

Contributing to reducing the environmental impact that affects the whole world in cooperation with customers

In order to reduce the environmental impact to society as a whole, and to establish a sustainable society, it is vital to form green partnerships with customers that allow them choose products and services with a smaller environmental impact. The Ricoh Group provides a green solution system as well as products that have less environmental impact in areas such as Japan, North America, and the E.U., which show a growing trend toward green purchasing. The Ricoh Group is also working to promote customers' environmental awareness in order to encourage them to select products that have less environmental impact. In other regions, the Ricoh Group strives to improve the awareness of environmental conservation among sales representatives and maintenance service personnel by obtaining the ISO14001 certification at sales and service companies, and providing personnel opportunities to promote environmental awareness among customers. The Group strives to offer customers products that deliver superior price and performance, allowing them to reduce the environmental impact of their purchases without having to make a conscious decision to do so.

* See the environmental impact data of the Ricoh Group's sales and service companies (page 48 for CO₂ emissions).

Japan

Using Offices as Showrooms

In December 2001, the Ricoh Group obtained ISO14001 certification at 410 business sites of 49 sales companies. Mie Ricoh Co., Ltd., Aichi Ricoh Co., Ltd., and Kanagawa Ricoh Co., Ltd. achieved computerization of their offices, which are also

used as showrooms. Customers are invited to see an example of a paperless office in actual operation, as well as experience simulated cost reductions that result from computerization. In October 2002, Ricoh's Major Accounts Marketing Division also opened a showroom to demonstrate its environmental conservation activities to visitors and its efforts to establish information security and support the creation of intellectual property.



Knowledge Live Plaza: An evolving office (Major Accounts Marketing Division)

Green Solution for Offices

In addition to manufacturing products with user-friendly, energy-saving technologies, as well as technologies for duplex copying and document computerization,* the Ricoh Group promotes green solutions to assist customers in their environmental management efforts. These solutions include reducing environmental impact and costs through energy efficiency and computerization, and assisting customers with ISO 14001 certification by sharing Ricoh's environmental management know-how.

*See page 38.

Resource-Recirculating Office Paper Recycling Service

NBS Ricoh Co., Ltd., which sells primarily printer paper, launched a resource-recirculating recycling service for used office paper. NBS collects used paper at customers' offices, recycles it, and returns it to the same customers' offices for reuse.

The company has already won a number of customers and is continuously striving to establish a resource-recirculating society in the wider community by working in partnership with local companies, governments, and NGOs.

Promoting Sales of Recycled Paper and FSC-Certified Paper

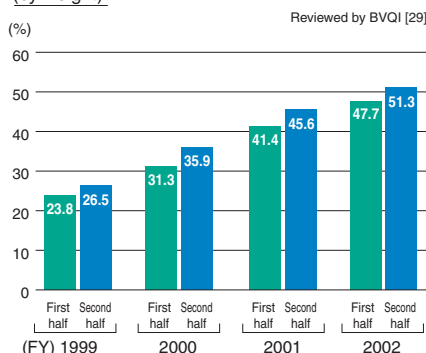
To contribute to the creation of a resource-recirculating society, the Ricoh Group included raising its paper recycling rate in its environmental action plan and succeeded in raising its recycling rate significantly in fiscal 2002. NBS Ricoh, which mainly sells printer paper, obtained Chain-of-Custody (CoC)¹ certification for distribution and marketing of FSC-certified paper², and began marketing this paper in August 2002.

1. Chain-of-Custody (CoC) certification guarantees that products are controlled to prevent foreign materials from being mixed with certified materials at every step in the production process from manufacturing to processing to distribution.
2. Paper containing pulp from forests certified by the Forest Stewardship Council (FSC)
 - 1) Certified pulp comprises at least 17.5% of all pulp materials by weight.
 - 2) Certified pulp comprises at least 30% of virgin pulp by weight.FSC-certified forests must be properly managed in terms of ecosystem conservation to ensure social benefits as well as economic sustainability.



Environmental conservation staff of NBS Ricoh

Recycled Pulp as a Share of Marketed Paper (by weight)



Green Solution for Production Lines

Ricoh Elemex Corporation, a clock, watch, and water and gas meter manufacturer and distributor, has developed systems to compress swarf produced in metal parts processing and to collect machinery lubricants. These systems are being marketed to companies. Ricoh Elemex has also developed a separator for water-soluble oils.

Electric Vehicles

Ricoh Technosystems Co., Ltd., a product maintenance company, encourages drivers of company vehicles to switch off their engines while stopped, aiming to reduce gasoline consumption. And in fiscal 2002, 24 company vehicles were replaced by electric vehicles.



An electric vehicle used by Ricoh Technosystems

Zero-Waste-to-Landfill at Non-Manufacturing Sites

Ricoh achieved Zero-Waste-to-Landfill at six business sites, including its Aoyama Office. Among Ricoh Group companies in Japan, Ricoh Technosystems, a sales and service company, and Ricoh Logistics System Co., Ltd., a logistics company, are leading this effort and several business sites have achieved zero waste. Ricoh Technosystems works to raise community awareness of environmental conservation by participating in the local zero-waste forum.



A Ricoh Technosystems representative giving a speech at the local zero-waste forum

The Americas

United States: The Establishment of Green Partnerships

For society to have less environmental impact, it is necessary to establish green partnerships by providing sales and maintenance personnel of Ricoh Group companies and sales companies with awareness promotion activities. In fiscal 2002, Ricoh Corporation, the regional sales headquarters for the Americas, opened a large environmental conservation section in its showroom, Ricoh's Technology Portal, on Fifth Avenue in New York City. In addition, the company held a seminar for its government clients and large-business customers and participated in such exhibitions as International CES.* Ricoh Corporation made further efforts by providing environmental training to Ricoh Group companies and sales companies at four sales service personnel training centers around the United States, engaging in awareness promotion activities at service personnel meetings throughout the country and organizing recycling center visits.

* See page 70.



Environmental station at the Technology Portal
(Fifth Avenue, New York City)

Uruguay: Establishment of the Environmental Management System

Ricoh Latin America, Inc. (RLA), a sales company, promotes establishment of the environmental management system within its business area. In November 2002, Ricoh South America Distribution Center S.A. worked with RLA to obtain ISO 14001 certification.

Europe

Improving the Environmental Database

In fiscal 2002, Ricoh Europe improved its environmental database, which now includes information on the environmental performance of products, packaging materials for supplies, and the MSDS* of toners. The database receives approximately 600–800 inquiries from Ricoh Group sales companies throughout Europe. 92–95% of these inquiries can probably be solved by searching the database. The MSDS information on copiers (supplies) is also available on the company's own Web site.

* Material Safety Data Sheet

New chemical Substance Management System for Supplies

In Europe, permits for new materials used in products must be acquired before the supply (product) is launched. In fiscal 2002, Ricoh Europe began setting up a new chemical substance management system that will evaluate the safety of new supply (products) and their compliance with related laws and regulations.

Europe: Zero-Waste-to-Landfill Promoting Program (Waste Management System) at Sales Companies

Ricoh Europe B.V., the regional sales headquarters for Europe, is working to reduce waste through such means as encouraging reuse of copy paper, monitoring the type and quantity of waste produced by division, and establishing a waste management system in cooperation with recycling companies. In addition, the company aims at reducing costs by sorting waste and achieving level 2.*

* See page 49 for the definition of Zero-Waste-to-Landfill.

Austria: Ricoh Austria

Ricoh Austria GmbH, a sales and service company in Austria, develops its activities based on the concept to connect environmental conservation with business development. The company makes earnest efforts to promote public awareness that Ricoh is leading the world in environmental conservation activities. In January 2002, it started the “minus 10% CO₂ action” to reduce gasoline consumption by 60 vehicles owned by the company. Lecturers were invited from Austria Drivers Association and the car industry for the seminars. Furthermore, an energy-saving driving competition based on the mileage was held every three months for the employees. As a result, 10% reduction in energy consumption was achieved (in other words, fuel efficiency improved by 10%) in the January-March quarter in 2003. These achievements brought Ricoh Austria the Vienna Eco Business Plan award organized by Vienna Province.



The president and environmental conservation staff of Ricoh Austria

The Netherlands: Ricoh Nederland

Hoping to get as many people as possible to understand the Ricoh Group's attitude toward environmental conservation, Ricoh Nederland B.V., a sales and service company in the Netherlands, supports Vereniging Natuurmonumenten, an NPO that promotes ecosystem conservation in the Netherlands. The company prepared a brochure stating the Ricoh Group's philosophy of environmental conservation, its activities, and the environmental performance of its products to promote awareness among customers and sales companies for green partnerships. And Ricoh Nederland is making efforts to reduce its own environmental impact by taking advantage

of such opportunities as the eco-driving competition for sales representatives and maintenance service personnel.



Environmental conservation staff of Ricoh Nederland

Belgium: Brussels and Ricoh Europe (Belgium Branch)

The Brussels City Authority, which is currently preparing green procurement guidelines, conducted a trial environmental screening for copiers it plans to use. Ricoh Europe B.V. (Belgium Branch), a sales and service company in Belgium, made a successful bid for this project and is working with the city to draw up guidelines on energy- and space-saving and reduced paper consumption by making use of the document-reading and storage functions enabled by Ricoh's new product technologies.



Environmental conservation staff of Ricoh Europe (Belgium Branch)

Italy: Poste Italiane, NGR Italia, and Ricoh Italia

To get an edge over the competition, NRG Italia S.p.A., the Ricoh Group's sales and service company, carries out sales promotion activities in which it proposes to build an outstanding environment. The company, working with Ricoh Italia S.p.A., has made a successful bid for Poste Italiane, S.p.A. to establish a collection and recycling system for toner cartridges. Toner cartridges are collected, cleaned, and sent to Ricoh Industrie France S.A. and Ricoh UK Products Ltd., the Group's production



The President of NRG Italia and environmental conservation staff displaying the Ecohitech plaque

sites, to be recycled. Such efforts were recognized with the Ecohitech Award, which is sponsored by the Ministry of the Environment. The award ceremony was aired on television.

The Asia-Pacific Region

Thailand: Ricoh Thailand

Ricoh Thailand Ltd., a sales company in Thailand, markets used digital copiers. The products have a high reputation among customers thanks to the user-friendliness and reasonable price of the machines. Customers, without even knowing it, can contribute to environmental conservation by using these copiers.



The president and environmental conservation staff of Ricoh Thailand

Singapore: Ricoh Singapore

Ricoh Singapore Pte. Ltd., a sales company, promotes employee awareness of environmental conservation by using PRIDE cards and posters in the office, while striving to reduce costs through energy conservation activities and duplex copying.

