cost only by decreasing its usage of chemical substances with the cooperation of materials and parts manufacturers, encouraging more effort at the materials and parts stages, urging customers to use products that have less environmental impact, and designing products that are easily recoverable or recyclable. Thus, environmental impact can be reduced effectively in an economically rational way by forming a partnership at every stage.

The Ricoh Group helps reduce the environmental impact caused by society as a whole by sharing the information and know-how it obtained through its activities in the community.