

To fulfill its mission as a global citizen, the Ricoh Group has taken it upon itself to contribute to the development of a sustainable society by promoting global environmental conservation.

Our mission is to conserve the global environment

The rich resources of our planet Earth have given birth to many forms of life and have supported the wide-ranging and ambitious activities of mankind. Nevertheless, recent activities have exceeded this life-sustaining ability of the Earth. This poses a threat not only to our coexistence with other forms of life on this planet, but also to the future of the human race itself. Global environmental conservation is the most important issue that all of mankind must face. We must recover the past capacity of the Earth and pass it on to future generations. To achieve this, we need to be more aware of the importance of the Earth in our personal lives, not just in our businesses, and strive to continuously change our corporate activities and lifestyles in order to reduce the impact society as a whole has on the global environment to a level that the self-recovery capability of the Earth can deal with. In recent years, people have been showing more interest in the environment. The Ricoh Group has long been working toward better environmental management by adopting environmental conservation as its mission and the idea that environmental conservation activities can be effectively carried out for the sake of the Earth if done on a continuous basis with the participation of more people.

Continuous global environmental conservation activities

Based on this idea, the Ricoh Group takes it upon itself as a global citizen to conduct environmental conservation activities on a continuous basis. Companies can continue an activity only if they themselves survive, grow, and develop. We therefore need to gain new economic benefits through environmental conservation

activities. We define sustainable management as the management of a company that contributes to environmental conservation and generates income for that company. All Ricoh Group employees are engaged in environmental conservation activities while pursuing profitability based on the concept of the Ricoh Group's definition of sustainable management.

Commitment to sustainable management

To improve sustainable management, we have incorporated "environmental viewpoints" into all aspects of management. Also, to limit the environmental impact of our corporate activities to a level that the self-recovery capability of the Earth can deal with, we are conducting environmental management and improvement activities on a daily basis. We aggressively market environment-friendly products to the public based on the development of environment-related technologies and, thus, potentially reduce our environmental impact indirectly through our customers. Moreover, we quantify any reduction in environmental impact and increase in economic benefits to develop our own environmental accounting system to improve the profitability and efficiency of our environmental activities. Through these measures, the Ricoh Group is committed to continuous environmental conservation to improve its sustainable management.

Activities conducted by all employees

Environmental conservation activities should not be conducted by employees in development and manufacturing departments only. Everyone, including those in business planning and sales, has some impact on the natural environment as a result of their work. Therefore, the Ricoh Group encourages all employees to

participate in environmental conservation activities. Specifically, employees are encouraged to develop and provide environment-friendly products and services and set up their workplaces to have less impact on the environment. These activities are expected to spread to business partners, customers, and the employees' families. With this in mind, the Ricoh Group is strongly supporting employees' environmental conservation activities.

Commitment to forest conservation

To recover and maintain the life-sustaining ability of the planet, it is of course not enough to simply reduce the environmental impact of our business activities. The Earth's life-sustaining ability is said to depend mainly on environmental ecosystems. In recent years, due to the destruction of forests where many creatures live, the planet's vital link to ecosystems has been damaged. To help solve this, the Ricoh Group is doing its best to conserve forest ecosystems in cooperation with NPOs and local communities all over the world.

Towards a sustainable society

Global environmental conservation activities should, of course, be conducted on a global scale, and all global citizens, including national and local administrations, companies, civil societies, and individuals, need to be aware of their own environmental impact and try to cooperate with each other to reduce it. The Ricoh Group lends its weight to the development of a sustainable society by being proof that a company can conduct environmental conservation activities continuously through sustainable management and encouraging more people around the world to participate in developing a sustainable society that limits its environ-

mental impact to a level that the Earth can tolerate.

To our readers

Sustainability Report 2003 outlines the activities the Ricoh Group is conducting on a global scale to contribute to the development of a sustainable society through sustainable management and solving global environmental problems involving all people around the world. We hope to discuss global environmental problems with many people throughout the world and that this report will help as many of you readers as possible discover the breadth of the Ricoh Group's concepts for environmental conservation and environmental measures. We welcome your honest opinion to further improve our sustainable management in terms of both quality and effectiveness.



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