

Social Contribution of Environmental Conservation

Contributing to a sustainable society around the world

To establish the sustainable society, it is essential to establish partnerships with companies, governments, and citizen organizations, aiming at preserving the global environment and creating a society that is at ease with itself. The Ricoh Group, based on the Sprit of Three Loves¹ (love your neighbor, love your country, and love your work), as a business enterprise, endeavors to enthusiastically communicate with local governments and citizens the world over as well as to promote partnerships, through each employee's activities. From fiscal 2002, the Ricoh Group began setting targets for social contribution² in terms of environmental conservation, according to which the Ricoh Group's regional sales headquarters is responsible for environmental conservation activities. Ricoh established a system in which a social contribution reserve is created to sustain social contribution activities. With the approval of shareholders at their general meeting, the Ricoh reserves an amount equal to 1% (maximum 200 million yen) of its annual profit after dividends to fund its social contribution activities. In fiscal 2003, the reserve was used for a forest ecosystem conservation project and the Ichimura School of Nature.

1. See page 5.
2. See page 33.

International

Forest Ecosystem Conservation Project

We are now in an era of large-scale wildlife extinction. Among the approximately 4,620 species of mammals, 1,130 are approaching extinction. The increase in the number of endangered species must, at least in part, be attributable to a decrease in the size of their habitat. The world's wildlife forms a vital part of ecosystems around the globe, including forests, savannas, lakes and ponds, coral reefs, and

oceans. The destruction of the ecosystem inevitably leads to the destruction of the water systems, air, climate, soil, and other parts of the natural environment that humans depend on for life. Ricoh is developing forest ecosystem conservation projects that focus on forest ecosystems, which are especially blessed with a large variety of wildlife. Having started in fiscal 1999, projects are well underway at 11 sites in eight countries in fiscal 2002.



Restoration of satoyama (community forest) on Tama Hill, Tokyo

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

Country	Project		NPO		
	Name	Purpose	Name	Description	Web site
Philippines	Restoration of forests in the Ecoregion 200 area	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/xp/CIWEB/home
Malaysia	Conservation and restoration of forests in environmental hot spots	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 only)
China	Restoration of forests in the Eco-region 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 only)
Japan	Conservation of the Afan forest in Kurohime, Nagano	Establishment of forests where dormice can live	C.W. Nicol Afan 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.afanomori.com/(Japanese only)
Japan	Conservation of the forest of Yanbaru in Okinawa	Conservation of forests where the Yanbaru kuina can live	Yanbaru Branch, Wild Bird Society of Japan	Established in 1992 to protect wild birds and other valuable creatures living in the forest of Yanbaru in the northern part of Okinawa Main Island	—

* 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.

Activities Funded by the Ricoh Group's Expenses

Country	Project		NPO		
	Name	Purpose	Name	Description	Web site
Sri Lanka	Conservation and restoration of forests in world heritage areas	Conservation of forests where the Sri Lankan long-tailed fowl can live	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	Conservation of virgin mangrove forests, which are rare and valuable worldwide	Ramsar Center Japan	Conducting activities to promote the ratification of the Ramsar Convention (on Wetlands) in Asia and the appropriate utilization of wetlands	http://homepage1.nifty.com/rcj/menu-english.htm
Bangladesh	Restoration of satoyama (community forests)	Education of children and creation of work for afforestation and raising seedlings	Bangladesh Poush	Providing environmental education, especially to children, and promoting afforestation activities	—
Malaysia	Restoration of river-head forests	Afforestation of riverheads to restore natural 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/e/index.htm
Ghana	Restoration of the corridors of the cacao trees growing in the shades	Model project for promoting the development of the local cocoa industry while conserving natural forests	Conservation International	Using funds and human resources for the conservation of biodiversity (1,200 members in 32 countries)	http://www.conservation.org/xp/CIWEB/home

● Promotion of Activities through Partnerships

Forest conservation activities are almost impossible to carry out without the understanding and cooperation of local communities. With this mind, Ricoh is engaged in activities such as protection of virgin and natural forests, as well as management and conservation of satoyama (community forests) and thickets by forming partnerships with environmental NPOs, and by taking into careful consideration local communities where the projects are conducted. In fiscal 2002, Ricoh representatives visited projects in Malaysia and Sri Lanka, where they met officials from local governments and universities and local residents. 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 observed how determined Japanese companies are about conserving it. In Japan, descriptions of these activities are placed in magazine advertisements¹ and on Ricoh's ECO TODAY Web site² to encourage more people to pay attention to these activities and to become involved themselves.

1. See page 70.

2. http://www.ricoh.co.jp/ecology/ecotoday/index_h_eng.html



A visit to a project in Malaysia



A follow-up visit to a project in Sri Lanka

● New Projects in Fiscal 2002

In July 2002, Ricoh worked with the Wild Bird Society of Japan, Yanbaru Branch to start a forest ecosystem conservation project in the Yanbaru forest in Okinawa. Ricoh supports related programs, including land purchases, for forest conservation, promotion of environmental conservation awareness, publication of brochures and postcards to raise such awareness, and arrangement of lodging for eco tours. At the Afan forest in Kurohime, Nagano, where a forest ecosystem conservation project was begun in fiscal 2001 with the cooperation of C.W. Nicol Afan Forest, the Company held a series of Ricoh Nature Seminars, in which children and their parents enjoy nature together. In the future, similar seminars are scheduled to be held at the satoyama (community forest) in Tama hill, Tokyo.



A visit to the Yanbaru forest, Japan



Yanbaru forest postcards



Ricoh Nature Seminars for children and their parents (at the Afan forest)

Japan

[Partnerships with Administrations, NPOs, and Local Communities]

Ricoh

Ricoh worked with the Keidanren Committee on Nature Conservation, which promotes protection of biodiversity, to draw up the Nature Conservation Declaration.

The Company also makes contributions to Kanagawa Prefecture (for establishment of headwater forests in Kanagawa), as well as NPOs, including the Nature Conservation Society of Japan¹, the Ecosystem Conservation Society—Japan², Green Earth Network³, OISCA, Oak Village, and the Bird Life Asia District Committee

1. <http://www.nacsj.or.jp/> (Japanese only)

2. <http://www.ecosys.or.jp/eco-japan/>

3. <http://www.member.nifty.ne.jp/gentree/> (Japanese only)

The Ricoh Group Production Sites

The Ricoh Group has achieved Zero-Waste-to-Landfill at all production sites throughout the country. This know-how is readily disclosed to relevant administrations and enterprises.

Number of People to Visit Major Plants (FY 2002) (people)

Ricoh Fukui Plant	Ricoh Numazu Plant	Ricoh Gotemba Plant	Ricoh Unitechno
1,617	2,223	2,304	2,020

Ricoh Fukui Plant

Fukui Plant employees pick up cans around the plant once a month. The plant works with the Sakai-cho community to clean up parks and stations in the neighborhood twice a year. Making use of the biotope within the plant site, nature seminars were held for children from kindergarten through junior high school, as well as weekend seminars for children and their parents. In fiscal 2002, 289 children in all attended the seminars. In addition, an environmental conservation employee at the plant joined the editorial team of the Fukui Prefecture Environmental Guidebook. The plant also asked the prefectural industrial waste disposal plant to open its facility to local children participating in a plant-sponsored, "eco tour" environmental seminar for children. These are just a few examples of our partnerships with local governments.



A nature seminar organized by Ricoh Fukui Plant

Ricoh Keiki

Ricoh Keiki Co., Ltd. strives to promote community awareness of environmental conservation, as well as to develop close ties with these communities. Examples include partnerships with Saga City and Saga University, which encouraged as many as 40 Ricoh Keiki employees to give speeches at the Saga City Environmental Forum and to participate in the hometown cleanup campaign jointly organized by Saga Prefecture and Saga City. In addition, three Ricoh Keiki employees were designated “environmental supporters” by Saga Prefecture, which asked them to give guidance on environmental conservation and global warming prevention measures to schools, companies, and community authorities. In August, the company held a seminar on environmental conservation to teach children the importance of the natural environment. At the seminar, the children raised stag beetles. Besides being fun, the seminar taught the children about ecology. Some of the young participants remarked, “The stag beetles must be happy if we save energy and protect nature.”



A seminar on environmental conservation and raising stag beetles

Ricoh Gotemba Plant

Local schoolchildren can observe wildlife at a biotope called “hometown forest” on the plant site. The plant, working with Gotemba City, is working to gradually expand the wildlife habitat.

Ricoh Elemex Corporation

Ricoh Elemex Corporation’s Ena Plant began hosting eco seminars in fiscal 2000. In fiscal 2002, Ricoh Elemex registered the learning delivery program conducted by Ena City, and held eco seminars at local government facilities and junior high schools. In September 2002, the company’s Okazaki Plant invited four groups of the local fifth-grade elementary school students to its fourth eco seminar. Employees regularly par-

ticipate in volunteer activities to preserve the Kitayama wetland in Okazaki City.



An eco seminar at Okazaki Plant

Ricoh Unitechno

Ricoh Unitechno Co., Ltd. began raising killifish in fiscal 2000, using industrial wastewater. The company shows the killifish to children as a part its plant tours, encouraging them to understand the value of living things. In fiscal 2002, 400 elementary and junior high school students visited the plant. The company also took an active part in efforts to protect the nearby Ohsone wetland biotope.

The Ichimura School of Nature (Sound Education of the Young)

The Ichimura School of Nature is an NPO that aims at helping children learn how to earn a living from mother earth through growing crops and other experiences. Children from the 4th grade (10 years old) of elementary school to the 2nd grade (14 years old) of junior high school, visit the school in separate groups of boys and girls, for two nights and three days every other weekend. The course consists of 18 units in total. March 2002 saw the opening of the Ichimura Kanto School of Nature, from which its first class of 30 students graduated. In March 2003, led by Coca-Cola West Japan Co., Ltd., a Ricoh San-ai Group company, the Ichimura Kyushu School of Nature opened in Saga Prefecture, where Kiyoshi Ichimura was born.

* The Ichimura School of Nature was inaugurated in fiscal 2001 as a project commemorating the 100th anniversary of the birth of Kiyoshi Ichimura, the founder of the Ricoh San-ai Group.
<http://www.szj.jp>



Rice harvesting (Ichimura Kanto School of Nature)

[Promoting Employee Awareness and Activities Conducted by Employees]

Nurturing Volunteer Leaders

For the purpose of resolving environmental issues, the Ricoh Group believes that it is important for employees to volunteer for both company-run and outside environmental conservation and social contribution activities. However, at present, in comparison to the United States or Europe, very few people in Japan participate in citizens’ groups or volunteer activities. To encourage employees to participate in such volunteer activities, it is important, among other things, that companies promote awareness among their employees. It is also effective to ask for assistance from environmental conservation NPOs, which are pioneers in environmental conservation, in order to conduct training programs that motivate employees and continually remind them to preserve nature. 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 2002, as many as 196 employees and directors of Ricoh and the Ricoh Group became environmental volunteer leaders. The leadership-training program consists of Ricoh Nature Seminars and Ricoh Company Meetings for Environmental Volunteer Leaders, which also promote post-training activities. Following the training at nature seminars, each leader develops environmental volunteer activities in close cooperation with relevant divisions or with the local community.

● 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. The seminars are usually held at The WBSJ Center for Wild Birds and Nature of the Globe (WING), of Wild Bird Society of Japan (WBSJ), an NPO. In fiscal 2002, an

introductory course at a Ricoh nature seminar was held at Ikeda Plant, Osaka. Intermediate courses are held for employees that have completed introductory courses, in order to nurture leaders who can provide children with opportunities to experience nature. In fiscal 2002, as many as 14 employees became environmental volunteer leaders. Also in fiscal 2002, Ricoh held a Forest Seminar to train leaders in forest ecosystem conservation. Twelve of the participants went on to become leaders.



The 12th Ricoh nature seminar (introductory course) (Ricoh Ikeda Plant)



The 1st Ricoh Forest Seminar (Afan Forest)

● 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. Three Ricoh Company Meetings for Environmental Volunteer Leaders were held in fiscal 2002.



The 10th Ricoh Company Meeting for Environmental Volunteer Leaders (The biotope at Ricoh Gotemba Plant)

Environmental Volunteer Activities

In fiscal 2002, there were 32 activities and a total of 744 participants. One of the characteristics of recent activities is the increase in continuing activities.



Thicket conservation in satoyama (community forest) (Lake Shinsei, Hatano)

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 around historic buildings at Saseragi Park

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



Cleaning around Ohori Park, Fukuoka

Volunteers from Ricoh Kyushu and other Ricoh Group companies and their families participated in the cleaning of areas in and around the park in Fukuoka City, collecting a large volume of garbage.



Cleaning up Zaimokuza Beach, Kamakura

Every year, volunteer leaders and their families and friends get together at the beach in Kamakura to clean up and enjoy building sand sculptures.



Conservation of riverhead forests (Yadoriki riverhead forests)

In cooperation with the riverhead forest conservation plan of Kanagawa Prefecture, volunteer leaders participate in such activities as conservation of riverhead forests, going on nature walks, and afforestation.



Participation in an environmental event (Tsurumi River)

Volunteer leaders participated in the River and Wind Festival organized by the Green, NPO, and Wind Group, a local environmental NPO. At the festival, they cleaned up the riverbed and taught children how to make bamboo flutes.



Climbing up and cleaning up Mt. Fuji

Volunteers from Hatano Plant climbed Mt. Fuji and cleaned up the mountaintop areas and trails.

* Mt. Fuji was not designated as a World Heritage site because it was littered with garbage.

The Americas

The United States and Mexico: Employee Volunteer Activities

Ricoh Electronics, Inc., (REI) a manufacturing company in the United States, and Ricoh Industrial Mexico, its subsidiary, established an employee environmental volunteer team called HOPE (Helping Others and Protecting Our Environment). The team's activities in fiscal 2002 included creek cleaning in California, road cleaning in Georgia, and reforestation in Mexico.



Creek cleaning in California



Road cleaning in Georgia



Reforestation (Toluca in Mexico)

Mexico: Forest Ecosystem Conservation Project

Ricoh Corporation, the regional sales headquarters for the Americas, and Ricoh Latin America, Inc., a Latin American sales company, work with WWF*-US, an NPO, in a project to preserve the forests, water resources, and the ecosystem of

Tarahumara in Mexico. Ricoh Corporation, the U.S. company, decided to support this project in Mexico because it believes it important for corporate entities to engage in social contribution activities in the places where they do business.

* World Wide Fund for Nature (WWF)

Canada: Contribution to Environmental Conservation in the Local Community

Ricoh Canada Inc. worked with Wilson's Business Solutions, an Ontario-based sales agency, to promote recycling of cans in Thunder Bay, Ontario. Cans collected from 300 bins throughout Thunder Bay were sent to a local recycling company and the funds generated from this effort were donated to a local charity. In July 2002, 26 Ricoh Canada employees participated in the Clean Air Commute, a competition sponsored jointly by the City of Toronto and the Environmental Research Office, taking cleaner modes of transportation to and from work for one week.

Costa Rica: Forest Ecosystem Conservation Project

Lanier de Costa Rica, S.A., a sales company, worked with an NPO on an reforestation project in Los Alpes. Employees as well as their families participated in this project. Lanier de Costa Rica also donated copiers to the NPO.

Europe

Green Activities with Green Funds

Ricoh Europe B.V., the regional sales headquarters for Europe, Middle East and Africa is developing "green activities" that reduce environmental impact and costs, as well as promote environmental conservation. The costs saved, or "green funds," are then used to pay for additional activities. In fiscal 2002, the company was engaged in energy conservation activities to reduce CO₂ emissions by approximately 275 tons, the equivalent of that absorbed by 469 m² of forest. The company also reduced costs by about ¥1.8 million by con-

serving energy and reducing paper use (compared to fiscal 2000). In March 2003, the company signed an agreement with the Woodland Trust, the UK's leading woodland conservation charity, to support UK woodland biodiversity for three years. Funds for future activities will be allocated from cost savings generated by environment impact reduction. The Woodland Trust, an NPO, was established in 1972 and now has over 1,100 sites in its care covering approximately 19,000 hectares.

* <http://www.woodland-trust.org.uk>

Belgium: CO₂ Emissions and Forest Conservation

Ricoh Europe B.V. (Belgium Branch), a sales company, put the "green activities with green funds" proposed by Ricoh Europe into practice and reduced the energy consumed by 91 company vehicles. Moreover, the company started the zero CO₂ emission plan to comprehensively reduce CO₂ emissions to zero through reforestation and other efforts with funds obtained from related activities. In addition to drawing up policies for environmental conservation and safe driving, the company worked toward reducing CO₂ emissions through such efforts as alleviating traffic congestion by introducing flex-time and improving the company's vehicle dispatch control system.

UK: Forest Ecosystem Conservation Project

NRG Group PLC, based in London, a regional sales headquarters that handles the Nashuatec, RexRotary, and Gestetner brands, supports the commercial marketing activities of NRG Group companies. The company has engaged in the activities in partnership with Future Forests*, a U.K. environmental protection organization that makes investments in forest and environmental conservation projects around the world. Future Forests publishes an easy-to-understand conversion of CO₂ emissions to the number of trees that needed to be planted in order to remove the emissions. For example, one tree is needed to absorb



Future Forests members and environmental conservation staff of NRG Group PLC and Ricoh Europe

the amount of CO₂ emitted by one person for one year, and it takes two trees to absorb the amount of CO₂ emitted by energy required by one person for office heating, lighting, and PC operation for one year. In December 2002, NRG Group PLC decided to support Future Forests' reforestation efforts, asking all employees to donate £10 per tree planted. The employees paid for the planting of 24 trees, each dedicated to a loved one, and with the company matching that number a total of 48 trees have been planted.

* <http://www.futureforests.com>

China

Shenzhen: Tree Planting

On World Environment Day, June 5, 2002, 26 employees of Ricoh Asia Industry (Shenzhen) Ltd. planted 18 trees as a part of an effort to improve the environment and the appearance of a seaside park in Shenzhen. On March 11, 2003, employees also participated in company tree-planting activities commemorating China's Planting Day (March 12).



Planting trees on World Environment Day

The Asia-Pacific Region

Australia: Supporting an Environmental Education Program for Children

As a part of its social responsibility project, Ricoh Australia Pty. Ltd. supports Earth Keeper™, an environmental education program conducted by Warrimoo Public School in a suburb of Sydney. The program is for five- and six-year-olds and designed to teach them about ecosystems and environmental issues in Australia. The ribbon-cutting ceremony for the four classrooms used by the program was held in March. Ricoh Australia donated A\$10,000 to buy saplings, finance text printing, and purchase digital cameras to record the children's activities.



An opening ceremony at Warrimoo Public School

New Zealand: Employee Volunteer Activities

Ricoh New Zealand Ltd., a sales company, carried out a forest trail maintenance project in Waitakea under the instruction of forest rangers over two weekends, a total of four days, in October and November. Signposts were repaired and narrow, muddy roads were widened and covered with gravel for hikers. The company is planning to become further involved with reforestation, among other activities. It was also



The volunteer group of Ricoh New Zealand

decided to donate money to install decks and stairs for the trails.

Hong Kong: Supporting Forest Restoration

Since 2001, Ricoh Hong Kong Ltd. has supported the restoration of a forest in Sai Kung, Hong Kong, that was destroyed in a fire. Also, the company participates in an afforestation project in which 10,000 trees will be planted over three years until fiscal 2003.

Thailand: Protection of Elephants

In Thailand, elephants—the national symbol—are decreasing in number due to the destruction of the forests where they eat and live. Ricoh Thailand is deeply concerned about forest conservation, and has pledged its support to the Thailand Elephant Conservation Center, which is developing activities in Lampang, in northern Thailand, by donating copiers, printers and other economic assistance.



Elephants in Lampang, in northern Thailand

Thailand: Employee Volunteer Activities

The central Thailand region was struck by a flood in September 2002. Ricoh Thailand employees donated food and clothing to the flood victims.



Donations to flood victims