

**By developing environmental technologies and encouraging all employees to participate in environmental activities based on plans to improve sustainable management, the Ricoh Group will be able to conserve the environment and make a profit at the same time.**

### From Passive Environmental Stage to Proactive Environmental Conservation Stage and the Responsible Stage 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 Ricoh Group is preparing to enter the Responsible Stage of sustainable management, in which it pays equal attention to environmental conservation and deriving economic benefits. As a global citizen and a company, it is necessary to ensure profitability in all environmental conservation activities. The Ricoh Group, based on its environment management information system\*, checks its achievements from environmental and economic viewpoints and identifies the issues that need more attention to ensure continuous improvements in its defined sustainable management.

\* See page 25.

### Plan for Environmental Achievement

In fiscal 2001, the Ricoh Group made an environmental action plan\* for fiscal 2002–2004. The plan outlines ways of promoting sustainable management that conserves the environment and makes a profit at the same time and shows the areas and goals of activities in consideration of legal trends, social interest and expectations, as well as the Ricoh Group's environmental impact and expected economic effects.

\* See page 33.

#### Considerations in Preparing an Environmental Action Plan



#### Three Steps in Environmental Conservation Activities (From Passive Stage to Proactive Stage and Responsible Stage)

	Passive Stage	Proactive Stage	Responsible Stage
Purpose	<b>Coping with social pressure</b> <ul style="list-style-type: none"> <li>• Laws and regulations</li> <li>• Competition</li> <li>• Customers</li> </ul>	<b>Carrying out missions as a global citizen</b> <ul style="list-style-type: none"> <li>• Self-imposed responsibility</li> <li>• Voluntary planning</li> <li>• Voluntary activities</li> </ul>	<b>Simultaneously realizing environmental conservation and profits</b>
Activities	<b>Passive measures to meet laws and regulations, compete with other companies, and satisfy customer needs</b>	<b>1. High-aiming, aggressive activities to reduce environmental impact</b> <ul style="list-style-type: none"> <li>• Energy conservation</li> <li>• Resource conservation and recycling</li> <li>• Pollution prevention</li> </ul> <b>2. Improved awareness of each employee</b>	<b>Environmental conservation activities</b> ≡ QCD activities* Ex.: Reduced number of parts Reduced number of process steps Improved yield and operation rate
Tools		1. ISO 14001 2. LCA 3. Training program for environmental volunteer leaders	1. Strategic goal management system 2. Environmental accounting 3. Environmental management information system

\* Activities to improve quality, control costs, and manage delivery time

## Areas of Activities and Measures to Promote Such Activities

To develop a sustainable society that limits the environmental impact caused by economic activities to a level that the self-recovery capability of the natural environment can deal with, it is necessary to keep the emissions of greenhouse gases, the use of resources, and the use of chemical substances within a tolerable range. The Ricoh Group measured its environmental impact according to the Eco Balance system<sup>1</sup>, and as can be seen by the results, the Ricoh Group regards energy conservation, resource conservation, and recycling and

pollution prevention as important environmental conservation areas in each of its products and business sites.

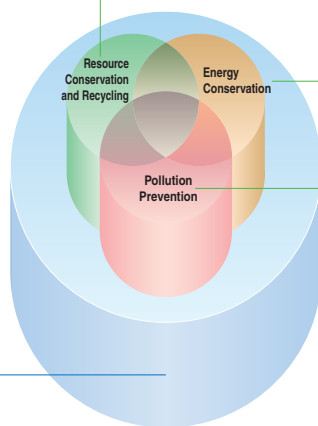
Furthermore, to ensure its continuous environmental conservation activities remain profitable, the Ricoh Group promotes environmental management in its products and business activities by developing environmental technologies<sup>2</sup> and encouraging all employees to participate in environmental conservation activities<sup>3</sup>.

1. See page 27.
2. See page 35.
3. See page 23.

### Environmental Management System (EMS)

- **Identification and Reduction of Environmental Impact**
  - Environmental Management System ..... p. 23
  - Environmental Management Information System ..... p. 25 (Environmental Impact Information System)
- **Confirmation of Economic Rationality**
  - Environmental Impact Information System ..... p. 25 (Environmental Accounting System)
- **Provision of Incentives**
  - Strategic Management by Objectives (SMO) ..... p. 24
- **Improvement of Employee Awareness**
  - Environmental Education and Awareness Promotion ..... p. 73
  - Nurturing Environmental Volunteer Leaders ..... p. 74
  - ISO 14001 Certification ..... p. 73
  - Zero-Waste-to-Landfill Activities ..... p. 73
- **Communication and Partnership with Stakeholders**
  - Sustainability Reports and Environmental Web Site ..... p. 69
  - Partnerships with Customers (Product Information Disclosure and Green Solution for Offices) .. p. 35, 55
  - Partnerships with Suppliers ..... p. 44, 45, 72
  - Partnerships with Logistics Companies and Recycling Companies ..... p. 72
  - Social Contribution of Environmental Conservation ..... p. 63

### The Ricoh Group's Areas of Environmental Conservation Activities and Environmental Management System



- **Resource Conservation and Recycling (Business Sites)** ..... p. 49  
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. 16, 17, 41, 58  
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. 47  
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. 16, 17, 38  
To prevent global warming, we are developing and offering various energy-saving products.
- **Pollution Prevention (Business Sites)** ..... p. 19, 51  
In the area of manufacturing, the Ricoh Group is striving to reduce emissions, waste, and the use of environmentally sensitive substances.
- **Pollution Prevention (Products)** ..... p. 16, 17, 43  
We are promoting the strict control of chemicals used in our products to reduce and eventually eliminate the use of environmentally sensitive substances.