

Environmental Communication

Making earnest efforts to disclose information on the Ricoh Group's goals

The Ricoh Group, in partnership with customers, client companies, and other business partners, aims to implement environmental management systems. However, this is not sufficient to attain a sustainable society. The Ricoh Group strives to contribute to the establishment of such a society by disclosing information useful to a variety of stakeholders, including know-how obtained from its own activities throughout the world. Making earnest efforts at information disclosure, the Ricoh Group promotes communication with the stakeholders to improve its business activities and its methods of information disclosure.

Stakeholders and Information Disclosure Measures

Items to be Disclosed = ●	Environmental Reports	Web Sites	Environmental Advertisements	Environmental Lectures	Exhibitions
Customers	●	●	●	●	●
Communities	●	●	●	●	●
Clients	●	●	●	●	●
Shareholders and investors	●	●	●	●	●
Evaluation organizations	●	●	●	●	●
Environmental specialists	●	●	●	●	●
Persons in charge of environmental issues in companies	●	●	●	●	●
Administrations	●	●	●	●	●
NPOs	●	●	●	●	●
Students	●	●	●	●	●
Employees	●	●	●	●	●

Sustainability Reports

The Ricoh Group's environmental report has been issued annually since its first publication in April 1998, which disclosed fiscal 1996 data. Starting with the fiscal 2002 edition, published in July 2002 under the new name, "sustainability report," the Ricoh Group has presented concepts and performance reports on its environmental management systems. The fiscal 2003 Japanese edition was published in June.

Number of Copies Issued

	Language	Date of Issue	No. of Copies	No. of Pages
Ricoch Group Environmental Report 1998	Japanese	Jan. 1999	26,200	30
	English	Jan. 1999	500	
Ricoch Group Environmental Report 1999	Japanese	Sept. 1999	51,300	32
	English	Sept. 1999	8,375	
Ricoch Group Environmental Report 2000	Japanese	Sept. 2000	45,950	60
	English	Dec. 2000	6,800	
Ricoch Group Sustainability Report 2001	Japanese	Sept. 2001	25,950	74
	English	Dec. 2001	7,000	
Ricoch Group Sustainability Report 2002	Japanese	Jul. 2002	18,850 (As of April 30, 2003)	84
	English	Sept. 2002	6,000	

Interactive Communication

To improve information disclosure, the Ricoh Group worked with Seiko Epson Corp. to organize a meeting for reading environmental reports in December 2002. The purpose of the meeting was to share information with a variety of people. The Ricoh Group also exchanged opinions with the Valdez Society, a citizens' group working in partnership with citizens and businesses for environmental conservation, and with Sustainable Asset Management (SAM), a Swiss organization that conducts ratings based on the Dow Jones Sustainability Indexes (DJSI)*.

* See page 71.



A meeting for reading environmental reports
(at General Press Corporation)

Environmental Reports Issued by Business Sites

Several Ricoh Group production sites, namely Ricoh Fukui Plant, Ricoh Unitech Co., Ltd., Tohoku Ricoh Co., Ltd., Ricoh Atsugi Plant, and Ricoh Industrie France S.A. issue their own environmental reports. In fiscal 2002, Ricoh Numazu Plant, Ricoh Electronics, Inc. in the United States, as well as the non-production sites, namely, Ricoh Technosystems Co., Ltd., and Ricoh Logistics System Co., Ltd. began publishing such reports. Guidelines* were drawn up in fiscal 2001 to encourage as many business sites as possible around the world to issue their own reports.

* <http://www.ricoh.co.jp/ecology/report/site.html> (Japanese only)



Environmental reports of Ricoh business sites and Ricoh Group affiliates

Environmental Web Site

Ricoh's environmental Web site focuses on timeliness and accessibility of information so that visitors can easily find the information they want, including bulletins and information on products covered by the Law on Promoting Green Purchasing. In fiscal 2002, a new section called "Global Information" was established on the English version of the Web site to facilitate access to information from the five Ricoh Group regions around the world. On the ECO TODAY¹ Web site for children, a section called the Tempel-Tuttle Story was set up. In it, forest ecosystem conservation activities are explained in an easy-to-understand way using the examples from China, Brunei, Malaysia, and Afan Forest

in Japan. Ricoh's environmental Web site had 1,340,885 visitors this year, approximately 270,000 more than the previous year. And in fiscal 2002, Ricoh won the Grand Prix of the Environment Goo Award from Japan's largest environmental information Web site, "Environment Goo²."

1. http://www.ricoh.co.jp/ecology/ecotoday/index_h_eng.html
2. <http://www.eco.goo.ne.jp/> (Japanese only)

Environmental Advertisements and Sponsored Publications

Ricoh produces environmental advertisements to introduce its activities to people in charge of environmental conservation in government, business enterprises, citizens, and other stakeholders, as well as to highlight the Ricoh Group's environmental conservation values. No business activities are allowed to be carried out in disregard of environmental issues. Ricoh thus began producing advertisements for business people in fiscal 2002. These efforts are being recognized. Ricoh received the Minister of Environment Award and the Environmental Advertisement Award in the magazine advertising division at the 12th Environmental Advertising Contest. Ricoh has also endorsed a photo anthology, *One Hundred Years of Idiocy*, serving as its sole sponsor.



A magazine advertisement explaining Ricoh's environmental management concept



A magazine advertisement explaining examples of environmental management



A magazine advertisement explaining ecosystem conservation activities



A newspaper advertisement explaining environmental management



One Hundred Years of Idiocy, a photo anthology sponsored by Ricoh

Exhibitions

The Ricoh Group actively takes part in environmental activities at such exhibitions as Eco-Products, held in Japan; CeBIT, held in Europe; and International CES, held in the United States, to draw attention to the environmental performance of its products and activities. At Eco-Products 2002, the Ricoh Group presented eco-friendly products under the theme of sustainable management as well as parts made from recycled PET bottles¹, a result of the Ricoh Group's environmental conservation activities. Additional presentations were given to explain the Ricoh Group's global activities. At the International CES² (Consumer Electronics Show), the Ricoh

Group focused on its efforts to reduce environmental impact through its quick start-up (QSU) technology³—a convenient, energy-saving technology—and high-speed duplex copying³. Ms. Marianne Lamont Horinko, assistant administrator of the Environmental Protection Agency (EPA), visited the Ricoh booth and gave a word of thanks and encouragement for the Ricoh Group's efforts, which includes its long-running awareness promotion of the Energy Star Program.

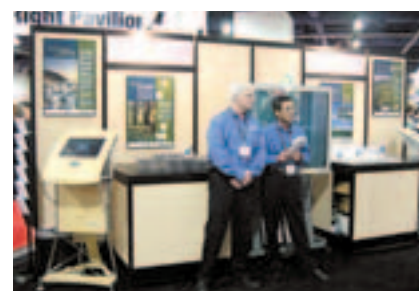
1. See page 17.
2. One of the largest exhibitions of electric and electronic products in the United States, CES is operated by the Consumer Electronics Association (CEA), a trade organization for office equipment and home appliances. This year, CEA organized environmental conservation activities with the Environmental Protection Agency (EPA).
3. See pages 38 and 39.



Eco Products 2002



CeBIT



International CES

A Neon Sign Using Natural Energy

Ricoh recently put up a neon sign in Osaka called the “solar/wind power sign,” which is powered by the hybrid system that combines photovoltaic and wind power. Over 10 years, it is estimated the sign will save some 30 tons in CO₂ emissions.

* See <http://www.ricoh.co.jp/ecology/history/2003/energy> for details. (Japanese only)



Environmental Lectures—Promoting Communication with Society

The top management of the Ricoh Group eagerly gives lectures of their own volition to explain the importance of environmental conservation and to provide an overview of the Company’s environmental management system. In fiscal 2002, Ricoh gave 59 presentations¹ outside the company. At the keynote speech for Eco Products 2002, Ricoh president Masamitsu Sakurai explained the Ricoh Group’s sustainable management practices. Ricoh Corporation, the regional sales headquarters for the Americas, holds frequent seminars for major customers and government authorities to explain the importance of environmental conservation, reduction of environmental impact in Ricoh products, as well as cost reductions resulting from energy conserva-



The keynote speech for Eco Products 2002

tion. In the same fiscal year, Ricoh vice president Haruo Kamimoto was appointed director of the Global Reporting Initiative Forum Japan².

1. The total number of major speeches in which Ricoh’s Corporate Environment Division was involved. Other company divisions carry out similar activities separately.
2. An organization established to gather opinions of Forum members and information on internationally-recognized environmental measures taken in Japan; the organization notifies the Global Reporting Initiative (GRI) about these opinions and measures, and notifies Forum members about GRI activities. Forum members include businesses, government officials, and NGOs.
<http://www.gri-fj.org/> (Japanese only)

Social Evaluation

The Ricoh Group earnestly promotes information disclosure, along with efforts to improve sustainable management. The reaction of society to our activities helps us understand the degree of progress achieved, and the strengths and weaknesses of our activities. It also helps us set new goals. Here is a sample of the reaction to Ricoh’s environmental efforts:

- In the World’s Most Respected Companies survey, an annual survey conducted by the *Financial Times*, a U.K. business newspaper, Ricoh was chosen by global CEOs as the world’s sixth most respected company in the “most environment-conscious” category (third place among Japanese companies).



The *Financial Times* (January 20, 2003)

- Ricoh ranked 17th in a survey of environmental, economic, and social sustainability conducted by the United Nations Environment Programme (UNEP)/Sustainability. (Ricoh also ranked number one among Japanese companies and number one in the electronics division.)

- Ricoh was ranked number one in the world among 16 nominees in environmental, social, and cultural aspects for office equipment and home appliances in a corporate responsibility rating conducted by Ökom GmbH, Germany.

- Ricoh has been included in the Dow Jones Sustainability Indexes (DJSI)* of Dow Jones & Company in the United States.

* The stock price indexes were developed jointly in 1999 by Dow Jones & Company and Sustainable Asset Management, a Swiss asset management company specializing in SRI funds. The indexes consist of 310 blue chip companies in 23 countries, which are recognized for their efforts in sustainability.



- Ricoh received the 12th Grand Prize for the Global Environment Award sponsored by the *Japan Industrial Journal*.

* The ceremony was held in April 2003.

- Ricoh received* the WEC Gold Medal for International Corporate Achievements in Sustainable Development from World Environment Center, the first Asian company ever to do so.

* See page 21, (Achievements in Fiscal 2002). The ceremony was held in May 2003.

