

Social Contribution Activities

Contributing to making societies better the world over

To create a society that is at ease with itself and live without harming the natural environment, it is essential for all global citizens, including national governments, companies, citizen groups, and other individuals, to offer ideas and cooperate with each other. For this to happen, private citizens, governments, companies, NPOs, and other groups need to establish closer relationships with one another. One of the most important requisites for business enterprises is demonstrating leadership in their communities while improving communication through proper information disclosure, building up relationships based on mutual trust and good partnerships, and creating a society that is at ease with itself. The Ricoh Group, based on the Spirit of Three Loves* (love your neighbor, love your country, and love your work), endeavors to enthusiastically communicate with local governments and citizens the world over.

* See page 9.

International

Participation in the UN Global Compact

On April 8, 2002, Ricoh agreed on and announced its participation in the Global Compact, a United Nations initiative consisting of nine principles covering topics in human rights, labor, and the environment. In 1999, UN Secretary-General Kofi A. Annan advocated the Global Compact* to world business leaders. At present, there are approximately 500 business enterprises taking part in this initiative. Ricoh is the second Japanese company to announce its participation in the initiative, which contributes to the Ricoh Group's global efforts.

* <http://www.unglobalcompact.org>

Demonstrating Leadership to Prevent Global Warming

In July 2001, Ricoh was the first leading Japanese company to join "e-mission 55," a petition to encourage countries to adopt the Kyoto Protocol. Ricoh opened the door for other Japanese companies to support the protocol. The European Business Council and U.S. Business Council recognized this achievement and awarded Ricoh the "Climate is Business" award. Besides Ricoh, Jan Pronk, COP6 president (who concluded the Bonn Agreement at COP6) and Minister of Housing, Spatial Planning and the Environment of the Netherlands, received the same award.



The "Climate is Business award" ceremony and the trophy



Forest Ecosystem Conservation Project

● The Importance of Forest Conservation and Restoration

We are now in an era of large-scale wildlife extinction. Among the approximately 4,000 species of mammals, 1,069 are approaching extinction. A good example is the panda, of which there are only about 1,200 in the world. Such increase in the number of endangered species must, at least in part, be attributable by a decrease in the size of their habitat. A good portion of the world's wildlife lives and contributes to the ecosystems of a variety of habitats around the globe, including forests, savannas, lakes and ponds, coral reefs, and oceans. The destruction of an ecosystem would inevitably lead to the destruction of the water system, air, climate, soil, and other parts of the natural environment that humans depend on to live. We, as humans, are necessary to conserve all the ecosystems on earth. To this end, Ricoh is developing social contribution activities that focus on forest ecosystems, which are especially blessed with a large variety of wildlife.

Activities Funded by the Ricoh Group's "Social Contribution Reserve"*

Country	Project		NPO		
	Name	Purpose	Name	Description	Web site
Philippines	Conservation and restoration of forests in environmental hot spots	Conservation of forests where the Philippine Eagle can live	Conservation International	Using funds and human resources for the conservation of biodiversity (1,200 members in 32 countries)	http://www.conservation.org
Malaysia	Restoration of forests in the Ecoregion 200 area	Establishment of forests where orangutans can migrate	WWF	The world's largest nature protection NPO makes diverse efforts to conserve biodiversity, from ecosystem conservation to the prevention of global warming.	http://www.wwf.or.jp/ (World Wide Fund for Nature Japan) (Japanese language only)
China	Restoration of forests in the Ecoregion 200 area	Establishment of forests where pandas can live	WWF	Same as above	Same as above
Japan	Restoration of satoyama (community forests) in Tama hills, Tokyo	Conservation of forests where loaches and salamanders can live	Wild Bird Society of Japan	Conducting activities to protect wild birds and to conserve their habitats based on the idea that mankind must share the earth with wild birds	http://www.wbsj.org/ (Japanese language only)
Japan	Conservation of the Aian forest in Kurohime, Nagano	Establishment of forests where dormice can live	C.W. Nicol Aian Forest	Conducting research and study of the forest ecosystem as well as environmental conservation activities on the idea of establishing a forest where the mankind can live without harming the natural environment	http://www.afannomori.com/ (Japanese language only)

The flag species of the area are listed under "purpose." The above projects strive to conserve the forest ecosystem in the areas as well as the flag species.

* See page 62.

Activities Funded by the Ricoh Group's Expenses

Country	Project	NPO		
		Name	Description	Web site
Sri Lanka	Conservation and restoration of forests in world heritage areas	Field Ornithology Group of Sri Lanka	Research of birds in Sri Lanka and domestic and international environmental conservation activities through the protection of wild birds	—
Brunei	Conservation of virgin mangrove forests	Ramsar Center Japan	Conducting activities to promote the ratification of the Ramsar Convention (on Wetlands) in Asia and the appropriate utilization of wetlands	http://www.museum-japan.com/rcj/
Madagascar	Survey of the canopy in forests	Pro Natura	International NPO conducting forest conservation activities in Asia and Africa	—
Bangladesh	Restoration of satoyama (community forests)	Bangladesh Poush	Providing environmental education, especially to children, and promoting afforestation activities in Bangladesh	—
Malaysia	Restoration of riverhead forests	OISCA	Promoting the independence of local communities and environmental conservation through rural development and greenery activities in the Asia-Pacific region	http://www.oisca.org
Ghana	Restoration of the corridors of the cacao trees growing in the shades	Conservation International	Using funds and human resources for the conservation of biodiversity (1,200 members in 32 countries)	http://www.conservation.org

● Promotion of Activities through Partnerships

Forest conservation activities are almost impossible to carry out without the understanding and cooperation of local communities. Therefore, it is important to help those communities become more environmentally aware because once they are, they will gladly help out as much as they can. In poorer regions, it is also important to offer jobs to the local community in the areas of forest restoration, afforestation, forest management, and resource recirculation. With this in mind, Ricoh continued its efforts to conserve forest ecosystems by initiating eight projects in fiscal 1999 and fiscal 2000, by starting three additional projects in fiscal 2000, by forming partnerships with environmental NPOs, and by taking into careful consideration local communities where the projects are conducted. Through these activities, local communities became more environmentally aware, which greatly promotes social contribution. Local communities became more aware of the importance of the natural environment when they observe how determined Japanese companies are about conserving it. In Japan, Ricoh stresses the importance of forest ecosystem conservation through advertisements in magazines*. In April 2002, Ricoh conducted an eco-tour to plant trees on Huangtu Plateau in China.

* See page 60.



Conservation of virgin mangrove forests (Brunei)



An eco-tour to plant trees on Huangtu Plateau in China

Japan

Continuous Promotion of Social Contribution

Ricoh established a system in which a social contribution reserve is created to continue social contribution activities. With the approval of shareholders at their general meeting, the Company reserves an amount equal to 1% (maximum ¥200 million) of its annual profit after dividends to fund its social contribution activities.

In fiscal 2001, the reserve was used for social contribution and forest ecosystem conservation as well as to establish and manage the Ichimura School of Nature.

Sound Education of the Youth

The Ichimura School of Nature, an NPO, is where children from the 4th grade (10 years old) of elementary school to the 2nd grade (14 years old) of junior high school spend every two weekends a month plus summer vacation together to grow crops. The school's basic aim is to help children learn how to earn a living from mother earth through experience and community living. The Company started a project commemorating the 100th anniversary of the birth of Kiyoshi Ichimura, the founder of the Ricoh San-ai Group, and opened the Ichimura Kanto School of Nature on March 30, 2002. In the 2003 spring, the Company plans to open a school in Saga Prefecture, where Ichimura was born.



Entrance ceremony at the Ichimura Kanto School of Nature

Ricoh Kids Workshop

Ricoh completely supports the Ricoh Kids Workshop organized by the New Technology Development Foundation (Ichimura Foundation)*. At the workshop, children from the 4th grade of elementary school to the 3rd grade of junior high school enjoy getting hands-on experience disassembling laser printers and facsimiles to see how

they work. In fiscal 2001, the workshop was held twice, once in Tokyo and once in Aomori, and attended by 135 children.

* In 1968, Kiyoshi Ichimura, the founder of Ricoh, established the New Technology Development Foundation (Ichimura Foundation) to commend and support technological development and research that contributes to society. The foundation finances new technology development, plant research, and the promotion of the creativity of children.

Partnerships with Schools

Ricoh's Fukui and Gotemba Plants and Ricoh Elemex Corporation periodically invite children and students in the neighborhood to promote their awareness of environmental conservation.



At the Okazaki Plant, Ricoh Elemex



At the Ena Plant, Ricoh Elemex

FreeWill Social Contribution Club

For the purpose of promoting voluntary social contribution activities by employees, Ricoh established a social contribution club in January 1999 called FreeWill. Employees voluntarily donate a fraction of their salaries for social contribution activities. Ricoh supports those activities under a gift-matching program, in which the Company matches the amount of contributions made by employees. The club has supported more than 60 organizations, including the Japan Marrow Donor Program (JMDP) and the Association for Aid and Relief, Japan. As of the end of February 2002, there are more than 2,000 members.

Japan

Partnerships with NPOs

Ricoh makes contributions to various organizations, such as the Nature Conservation Society of Japan¹, the Wild Bird Society of Japan, WWF Japan, the Green Earth Network², and the Ecosystem Conservation Society—Japan³. The Company also invited WWF Japan to hold its Global Warming Prevention Business Workshop on its premises.

1. <http://www.nacsj.or.jp/introduction-e/1-profile.html>

2. <http://member.nifty.ne.jp/gentree/>
(Japanese language only)

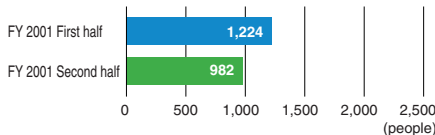
3. <http://www.ecosys.or.jp/eco-japan/public/english/index.htm>

Partnerships with Enterprises and Administrations

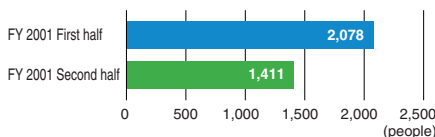
The Ricoh Group achieved Zero-Waste-to-Landfill at all production sites around the world. The Group welcomes people from enterprises and administrations to visit the Group's business sites and readily shares its know-how.

Number of People to Visit Major Plants

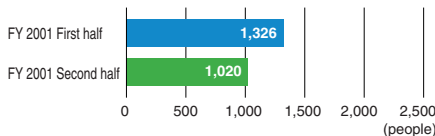
■ Ricoh Fukui Plant



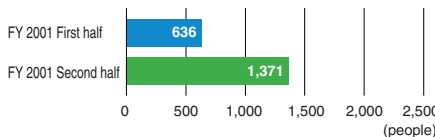
■ Ricoh Numazu Plant



■ Ricoh Gotemba Plant



■ Ricoh Unitechno



Nurturing Volunteer Leaders

The Ricoh Group believes that in addition to conducting environmental conservation activities as a group, it is important for employees to volunteer for both company-run and outside environmental conservation and social contribution activities. In June 1999, the Ricoh Group launched a leadership-training program for Ricoh employees to promote environmental conservation activities. In fiscal 2001, the program was expanded to include the Ricoh Group's employees and retirees. By the end of fiscal 2001, as many as 142 employees and directors of Ricoh and the Ricoh Group became environmental volunteer leaders. The leadership-training program consists of training sessions called "Ricoch Nature Seminars" and meetings called "Ricoch Company Meetings for Environmental Volunteer Leaders." Following the training at nature seminars, each leader develops environmental volunteer activities in close cooperation with relevant divisions or with the local community. Ricoh provides support in promoting these activities.

● Ricoh Nature Seminars

Ricoh nature seminars aim at turning employees into environmental volunteer leaders by teaching them how to enjoy the natural environment and implement environmental conservation activities. Each seminar lasts for two days and is attended by approximately 15 participants. In fiscal



The intermediary course at a Ricoh nature seminar (first session)



The elementary course at a Ricoh nature seminar (ninth session)

2001, the seminar was held three times, and a new intermediate course was offered. Members of the Wild Life Bird Society of Japan, an environmental NPO, were invited to give lectures at the seminar. From them, participants learned how to preserve *satoyama* (community forests), which has a good system to follow when creating a resource-recirculating society, and how to participate in environmental conservation activities, beginning with bird watching. Participants also made "eco soap" from used edible oil and took part in bamboo grass cropping as a way of preserving *satoyama*.

● Ricoh Company Meetings for Environmental Volunteer Leaders

The aim of Ricoh Company Meetings for Environmental Volunteer Leaders is to update environmental volunteer leaders on each other's activities. The leaders report on the environmental volunteer activities that they organized, exchange information with each other, and learn how to improve the quality of their activities. Four Ricoh Company Meetings for Environmental Volunteer Leaders were held in fiscal 2001. The leaders were divided and attended separate meetings because their number was too large for a single meeting.

● Activities of Environmental Volunteer Leaders

In fiscal 2001, there were 28 activities and a total of 787 participants. Environmental volunteer leaders conduct different activities with the company divisions and communities to which they belong as well as with their friends and families. Recently, leaders often form groups for ongoing activities. One group was formed by five volunteer leaders in November 2000 to protect the thickets of Hadano. Yadoriki Shinbokuai, a community organization, has been helping with the afforestation of the Kanagawa riverhead since January 2001. In November 2001, several volunteer leaders from the Ricoh Central Research Center began periodically monitoring historic buildings located at Seseragi Park next to the center in an attempt to preserve them.



Thicket conservation at Lake Shinsei, Hadano

About once a month, volunteer leaders engage in such activities as taking care of thickets that shelter many wildlife species, going on nature walks, and growing mushrooms.



Cleaning up Oiso Beach

Volunteer leaders cleaned up Oiso Beach in Kanagawa Prefecture. The beach looked clean at first, but upon closer inspection it was found to be littered with garbage.



Cleaning around historic buildings at Seseragi Park

Volunteer leaders assess historic buildings and peripheral areas for damages every two months and carry out repairs, if needed.



Yadoriki Shinbokukai (a community organization)

Yadoriki Shinbokukai works with Kanagawa Prefecture on riverhead forest conservation. The organization's monthly activities include forest conservation, afforestation, and nature walks.



Distributing garbage bags and cleaning up after the Tamagawa Fireworks Festival

Volunteer leaders distributed garbage bags and asked spectators to sort and dispose of their garbage appropriately.



Cleaning around the Atsugi Plant

Twenty-nine volunteers working at the Atsugi Plant cleaned up the park, roads, and riverbeds around the plant.



Planting palm trees in the Hakata Bay Area

Volunteer leaders planted 500 palm saplings and learned about the inhabitants and the status of pollution in the area.



River and Wind Festival—Cleaning up the Tsurumi River

Volunteer leaders participated in the River and Wind Festival organized by the Green, River, and Wind Group, a local environmental NPO. At the festival, children were taught how to make bamboo wind chimes.



Protecting the Ohsone Wetland Biotope

Volunteers from Ricoh Unitechno joined a group to protect of the Ohsone wetland biotope. They examined and stocked the water with fish and cleaned the area.



Festa Costa del Gomi (Seaside Festival of Garbage) in Senbonhama

Volunteer leaders participated in cleaning up a stretch of beach in Numazu City. The participants from Ricoh filled up several 40-liter garbage bags with trash.



Activities at a Kamakura beach

Volunteer leaders clean up beaches and build sand sculptures. The number of participants increases every year.



"Hometown Forest" at the Gotemba Plant

Volunteer leaders constructed a hometown forest, complete with a pond and brook, on the plant's site. At the opening ceremony, the volunteers and the local children stocked the brook with killifish and other fish.

The Americas

Improving Accessibility

The United States:

Ricoh Corporation

In the United States, section 508 of the Rehabilitation Act took effect in June 2001. This federal law requires IT products and services to be accessible to people with disabilities. Accordingly, Ricoh Corporation commissioned an independent organization to evaluate the accessibility of its Aficio 1045 (imaggio Neo 450) digital multifunctional copier and 5000L facsimile in order to improve it. Furthermore, Ricoh Corporation invited government officials and held the Accessibility Forum in August 2001 to present the Ricoh Group's ideas and activities related to accessibility.

Activities that Support Restoration Efforts in New York

Ricoh Corporation, Ricoh Business Systems, and Savin

Ricoh Corporation and Savin Corporation have offices in a suburb of New York, and Ricoh Business Systems Inc. has one in Manhattan.

Immediately after the September 11 terrorist attack, the companies looked after the safety of their employees and announced emergency guidelines to follow, such as encouraging employees with missing family members to place their family before their work and to use offices as shelters for staff who were obliged to stay in Manhattan, if necessary. The Jacob Javit's Center, located near ground zero, was designated as an emergency center by the Federal Bureau of Investigation (FBI) and the Federal Emergency Management Agency (FEMA) right after the attack.



A building on 5th Avenue in New York City

Because Ricoh's exhibition was scheduled to be held in the center from September 12, the copiers, printers, and facsimiles that were to be used in the exhibition were donated to the FBI, the New York City Police, the American Red Cross, the Mayor's Office, and others. The machines were used to make color copies of photographs of missing persons, copies of DNA identification, and a large number of American flags for distribution. The Office of Emergency Management (OEM), which was located in the World Trade Center building, opened a temporary office at the Hudson River pier and made use of Ricoh's products. In addition, Ricoh Corporation, Ricoh Business Systems, and Savin offered to help transport and set up the equipment they donated and provided instructions to hospitals, offices, and first-aid stations on their use upon request. Savin Corporation took special action in providing Ricoh products to the Pentagon in Washington, offering 250–300 units in total.

As the restoration work progressed, an American flag was draped across the 5th Avenue building where Ricoh Business Systems' office is located as a sign of respect to all those who suffered as a result of the attack.

Activities with Government Administration

The United States:

REI (Ricoh Electronics, Inc.)

The Reprographic Supply Group the Thermal Media Group of REI were chosen to participate in the National Environmental Performance Track organized by the U.S. Environmental Protection Agency (EPA). The groups were chosen because they 1) strove to carry out their environmental responsibilities systematically, 2) took new measures to prevent and alleviate pollution, and 3) demonstrated leadership in environmental conservation in local communities as a good corporate citizen.



An REI representative receives an EPA participation certificate

Volunteer Activities (Cleaning)

The United States: REI

In March 2002, REI received the Local Community Contribution Award from the Points of Light Foundation (POLF) for its dedicated volunteer activities. More than 100 employees at REI's California plant cleaned up a nearby canal and collected 800 pounds of garbage and 700 pounds of recyclable waste. At its Georgia plant, 22 employees cleaned up a park in the neighborhood and collected 4,000 pounds of garbage and recyclable waste.



Former President George Bush, founder of POLF, and REI representatives



Employees cleaning up a canal near the California plant



Employees involved in cleaning up a park near the Georgia plant

Volunteer Activities (Afforestation)

Mexico: Ricoh Industrial de Mexico (RIM)

In July 2001, 86 employees of RIM participated in a reforestation project for Nevado de Toluca. After a Toluca municipal clerk explained the importance of greenery and methods of planting trees, the RIM employees planted 1,400 trees.



RIM employees planting trees in a reforestation project

Europe

Environmental Social Contribution Award

The Netherlands: NRG Benelux

Being ranked first among 152 Dutch companies by Dutch evaluation company KPMG, NRG Benelux B.V., a Ricoh Group sales company, received the Environmental Social Contribution Award.

Community Interaction

The United Kingdom: Ricoh UK

Ricoh UK Ltd. donates used Christmas cards and CD-ROMs to a nearby kindergarten. The Christmas cards are given to the children to practice using scissors to clip the pictures out, and the CD-ROMs are used as decorations for parties, etc.



Donated Christmas cards



CD-ROMs to be used as decoration for parties

Contributions to the Global Environment

The United Kingdom: Gestetner Ricoh Advanced Materials (GRAM)

Gestetner Ricoh Advanced Materials Ltd. (GRAM) is a Scottish company that manufactures ink for the Priport printer. In December 2001, they received the East District Prize of the VIBES Award, a regional environmental award. GRAM won the award because the company's highly advanced wastewater treatment was highly evaluated.

Supporting Schools and Creating Jobs

Ricoh Hungary

Ricoh Hungary Kft. supports a neighborhood technical school by donating funds, donation of products as education material, and providing technical support. The company hires some of the school graduates. Half of the 16 employees in the after-sales service department are graduates of the school.

China and Taiwan

Charity Walk

Ricoh Hong Kong

Members of the Social Club and other employees participated in the Walk for Millions charity. To further social contributions on its own part, they ordered caps and windbreakers with the Ricoh logo for the event from a company that hires the physically challenged. Approximately 200 employees wore the cap and windbreaker in the charity walk.



Ricoh Hong Kong employees participating in the Walk for Millions

Participating in Afforestation Activities and Giving Donations

Ricoh Hong Kong

Ricoh Hong Kong donated HK\$300,000 to restore a forest in Sai Kung, Hong Kong,

that was destroyed in a fire. The company also began participating in afforestation activities in which 10,000 trees are scheduled to be planted in three years.



Ricoh Hong Kong employees at afforestation activities

Volunteer Activities (Cleaning)

Taiwan Ricoh

On June 1, 2001, employees of Taiwan Ricoh Co. Ltd. collected trash scattered along the road within 3 km of its plant to commemorate the anniversary of the company's foundation. Sixty-nine employees collected 161 kg of trash while singing a garbage-collecting song.



Taiwan Ricoh employees cleaning up the area around its plant

Asia-Pacific Region

Supporting an Organization that Assists the Mentally Challenged

Ricoh Australia

In March 2002, Ricoh Australia Pty, Ltd. held a charity golf tournament and donated the profit to the Sunnyfield Association, an NPO that assists the mentally challenged. The donation was used to establish a vocational training center for the mentally challenged. To date, Ricoh Australia has donated a total of A\$500,000 to the association.



Groundbreaking ceremony for a vocational training center for the mentally challenged