

Environmental Education and Awareness Promotion

Promoting employee awareness of environmental issues through environmental education and awareness promotion activities

In successfully implementing sustainable management, the aggressive promotion of environmental conservation activities by each division is needed, as are statements from top management on the need for perseverance in carrying out such activities. Urging individual employees to become more aware of environmental issues is equally important. Environmental conservation activities may appear to be a corporate responsibility, but employees

are the ones who actually conduct the activities. The success or failure of any activity depends upon the extent to which employees understand its importance. The Ricoh Group is promoting employee awareness of environmental issues as well as their behavior in a variety of ways, such as providing environmental education, sharing relevant know-how through IT networks, and supporting the volunteer activities of employees through such means as nurturing environmental volunteer leaders and commending their actions.

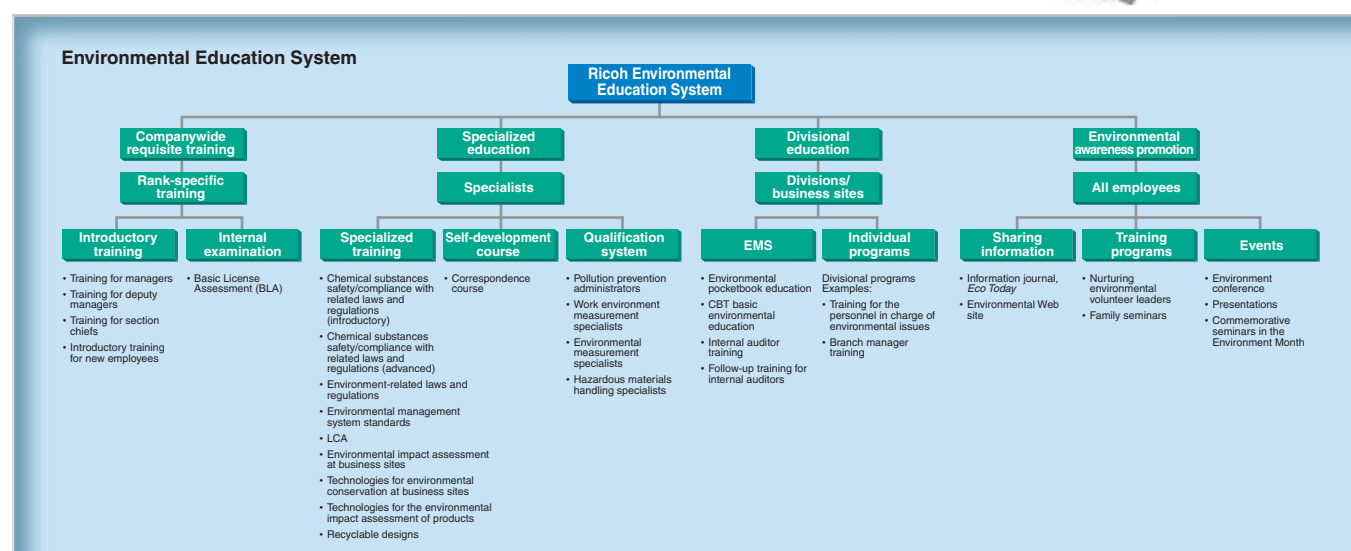
Sharing Know-How

Ricoh established a database in Japanese and English that anybody in Ricoh Group companies all over the world can search or

update with the latest environmental information. Sharing the latest information and know-how about environmental conservation activities works very effectively in the Ricoh Group. The Ricoh Group periodically publishes the environmental information journal *Eco Today*, which contains regional activities and external opinions of people, including those from environmental NPOs. Thus, the Ricoh Group promotes employee environmental awareness from a broad perspective.



Ricoh Group's environmental information journal *Eco Today*



Five-Region Environment Meetings

In December 2001, a five-region environment meeting was held at Ricoh's Omori Office attended by each region's representatives. Some of the sessions at the meeting were held according to themes, such as green marketing and recycling. The participants shared information to promote global environmental management.

Zero-Waste-to-Landfill Activities

The Ricoh Group achieved Zero-Waste-to-Landfill* at production sites worldwide as well as at its Japanese nonproduction sites and marketing and after-sales service sites. Such achievements can be obtained only if all employees are closely united and are striving for the same goal, such as setting up detailed waste sorting. Therefore,

promoting employee awareness of environmental issues is highly effective.

* See pages 39, 42, and 46.

Japan

Environmental Education

The Ricoh Group established an education system for Group companies in Japan to help employees become more environmentally aware professionals. Under this system, a variety of seminars and training sessions are held, including those for new employees, designers, and internal auditors under Ricoh's environmental management system. Furthermore, employees are encouraged to obtain official qualifications as pollution control managers and other positions.

Environment-Related Seminars and Number of Participants

Name of Seminar	FY 1998	FY 1999	FY 2000	FY 2001
Recyclable Designs	18	21	32	13
Technologies for the Environmental Impact Assessment of Products	22	22	26	27
Environment-Related Laws and Regulations	52	81	66	59
Environmental Management System Standards	69	8	30	35
LCA	20	46	—	18
Chemical Substance Safety/Compliance with Related Laws and Regulations (Introductory)	19	29	25	30
Chemical Substance Safety/Compliance with Related Laws and Regulations (Advanced)	18	26	16	29
Technologies for Environmental Conservation at Business Sites	16	—	10	3
Environmental Impact Assessment at Business Sites	36	—	13	8
Total Number of Participants	270	233	218	222

The Ricoh Group Environmental Conference

In December 2001, the people in charge of environmental issues from five regions gathered for the Eighth Ricoh Group Environmental Conference. Ricoh president Masamitsu Sakurai gave a speech on the promotion of sustainable management, and a representative from Sony Corporation, a company that is world renown for its advances in environmental conservation, gave a speech as well. In November 2001, Ricoh Unitechno held its Second Environmental Conference, inviting residents and people from the local government.



The Eighth Ricoh Group Environmental Conference

Nurturing Environmental Volunteer Leaders

An employee awareness survey revealed that many employees were interested in environmental volunteer activities but had never participated in them. To support these employees, Ricoh started a leadership-training program* in 1999. Environmental volunteer activities are indispensable tools in promoting employee awareness of environmental conservation. Employees can truly understand the importance of environmental conservation more by actually taking part in volunteer activities and sharing what they have learned than by simply reading about it in books.

* See page 63.

Promoting Awareness through Lectures

Ricoh started a month-long campaign to promote employee awareness of environmental conservation in fiscal 2001. As part of this campaign, Ricoh gave lectures throughout the month. In fiscal 2002, any participant from local communities is welcome to share the information they have. FreeWill*, a social contribution club, asked supporting organizations Medicines Sans Frontiers and the Hearing Dog Training

Association to give speeches to promote the awareness of social contribution.

* See page 62.

Commending Environmental Activities

Ricoh commends employees for their outstanding performances in environmental conservation activities by awarding "the Minori Prize" in recognition of various activities. Along with this, Ricoh is planning to establish a unique system to commend Ricoh Group companies for their outstanding environmental conservation activities.

The Americas

The United States The Americas Meeting on the Environment

Ricoh Corporation (New Jersey) holds regular meetings on the environment for those in charge of environmental issues at Ricoh, Savin, and Lanier. The meetings take place in the form of teleconferences to produce time efficiency and to eliminate the environmental impact of traveling to a particular meeting site. At the March 2002 meeting, presentations were given, including one by Savin on its efforts to promote toner cartridge collection.



The Americas meeting on the environment (March 2002)

Europe

European Meeting on the Environment

In February 2002, the European Environment Meeting was held at Ricoh Industrie France with 55 participants from 28 companies in 13 countries. The main agenda included efforts by companies for subsequent developments following ISO 14001 acquisition, seminars on the EU Directive on Waste Electrical and Electronic Equipment (WEEE) (European regulations for recycling scheduled to be enforced in 2006), and the promotion of the collection and recycling of toner cartridges and other

products. Because tens of thousands of recovered machines were marketed throughout Europe in fiscal 2001, the meeting has been handled by personnel in charge of environmental issues as well as marketing directors in charge of developing environment-oriented businesses.

The United Kingdom Ricoh UK Ltd.

Ricoh UK distributes its in-house newsletter *CHEW* to promote employee awareness of environmental conservation, health and safety. As part of its energy conservation practices, the company set up an intranet which enables all employees to know the amount of electric power consumed in their division. In November 2001, the staff in charge of environmental conservation, safety and health gave awareness-promotion presentations to all employees.

France Ricoh France S.A.

To promote environmental conservation activities both within and outside the company, Ricoh France has prepared a brochure distributed to all 1,500 employees. By the end of March 2001, 60% of all employees had taken environmental conservation training.

Hungary Ricoh Hungary Kft.

Ricoh Hungary conducted its own educational program for all 65 employees by using a handbook issued by the International Environment Association Hungary Office to cover such general issues as environmental conservation and office equipment with less environmental impact. The company is planning to hold a regular meeting for its customers as well as its employees.

Asia-Pacific Region

New Zealand Ricoh New Zealand Ltd.

To improve customer satisfaction, Ricoh New Zealand introduced a coaching system that promotes employee awareness of customer satisfaction.