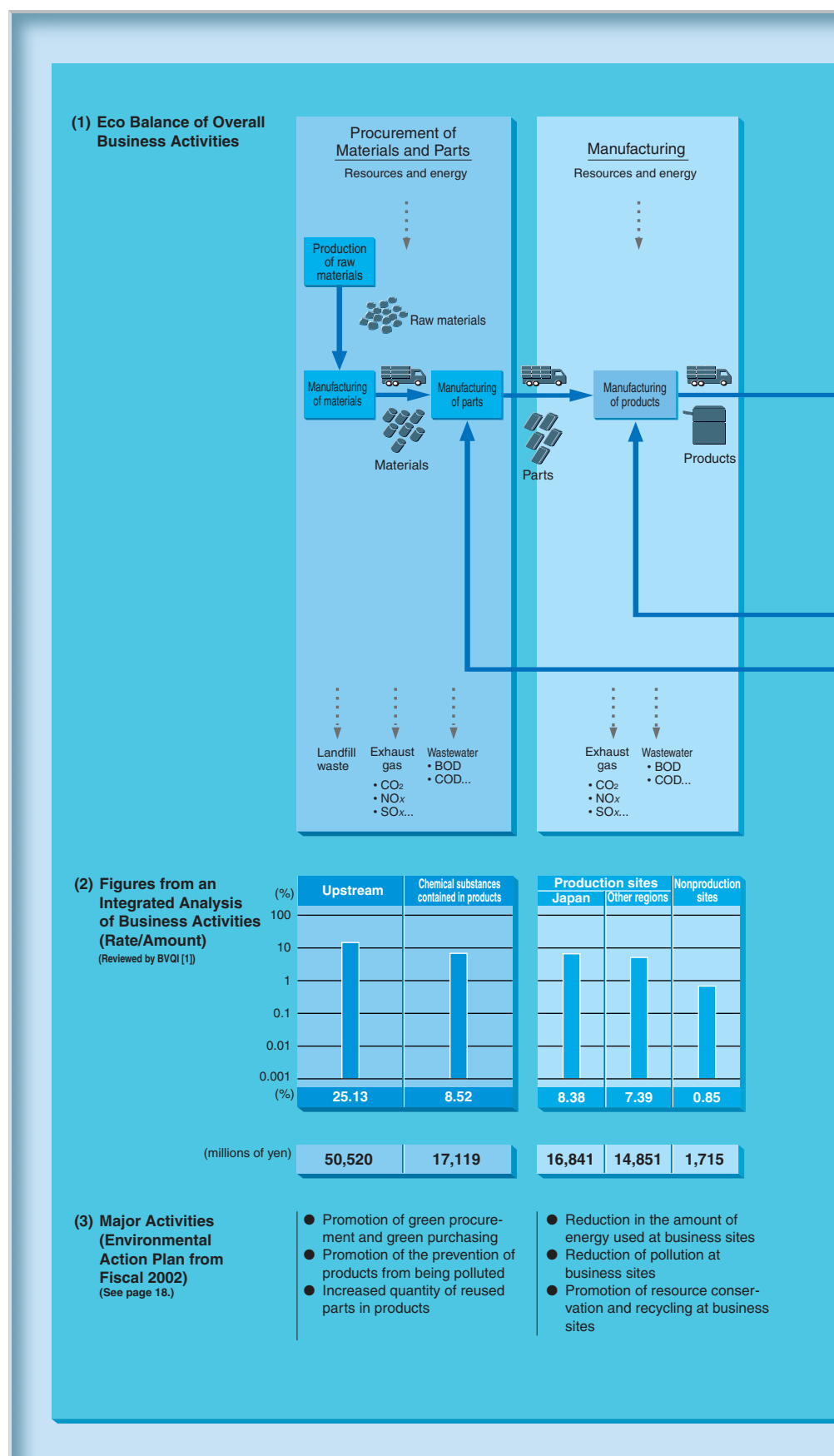


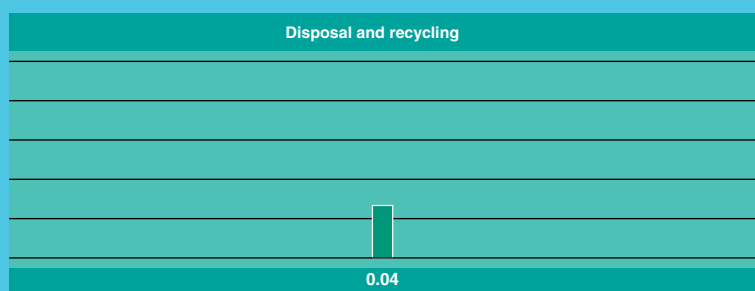
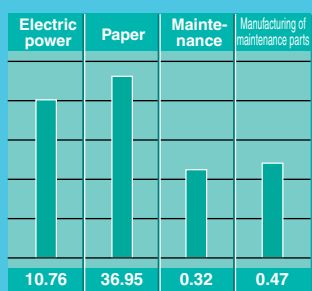
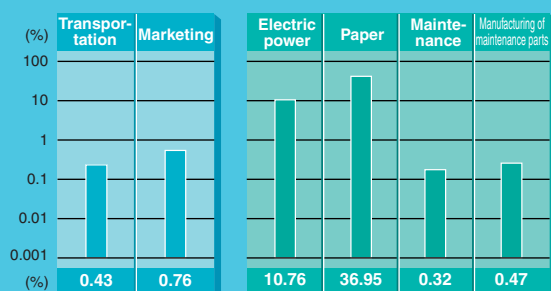
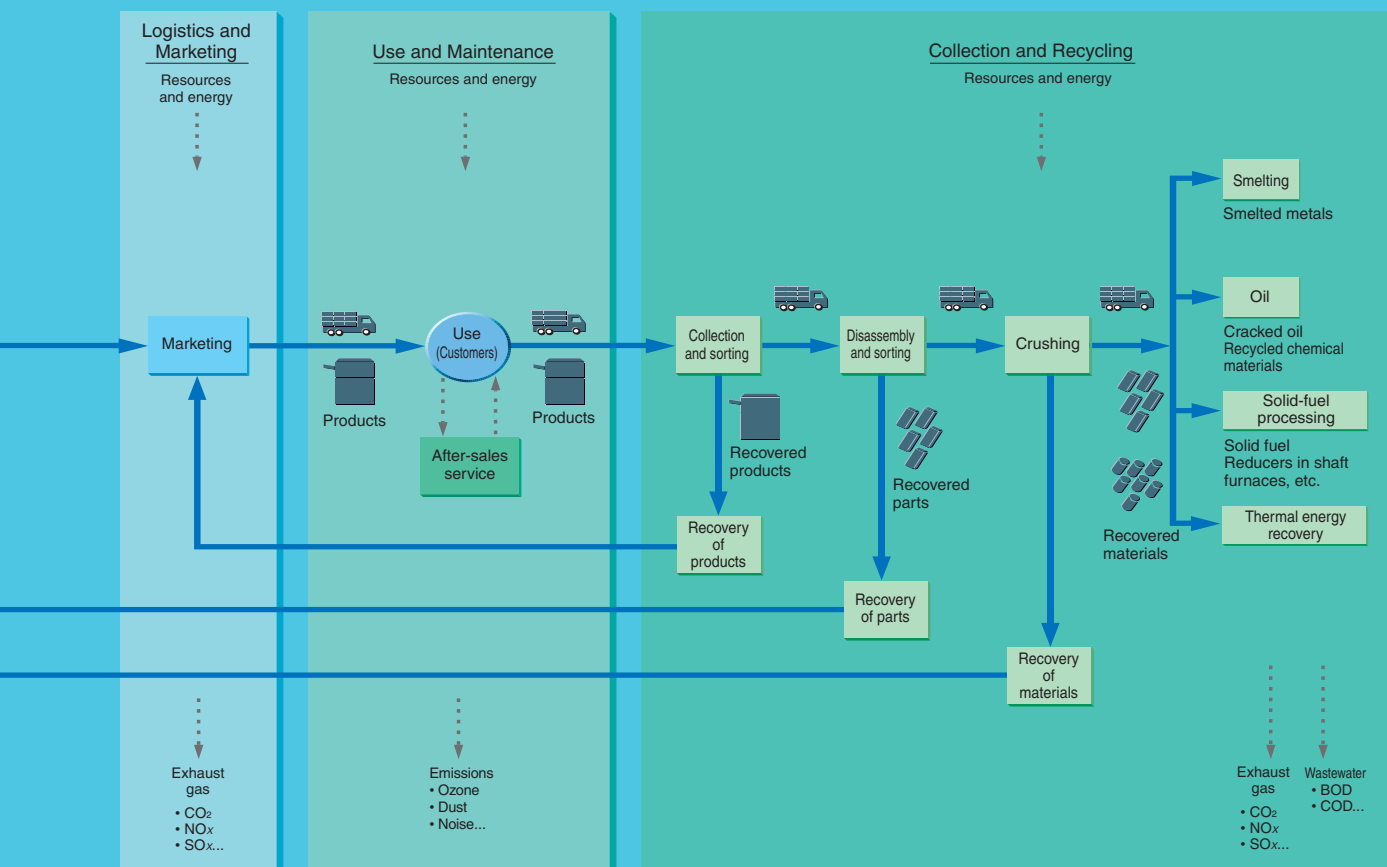
Identifying Environmental Impact (Eco Balance)

Identifying the environmental impact of business activities as a whole and translating it into numerical figures to be used in planning an environmental action plan

The figure on the right shows the Eco Balance¹ of the Ricoh Group's business activities as a whole by calculating the environmental impact and monetary value of each process based on data collected from the environmental management information system described on the previous page. All kinds of business activity-related environmental impact, including global warming, ozone layer destruction, and ecosystem damages, are identified and translated into numerical figures using the integrated analysis method. Ricoh began identifying the environmental impact of its business activities in fiscal 1999 under this method. It was discovered that upstream activities (manufacturing of materials and parts), chemical substances contained in products, and paper consumed by customers had significantly high environmental impact. To develop more-effective environmental conservation activities, the Ricoh Group will reduce its environmental impact, especially in the three processes listed above, and is planning to carry out drastic measures in processes other than the three listed above. A new environmental action plan² to be put into effect from fiscal 2002 is to be drawn up based on data obtained from the integrated analysis method.

1. Eco Balance is a system that involves the listing of environmental impact input/output data to identify, quantitatively measure, and report the environmental impact of companies.
2. See page 18.





872	1,522	21,624	74,294	639	950
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- Promotion of green marketing
- Increased number of resource-recirculating products
- Promotion of the development of energy-saving products
- Development of technologies useful in reducing the environmental impact of paper
- Improvement in the collection rate for used products and toner cartridges
- Improvement in the resource recovery rate for used products and toner cartridges