



We have organized green partnerships to continue to promote effective environmental conservation.

To promote effective environmental conservation, it is important to make an effort in reducing the environmental impacts caused by “overall operations” through partnerships with suppliers and customers. For this purpose, it is necessary to establish, maintain, and improve partnerships that are beneficial to all parties. To contribute to the creation of a sustainable recycle-oriented society, we regard all parties involved in the operations of the Ricoh Group as green partners, and we, together with these green partners, are promoting effective environmental conservation.

Suppliers of Materials and Parts

Development of Environmentally Conscious Products

Based on the concept of manufacturing shared with suppliers, the Ricoh Group is promoting activities to reduce chemical substances with serious environmental impact. We are promoting the joint development of parts with less environmental impacts, and commend excellent cases at the Green Procurement Convention. In addition, we started supporting suppliers in creating chemical substance management systems* in fiscal 2004.

*See page 31.

Suppliers of Business Equipment and Stationery

Promotion of Environmental Conservation through Green Purchase of Environmentally Conscious Products

As a user of paper, stationery, and business equipment, we are promoting “green purchasing,” which means that environmentally conscious products are used on a priority basis. In April 2002, the Ricoh Group established the Green Purchasing Guidelines in Japan for eight categories: paper, stationery, business equipment, office equipment, home appliances, work gloves, working clothes, and lighting. At production and non-production sites outside Japan, where there is no equivalent to Japan's Green Purchase Law, their own guidelines were established individually to develop green purchasing.

Logistics Companies

Reduction in Environmental Impact Caused by Transportation

To reduce the environmental impact caused by transportation, the Ricoh Group is promoting a modal shift (shift of transportation by trucks to that by sea and/or rail) in cooperation with various logistics companies. [*See page 38.](#)

Recycling Companies

Efficient Use of Resources

In cooperation with recycling companies as “partners in creating a resource recirculating society,” the Ricoh Group is making an effort to recycle used products and enhance “zero-waste-to-landfill” activities.

* For the recycling of products. [See page 23.](#)
For recycling activities made by offices and sites.

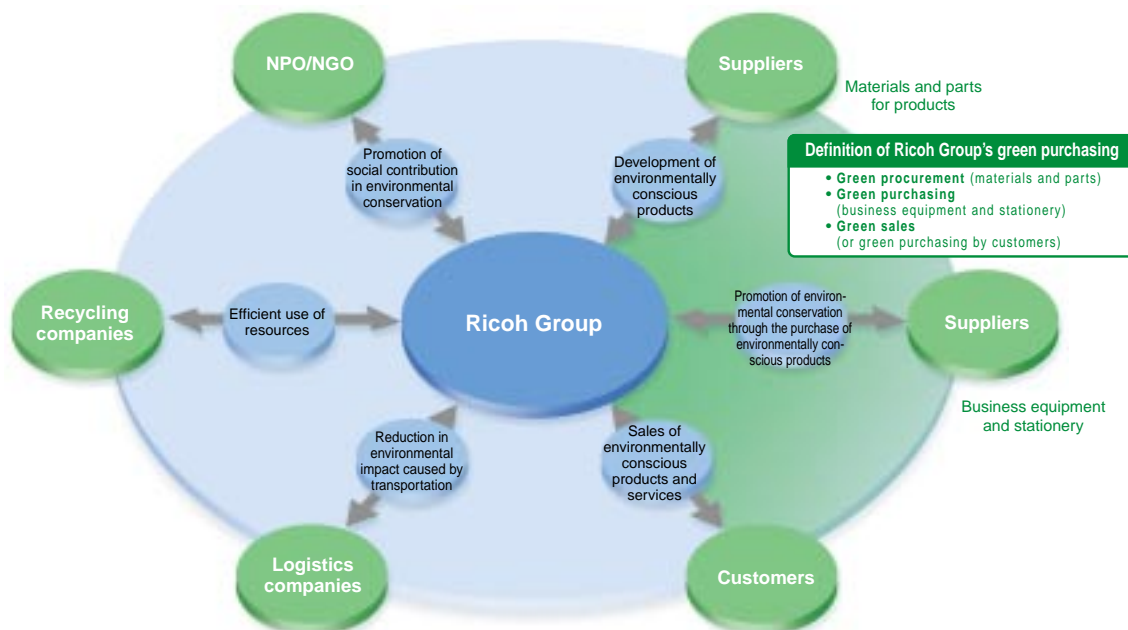
[See page 39.](#)

Customers

Promotion of Environmentally Conscious Products

In recognition of its environmentally conscious products and environmental awareness building activities, Ricoh Corporation, the Americas Regional Sales Headquarters, received the Green Contractor Award 2004 from the Coalition for Government Procurement.

Ricoh Group's Green Partnerships



Customers

Green Marketing Participated by Customers to Promote Environmental Conservation

<Ricoh UK Ltd. (United Kingdom)>

Ricoh UK Ltd., a sales company, promotes green marketing activities with the aim of successfully combining environmental conservation with profit making. As part of such activities, the company introduced the RICOH Tree Dedication Programme in January 2005. Under this customer participation program, Ricoh will plant a tree in the customer's name for every 100,000 copies used on the customer's Ricoh equipment and send the customer a certificate. Planting trees is carried out in conjunction with Future Forests*, a U.K. company engaged in the CO₂-neutralizing business. All Direct and Dealer customers can participate in the



Persons in charge at Ricoh UK Ltd.: Tom Wagland (left) and Louise Cheung

program via Ricoh UK's website. There are examples where a customer's high appreciation of this program has led to a business agreement. Marketing support materials such as posters and machine stickers are also available to further promote this program. Ricoh staff can also participate in this scheme by having a tree dedicated to them on their birthday.

Ricoh UK produced *The Resource-full Green Office Guide* to be distributed to customers. The guide explains Ricoh's environmental conservation activities and offers practical ways that everyone can help prevent global warming and save resources. The guide contains many such ideas to help reduce environmental impact by society as a whole.

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

Certificate given to customers (left) and *The Resource-full Green Office Guide*

N P O

Establishing Paper Procurement Standards to Conserve Ecosystems

<Ricoh Group (Global)>

In June 2003, Ricoh established Environmental Standards for Paper Products. These standards aim to preserve what Ricoh defines as "forests of high conservation value*." In accordance with these standards, the Ricoh Group asks suppliers to comply with the standards in terms of both products supplied to it and the supplier's corporate activities. We may suspend business with those companies that do not comply. In defining "forests of high conservation value," we sought the advice of environmental NGOs. To determine whether or not suppliers have responded to our request for improvements, we use not only information that we collected ourselves but additional information provided by a selected third party. Ricoh Group companies outside Japan also conduct their activities based on the same standards.

* "Forests of high conservation value" include old-growth forests (forests mainly made up of 200- to 1,000-year-old trees), native forests (untouched forests), or natural forests inhabited by endangered species (forests consisting primarily of native species that are self-sustaining).

Procedure for selecting suppliers of wood raw materials

Requirements for suppliers

- Verify the origin of raw wood materials.
- Comply with all applicable laws and regulations in the origin countries and regions.
- Examine the conservation value of the forests from which raw materials are harvested.
- Prepare a sustainable forest management plan in cooperation with local residents and other stakeholders, including environmental protection organizations.

Investigation

- In addition to the investigation conducted by Ricoh, information and analyses provided by a third party (including environmental protection organizations) will be used if necessary.

Response

- If Ricoh recognizes that the supplier is not complying with the requirements and has not made adequate improvements to respond to Ricoh's requests, Ricoh may suspend business with the supplier.