

Environmental Communication

Making earnest efforts to disclose information on the Ricoh Group's goals

The Ricoh Group considers all stakeholders, including customers, the local community, employees, administrations, and client companies, as green partners. The Group strives to contribute to reducing the environmental impact of society as a whole by disclosing its goals and know-how obtained through group activities to stakeholders. The Ricoh Group, therefore, endeavors to disclose information that is useful to its green partners as well as to provide interactive communication. In addition, the Ricoh Group makes use of the opinions of its green partners to improve environmental activities of the Ricoh Group as a whole.

Stakeholders and Information Disclosure Measures

Items to be Disclosed = ●	Environmental Reports	Web Sites	Environmental Labels	Environmental Advertisements	Environmental Lectures	Exhibitions
Customers	●	●	●	●	●	●
Communities	●	●	●	●	●	●
Clients	●	●	●	●	●	●
Shareholders and investors	●	●	●	●	●	●
Environmental specialists	●	●	●	●	●	●
Persons in charge of environmental issues in companies	●	●	●	●	●	●
Administrations	●	●	●	●	●	●
NPOs	●	●	●	●	●	●
Students	●	●	●	●	●	●
Employees	●	●	●	●	●	●

Sustainability 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*. As far as English version is concerned, the title has been improved to "Sustainability Report" since 2001.

Ricoh business sites and affiliates issue similar reports. Ricoh's Fukui Plant, Ricoh Unitech Co., Ltd., and Tohoku Ricoh Co.,

Ltd., followed by Ricoh Industrie France S.A. and Ricoh's Atsugi Plant in fiscal 2001. To encourage as many business sites as possible to issue their own reports, guidelines were set up in both Japanese and English on creating reports on each business site and added to the Ricoh Group's database.

* Only the Japanese version is available. See page 83 for questionnaire results.

Number of Copies Issued

	Language	Date of Issue	No. of Copies	No. of Pages
Ricoh Group Environmental Report 1998	Japanese	Jan. 1999	26,200	30
	English	Jan. 1999	500	
Ricoh Group Environmental Report 1999	Japanese	Sept. 1999	51,300	32
	English	Sept. 1999	8,375	
Ricoh Group Environmental Report 2000	Japanese	Sept. 2000	45,950	60
	English	Dec. 2000	6,800	
Ricoh Group Sustainability Report 2001	Japanese	Sept. 2001	20,390 (As of June 30, 2002)	74
	English	Dec. 2001	7,000	



Environmental reports of Ricoh business sites and Ricoh Group affiliates

Environmental Web Site

Ricoh's environmental Web site includes information on a variety of topics, such as the Ricoh Group's activity updates as well as links to ECO TODAY¹, an environmental education tool aimed at elementary and junior high school students. ECO TODAY was created jointly by Ricoh and students from Yokohama Digital Art School. ECO TODAY presents familiar examples of global environmental issues and introduces countermeasures adopted by Ricoh. In fiscal 2001, Ricoh received an excellent award from "Environment goo²," an environment-oriented portal site, for its ECO TODAY Web site and received the "Eco Web Prize³." In fiscal 2001, Ricoh's

environmental Web site had 1,070,985 visitors, approximately 400 thousand more than the previous year. Ricoh promotes interactive communication by meeting the high school and university students with whom it corresponds by e-mail.



Ricoh Home page

1. http://www.ricoh.co.jp/ecology/ecotoday/index_h_eng.html
2. <http://www.eco.goo.ne.jp/> (Japanese language only)
3. <http://www.ecology.or.jp/ecoweb/topics.html> (Japanese language only)

Disclosing the Environmental Impact Information of Products

The Ricoh Group discloses the environmental impact information of its products through Type I and II Environmental Labels and Type III Environmental Impact Disclosure¹. As the global trend toward green procurement grows, the environmental impact information of products is indispensable for customers wishing to choose products that have less environmental impact. Therefore, it becomes increasingly necessary for the Ricoh Group to give precise and timely product information at the time of marketing. In fiscal 1999, the Ricoh Group first carried out Type III Environmental Impact Disclosure² in Japan on its imagio MF 6550 digital copier based on an independent certification (BVQI, Sweden). RIFAX ML 4500, a facsimile, also acquired the BVQI certification in fiscal 2001. The Ricoh Group is planning to disclose its environmental impact information under the Type III ECO-Label of the Japan Environmental Management Association for Industry (JEMAI). To facilitate the timely disclosure of product information the Ricoh Group is planning to announce a new set of standards, in which the calculation of data would be certified instead of individual machines.

1. See page 41.
2. Disclosure of the environmental impact information of a product throughout its life cycle
<http://www.ricoh.co.jp/ecology/e-/label/type3/index.html>

Environmental Advertisements

Ricoh makes advertisements that help reduce the environmental impact of society as a whole. Examples include ads that explain the environment-friendly function of a product to municipal authorities and companies, which promotes green procurement activities, and ads that introduce case studies that should be regarded as useful to people who promote environmental conservation activities from diverse standpoints. In fiscal 2000, Ricoh started creating and placing magazine advertisements that describe the importance of biodiversity protection and gave examples of a forest ecosystem conservation project¹ that it conducts in partnership with NPOs. In fiscal 2001, Ricoh Hungary Kft.² started creating and placing advertisements that heighten people's awareness of environmental conservation.

1. See page 61.
2. See page 44.



Above: An advertisement explaining an environment-friendly function of a product
Below: An advertisement giving examples of environmental conservation



Top: An advertisement stating the importance of biodiversity protection
Bottom: Ricoh Hungary's advertisement for environmental awareness promotion

Environmental Lectures

The top management of the Ricoh Group eagerly gives lectures on their own volition to explain the importance of environmental conservation and give an idea of an environmental management system. In fiscal 2001, the Ricoh Group made strong efforts toward social contributions to improve communication with green partners by participating in company lectures, academic societies, and symposiums.

Major Environmental Lectures (Ricoh)

FY	Number of lectures
1999	43
2000	66
2001	50

* Number of lectures performed by Corporate Environment Division
Activities have also been conducted by internal divisions.

Exhibitions

Ricoh actively takes part in environmental activities at such exhibitions as Eco-Products, which is held in Japan, and CeBIT, which is held in Europe, to bring attention to the environmental performance of its products. At Eco-Products 2001, Ricoh attracted visitors with such exhibitions as the Aficio (imagio Neo) series¹, and rewritable printers and paper².

1. See pages 32, 47, and 48.
2. See page 32.



Eco-Products 2000



CeBIT (Germany)

Social Evaluation

In the World's Most Respected Companies survey, an annual survey conducted by the *Financial Times*, a U.K. business newspaper, Ricoh was chosen by global CEOs as the world's seventh most respected company in the "most environment-conscious" category. The Company received the highest "eco-rating," AAA, in the photograph and office equipment categories from Innovest Strategic Value Advisors, a U.S. investment research company, and ranked first among 11 nominees. Ricoh also ranked first among 16 nominees in a rating survey conducted by Ökom GmbH, Germany, in environmental, social, and cultural aspects. In Japan, the Company ranked second in the 5th Corporate Environmental Management Level Survey organized by *Nihon Keizai Shimbun*. Ricoh also received the 7th Information Disclosure Award for Listed Companies by Tokyo Stock Exchange Inc. for its remarkable performance in disclosing information to investors. Furthermore, in fiscal 2000 Ricoh received grand prize in the Corporate Contribution to Society Survey held by the Asahi Shimbun Cultural Foundation.



The *Financial Times* (December 17, 2001)