

**To continue its efforts in environmental conservation, the Ricoh Group shows the results of its environmental conservation activities while deriving a benefit from such activities. This is the Group's idea of sustainable management.**

### Importance of Sustainable Management

In its past environmental conservation approaches, the Ricoh Group first went through a Passive Stage, in which it dealt with regulations and responded to customer needs, then a Proactive Stage, in which it reduced its environmental impact by voluntarily setting higher goals in environmental conservation as a global citizen. Now, the Group is preparing to enter the Responsible Stage, in which it strives to place environmental and economic aspects side by side in its work and pay equal attention to environmental conservation and deriving benefit. The Ricoh Group regards environmental conservation activities as a lifelong approach. To this end, the Group focuses on continuing its activities while striving to limit the environmental impact of its economic activities as a whole so that the natural environment can recover by itself. To survive in the business world and continuously engage in environmental conservation activities, it is essential for companies to make a profit through their business activities. The Ricoh Group strives to be environment-conscious and improve all of its business activities\*, while establishing an action plan for fiscal 2002 through fiscal 2004. The Ricoh Group is mainly aiming at establishing the world's finest environmental management system by showing the results of its environmental conservation activities while deriving benefit and by improving the quality of Ricoh products and business processes through innovative environmental conservation technologies.

\*See page 20.

### Understanding the Group's Environmental Impact

In limiting the environmental impact of all economic activities so that the natural environment can recover on its own, we need to recognize three significant conditions: 1) the use of resources within the scope that the natural environment can recover by itself, 2) reduction in waste disposal within the scope that the natural

environment can recover by itself, and 3) reduction in the amount of greenhouse gases. The Ricoh Group first identifies the environmental impact in the Group's business activities as a whole using Eco Balance\*. The Group then carries out the most effective method of improving the quality of its products and business sites in major environmental conservation areas, such as resource conservation and recycling, energy conservation, and pollution prevention.

\*See page 25.

### Mechanism of the Ricoh Group's Environmental Management

If a company wishes to continuously reduce its environmental impact, it needs to benefit from its environmental conservation activities as a whole. The Ricoh Group, based on the idea of understanding the environmental impact of its business activities as a whole, established its own unique mechanism, shown on the opposite page, to identify the environmental impact at each process. By doing so, the Group can both reduce environmental impact and make a profit. With this mechanism, the Ricoh Group strives to realize sustainable management and improve such relevant tools as the environmental management information system<sup>1</sup> and environmental accounting<sup>2</sup>, which work as criteria when evaluating the progress and achievements in sustainable management. With the aim of improving its activities as a whole, the Ricoh Group is developing environmental conservation technologies<sup>3</sup>, including energy-saving technologies, recyclable designs, and paperless approaches. In addition, the Group is making an earnest attempt to improve employee awareness<sup>4</sup> of environmental conservation by offering environmental education programs, nurturing environmental volunteer leaders, and promoting zero-waste-to-landfill activities.

1. See page 23.

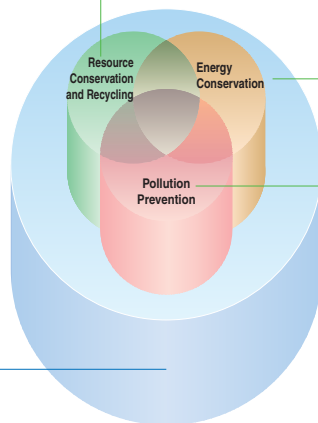
2. See pages 17, 36, 40, 48, 50, and 73.

3. See pages 31 and 47.

4. See pages 39, 63, and 67.

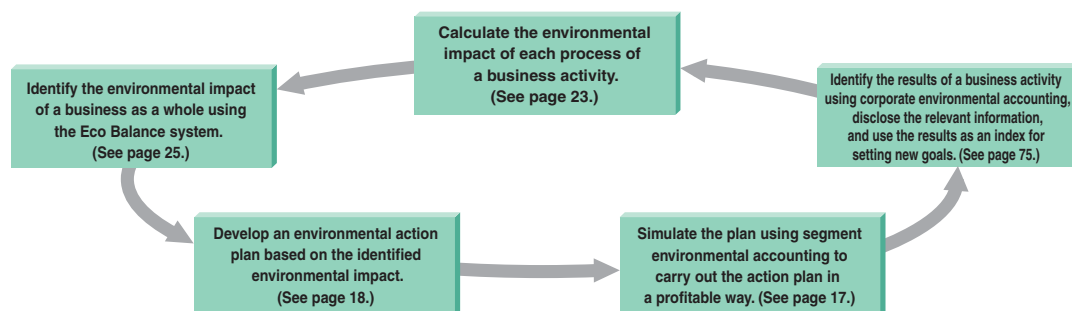
● Environmental Management System (EMS)	p. 20
● Environmental Management Information System	p. 23
● Environmental Communication	p. 59
● Social Contribution Activities	p. 61
● Environmental Education and Awareness Promotion	p. 67
● Personnel-Related Measures	p. 69
● Health and Safety	p. 71
● Environmental Accounting	p. 73

### Identifying the Ricoh Group's Environmental Impact and Areas Covered



● Resource Conservation and Recycling (Business Sites)	p. 39
At our plants, we are striving to achieve "complete production," i.e., getting maximum results using minimum resources with Zero-Waste-to-Landfill.	
● Resource Conservation and Recycling (Products)	p. 50
To conserve resources, we are developing products based on recyclable designs, constructing a recycling network, and manufacturing products using recycled parts and materials.	
● Energy Conservation (Business Sites)	p. 35
We are striving to slow down the rate of global warming through efficient power consumption and the introduction of new energy systems.	
● Energy Conservation (Products)	p. 47
To prevent global warming, we are developing and offering various energy-saving products.	
● Pollution Prevention (Business Sites)	p. 37
In the area of manufacturing, the Ricoh Group is striving to reduce emissions, waste, and the use of environmentally sensitive substances.	
● Pollution Prevention (Business Sites)	pp. 32 & 49
We are promoting the strict control of chemicals used in our products to reduce and eventually eliminate the use of environmentally sensitive substances.	

### The Ricoh Group's Environmental Management Methods



### Summary of the Fiscal 2001 Performance

In fiscal 2000, Ricoh marketed the Aficio 1035/1045 (imagic Neo 350/450) series, the digital multifunctional copier line based on Ricoh's proprietary energy-saving technologies and recyclable designs. In fiscal 2001, Ricoh implemented those technologies in the Aficio 1022/1027<sup>1</sup> (imagic Neo 220/270) series, medium-to-low end markets. Driven by the growing awareness of environmental conservation in the Japanese, U.S., and European markets, many customers bought those machines, which contributed to reducing the environ-

mental impact of society as a whole<sup>2</sup>. After achieving Zero-Waste-to-Landfill<sup>3</sup>, i.e., reducing environmental impact and improving management quality, at plants in Japan, Europe, and the Americas, the Ricoh Group did the same at plants in China and Taiwan. In addition, the Ricoh Group extensively engages in a forest ecosystem conservation project<sup>4</sup> to improve the self-recovery capability of the natural environment and activities led by environmental volunteer leaders<sup>5</sup>.

1. See pages 32 and 47. 2. See page 48. 3. See page 40. 4. See page 61. 5. See page 63.