

# Environmental Education and Awareness Promotion

## Promoting employee awareness of environmental issues through environmental education and awareness promotion activities

In successfully implementing sustainable management, in which all employees participate, the aggressive promotion of environmental conservation activities by each division is needed, as are statements from top management on the need for perseverance in carrying out such activities. Urging individual employees to become more aware of environmental issues is equally important. Sustainable management activities may appear to be a corporate responsibility, but employees are the ones who actually conduct the activities. The success or failure of any activity depends upon the extent to which employees understand its importance. The Ricoh Group is promoting employee awareness of environmental issues as well as their behavior in a variety of ways, such as providing environmental education, sharing relevant know-how through IT networks, promoting Zero-Waste-to-Landfill efforts, and supporting the volunteer activities of employees through such means as nurturing environmental volunteer leaders and commending their actions. In these ways and others, the Ricoh Group strives to put its environmental principles into practice among its 74,000 employees around the world.

\* See page 15, for award to promote sustainable management.

## International

### The Ricoh Group Environmental Conference

In December 2002, the people in charge of environmental issues from five regions gathered for the Ninth Ricoh Group Environmental Conference. Ricoh vice president Haruo Kamimoto gave a speech on the promotion of sustainable management. At the conference, the first Sustainable Development Award\* was given.

\* See page 15.



The Ninth Ricoh Group Environmental Conference

### Zero-Waste-to-Landfill Activities

In fiscal 2001, the Ricoh Group achieved Zero-Waste-to-Landfill<sup>1</sup> at its production sites<sup>2</sup> worldwide and has nearly done so at its nonproduction sites as well. Such achievements can be obtained only if all

employees are closely united and are striving for the same goal, such as setting up detailed waste sorting.

1. Zero-Waste-to-Landfill has been achieved and maintained at business sites covered by the environmental action plan up to fiscal 2001, namely, all production sites in Japan, Ricoh Electronics, Inc. (USA), Ricoh UK Products Ltd. (UK), Ricoh Industrie France S.A. (France), Ricoh Asia Industry (Shenzhen) Ltd. (China), and Taiwan Ricoh Co., Ltd. (Taiwan)
2. See pages 18, 49, and 56.

### ISO 14001 Certification

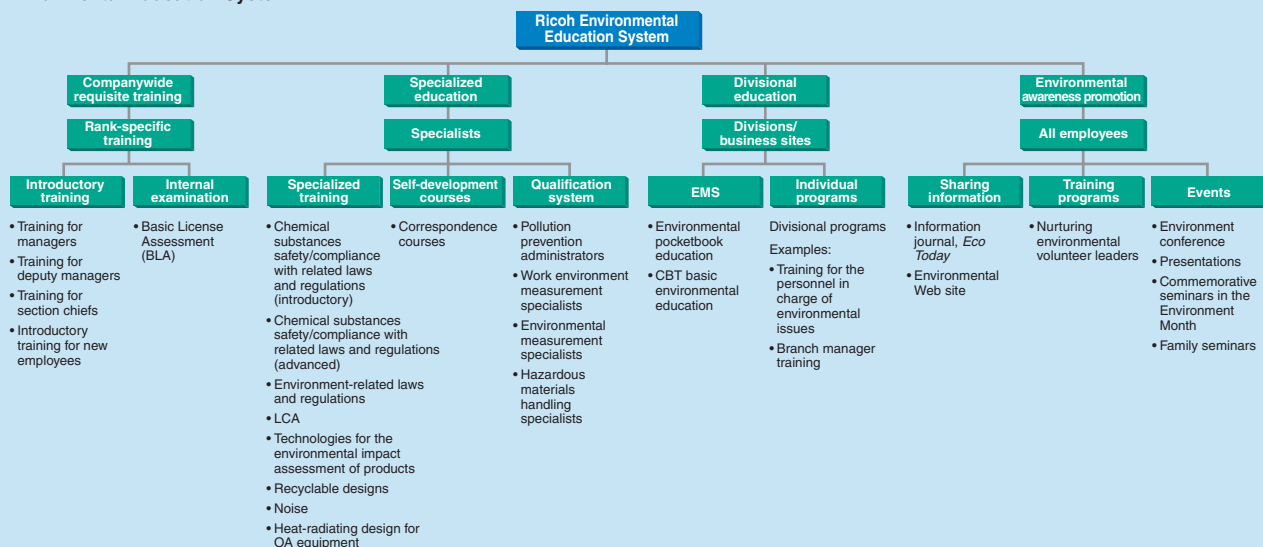
ISO 14001 certification significantly contributes to promoting employee awareness of environmental conservation. The Ricoh Group earnestly endeavors to obtain this certification at both its production and nonproduction sites.

## Japan

### Environmental Education

The Ricoh Group established an education system for Group companies in Japan to help employees become more environmentally aware professionals. Under this system, a variety of seminars and training sessions are held, including those for new employees and designers. Furthermore, employees are encouraged to obtain official qualifications as pollution control managers and other positions.

#### Environmental Education System



### Environment-Related Seminars and Number of Participants

Name of Seminar	FY 2002
Recyclable Designs	41
Technologies for the Environmental Impact Assessment of Products	45
Environment-Related Laws and Regulations	47
LCA	32
Chemical Substance Safety/Compliance with Related Laws and Regulations (Introductory)	24
Chemical Substance Safety/Compliance with Related Laws and Regulations (Advanced)	18
Noise	33
Thermal Design of Office Equipment	14
Total Number of Participants	254

### Nurturing Environmental Volunteer Leaders

To support employee voluntary environmental conservation activities, Ricoh started a leadership-training program\* in 1999. Environmental volunteer activities are indispensable tools in promoting employee awareness of environmental conservation. Employees can truly understand the importance of environmental conservation by actually taking part in volunteer activities and sharing what they have learned, rather than by simply reading about it in books.

\* See page 65.

### Promoting Awareness through Lectures

Ricoh started a month-long campaign to promote employee awareness of environmental conservation in fiscal 2001. In fiscal 2002, guests were invited from outside the company to give keynote speeches. Guests included Mr. C.W. Nicol of Afan Forest\*, an organization supported by Ricoh, as well as Mr. Masahide Kashio, who promotes conservation of mangrove forests.

\* See page 63.



A speech commemorating the month-long campaign

## Europe

### European Environmental Conference

In February 2003, Ricoh Europe B.V. in the Netherlands organized a European conference on the environment, the biggest in its history, with 80 participants from 18 countries. Participants included those in charge of promoting environmental conservation and recycling at Ricoh sales companies, NRG sales companies, Lanier sales companies in Europe, and European manufacturing companies. They enthusiastically took part in the question-and-answer sessions, especially the one following the WEEE (EU Directive of Waste Electrical and Electronic Equipment in effect, Feb., 2003) presentation on the 2006 European recycling regulations given by a lawyer. This clearly showed how keenly interested the participants were in WEEE.



European Environmental Conference (February 2003)

### The Netherlands: Ricoh Europe

Ricoh Europe B.V., the regional sales headquarters for Europe, initiated the Star Award system to solicit proposals from employees as a means of promoting full participation in sustainable and CS management. The employees' proposals are evaluated according to seven criteria, such as Impact (for global development), Feasibility (the degree of difficulty in carrying out the proposal), segment environmental accounting\*, Sustainability and Job relatedness. The company will donate ¥100 to any environmental conservation organization in the name of the employee who selects the best proposal every three months. In fiscal 2002, five proposals, including one for wind-generated power,

were adopted, and donations were made for those proposals. Ten employees who became aware of wind-generated power modified their homes so that they could run on wind-generated power.

\* See page 29.

## The Americas

### U.S. Meeting on the Environment

Ricoh Corporation, the regional sales headquarters for the Americas, holds quarterly meetings on the environment for those in charge of environmental issues at sales companies for Ricoh, Savin, and Lanier. The meetings take place in the form of teleconferences to reduce time wasted and the environmental impact of traveling to a particular meeting site.

### The United States: REI

Aiming to achieve Zero-Waste-to-Landfill, Ricoh Electronics, Inc. (REI), a U.S. manufacturing subsidiary, carries out an award program called Ideas for Excellence, in which it solicits proposals for 5R\* from its employees. In the first half of fiscal 2002, 75% of the proposals were put into practice.

\* See page 49.

### The United States: Ricoh Corporation

Ricoh Corporation, the regional sales headquarters for the Americas, and Savin Corporation, a sales company, collected electronic devices from the homes of their employees to be recycled on America Recycles Day (November 15). The collected products were recycled at the Ricoh Group's Midwest U.S. Recycling Center\* in Chicago.

\* See page 61.