

**We are conducting awareness-building activities for our employees so that they can perform duties as global citizens and promote their individual sustainable environmental management.**

To make all-employee participatory sustainable environmental management really effective, not only is the commitment of senior management and the active efforts of all divisions essential, but so is the awareness building of employees. Although sustainable environmental management concerns corporate activities, these activities are the accumulation of the actions of individual employees. The Ricoh Group has about 75,000 employees throughout the world. The results of sustainable environmental management will widely differ depending on the awareness of individual employees. Therefore, we are conducting education and awareness-building activities for our employees so that they may grow as "global citizens," "employees of the Ricoh Group," and "specialists in promoting sustainable environmental management."



### Specialized Education

#### Organization of Environment-Related Courses

##### <Ricoh Group (Japan)>

To develop personnel who can manufacture environment-friendly products or manage chemical substances properly as sustainable environmental management specialists, environment-related courses, such as LCA and recyclable design, are organized for employees at their workplaces.

Environment-related Courses (Number of Participants)

Name of course	Number of participants in fiscal 2004
Recyclable Design	23
Technologies for the Environment Impact Assessment of Products (machines, peripherals and supplies)	31
Environment-Related Laws and Regulations	52
LCA (basic)	27
LCA (application)	5
Safety of Chemical Substances and Adaptation to Laws and Regulations (elementary class)	37
Safety of Chemical Substances and Adaptation to Laws and Regulations (senior class)	7
Noise (basic)	34
Thermal Design for Office Equipment	13
<b>Total</b>	<b>229</b>

#### Ricoh Group's Sustainable Environmental Management Conference

##### <Ricoh Group (Global)>

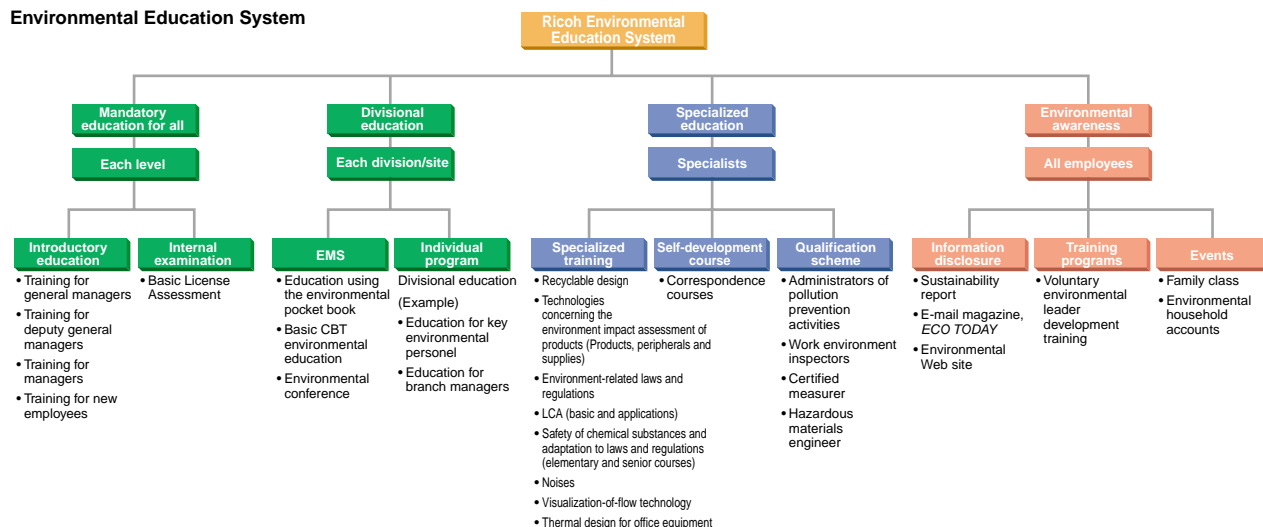
In February 2005, Ricoh Group's 11th Sustainable Environmental Management Conference was held at the Ohmori Office, Tokyo. The conference was held to promote all-employee participatory sustainable environmental management for the Ricoh Group as a whole and attended by Group employees from various countries, a new environmental action plan was introduced and updates on global warming were given. A commendation ceremony for the 3rd Ricoh Sustainable Development Award was also held during the conference.

#### Employee Education to Raise Employee Consciousness

##### <Fukui Plant, Ricoh (Japan)>

All-employee participatory sustainable environmental management efforts are based on employee consciousness. At Ricoh Fukui Plant, the person in charge of environmental conservation gives seminars to raise employee consciousness in each division. The person in charge promotes environmental conservation by talking about the plant's annual electric bill, the recycling of sorted waste, and the reduction of environmental impact and costs that can be achieved by sorting waste.

#### Environmental Education System



## Employee Education and Divisional Education

### Environmental Conferences in Europe and the Asia-Pacific Region <Ricoh Europe B.V. and Ricoh Asia Pacific Pte. Ltd. (Global)>

Environmental Conferences are held in many parts of the world as a means of sharing regional information about laws and regulations as well as to benchmark examples of activities within a group. In Europe, an Environmental Conference was convened in Frankfurt, Germany, in May 2004. A total of 75 people attended the

conference, including staff in charge of environmental issues from sales companies and manufacturing subsidiaries, who were there to explain the latest information on EU WEEE and RoHS Directives and introduce cases of recycled machine sales. In the Asia-Pacific region, 22 people participated in an Environmental Conference held in November 2004 in Bangkok, Thailand, to report on their respective country's activities and discuss future activities.



Environmental Conference in Europe

### e-Learning at Sales Companies <Ricoh's Marketing Group, Sales Companies, etc. (Japan)>

In fiscal 2004, we started an e-learning scheme for approximately 17,000 employees and temporary workers at Ricoh's Marketing Group and sales companies. The 60-minute sessions provide them with everything they need to know, from basic environmental knowledge such as global warming and a recycling-based society, to environment labels and Ricoh Group activities. Because sales representatives find it difficult to take part in group lessons due to their need to visit customers during the day, the e-learning sessions are useful as the sales representatives can take lessons whenever they like.



## Environmental Awareness Building

### Ricoh Group Sustainable Development Award <Ricoh Group (Global)>

The Ricoh Group Sustainable Development Award has been presented since fiscal 2002. This award has two categories. One is the Award for Sustainable Environmental Management Improvement Activities, presented for routine all-employee participatory activities. The other is the Award for Sustainable Environmental Management Technology, presented in recognition of efforts to devel-

op environmental technologies. These two awards are presented based on evaluations of activities from two perspectives: namely, environmental conservation effects and generated economic profit. In fiscal 2004, 26 entries were made by various divisions and sites across the world. Ricoh Fukui Plant was given the Award for Sustainable Environmental Management Improvement Activities for its contribution to environmental conservation and its remarkable, all-out activities in resource/energy conservation, environmental communication, and social contribution to communities. No party was given the Award for Sustainable Environmental Management Technology in this fiscal year.

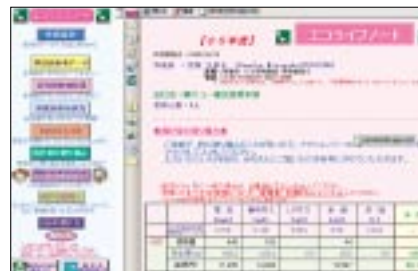


Representatives of Ricoh Fukui Plant, winning the Award for Environmental Management Improvement Activities, with Mr. Sakurai, president of Ricoh (left)

### Awareness Building Using Environmental Household Accounts <Ricoh's Marketing Group, Sales Companies, etc. (Japan)>

Based on a desire that "employees not

only promote sustainable environmental management in the office, but also conduct environmental conservation activities at home," Ricoh's Marketing Group, in cooperation with sales companies in Japan, has been making an effort to encourage the use of environmental household accounts. This effort is called Eco Life Note. The contents of Eco Life Note are input to the company's database, which enables the exchange of information among participants. As of the end of fiscal 2004, more than 500 households had participated in these activities.



Database of Eco Life Note, environmental household accounts