

## Promoting Environmental Conservation Activities Through the Promotion of Communications in Good Faith

To be a going concern that is favorably rated by society, it is important to not only promote environmental conservation activities, but also to make an effort to inform as many people as possible of our philosophy and activities so that we may win public confidence. The active disclosure of information to internal and external stakeholders will contribute to the further activation of activities and the creation of a resource-recirculating society. With the firm belief that environmental communication and conservation activities are the two wheels of sustainable environmental management, the Ricoh Group is promoting the conservation activities communications in good faith.

### Communication Activities

#### Environmental Web Site

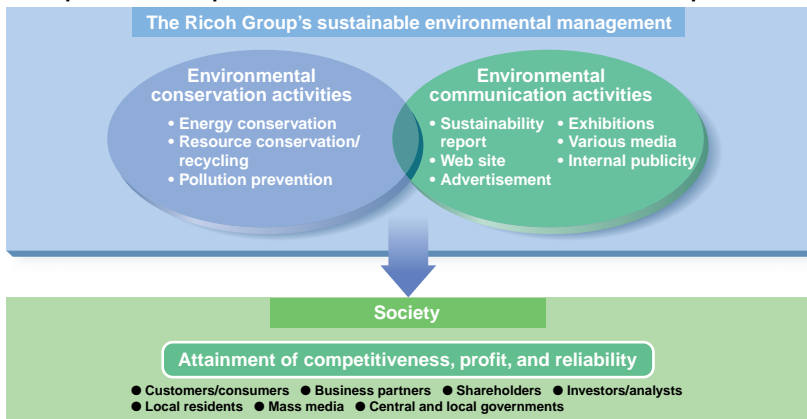
##### <Rico Group (Global)>

Ricoh's environmental web site focuses on visibility, simplicity, and user-friendliness so that visitors can easily find the information they want, including the latest news and information on products covered by the Law Concerning the Promotion of the Procurement of Environmentally Conscious Goods and Services by the State and Other Entities (Law on Promoting Green Purchasing). On the ECO TODAY web site for children, a section called the Tempel-Tuttle Story is set up. In it, forest ecosystem conservation activities are explained in an easy-to-understand way, using examples from Mexico, China, Malaysia, and Japan, and children can learn about environmental problems through quizzes and games. The ECO TODAY web site is also available in English and is linked to relevant organizations throughout the world.



[http://www.ricoh.co.jp/ecology/ecotoday/index\\_e.html](http://www.ricoh.co.jp/ecology/ecotoday/index_e.html)

### Sustainable Environmental Management and Environmental Communication Expansion of corporate value and reduction in environmental impact



#### Environmental Advertisements

##### <Rico Group (Global)>

Ricoh produces environmental advertisements to inform of its idea of sustainable environmental management based on actual company activities. In fiscal 2004, three sustainable reports were issued, and advertisements featuring the forest ecosystem conservation project, which Ricoh promotes with NPOs at various places in the world, were made. Advertisements are placed both in Japan and overseas.



Advertisement regarding Sustainability (Wall Street Journal)



Advertisement of a forest ecosystem conservation project (National Graphics)

#### Exhibitions

##### <Rico Group (Japan)>

In December 2004, Ricoh participated in a general environmental exhibition titled Eco Products 2004 held at Tokyo Big Sight. Under the theme "Toward Competitive Sustainable Environmental Management," Ricoh introduced a high-speed digital multifunctional copier that is able to recover from energy-saving mode within 10 seconds and described its efforts to completely eliminate the use of environmentally-sensitive substances. Ricoh thus presented its state-of-the-art eco-technology and the efforts made by all of its employees to realize sustainable environmental management. At a joint booth with Cosmo Oil Co., Ltd., the social contribution activities conducted worldwide by both Ricoh and Cosmo Oil were showcased. At the booth, we encouraged visitors to join an environmental-quality-promotion event, in which visitors chose the projects they would like to support, with the two companies promising to financially support the planting of one sapling for each visitor who participated.



Ricoh and COSMO OIL joint booth

## Issuance of Sustainability Reports (Environment)

### <Ricoh Group (Global)>

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 year 2002 edition, published in July 2002 under the new name, "Sustainability Report," the Ricoh Group has presented the concepts and performance of its sustainable environmental management. For the 2004 edition, we issued in June three kinds of reports at the same time, namely, the Sustainability Report (Environment), Sustainability Report (Corporate Social Responsibility), and An-

nual Report. Ricoh was the winner of the Continued Excellence Award for CSR Report, which is given to only one company by Toyo Keizai Inc., in recognition of its significant achievements in publishing sustainability reports as well as past CSR activities. Ricoh's sustainability reports and annual report are available online at the web site address given below.

\*<http://www.ricoh.com/csr/report/>

## Environmental Reports Issued by Business Sites

### <Ricoh Group (Global)>

To enhance relationships with local communities, Ricoh Group business sites issue their own environmental reports as a means of communication with government offices, residents of neighboring areas, and family members of their employees. The Ricoh Group established the guidelines for the preparation of site reports on environmental conservation for its business sites in fiscal 2001. In fiscal 2004, Ricoh Leasing Co., Ltd. and Fukui Ricoh Co., Ltd. issued site reports for the first time. Ricoh Fukui Plant, which has issued a site report since 1999, adopted a new system in fiscal 2004, under which they prepared a summary for the report. Ricoh Fukui Plant was given the Continued Excellence Award for the Site Report of the 8th Environmental Report Award. They also won the Excellence Award of the Environmental Communication Awards 2004.

Issue Dates of Reports and Number of Copies Issued

		Date of Issue	No. of Copies	No. of Pages
Ricoh Group Environmental Report 1998	Japanese	Jan. 1999	26,200	30
	English	Jan. 1999	500	
Ricoh Group Environmental Report 1999	Japanese	Sept. 1999	51,300	32
	English	Sept. 1999	8,375	
Ricoh Group Environmental Report 2000	Japanese	Sept. 2000	45,950	60
	English	Dec. 2000	6,800	
Ricoh Group Sustainability Report 2001	Japanese	Sept. 2001	25,950	74
	English	Dec. 2001	7,000	
Ricoh Group Sustainability Report 2002	Japanese	Jul. 2002	21,315	84
	English	Sept. 2002	6,000	
Ricoh Group Sustainability Report (Environment) 2003	Japanese	Jun. 2003	21,045	84
	English	Sept. 2003	7,000	
Ricoh Group Sustainability Report (Environment) 2004	Japanese	Jun. 2004	18,245 (As of April 30, 2005)	84
	English	Sept. 2004	7,000	

## Employee feedback

### INTERVIEW

### Production of an Environmental Site Report



**"Trying to provide local people with the information they need in a form they like."**

**Chiaki Terashima**  
Assistant Manager  
General Affairs Group,  
Ricoh Fukui Plant

We issued Ricoh Fukui Plant's first *Environmental Site Report* in 1999. Since then, we have improved the report in terms of what information should be given to which people. Because we operate in a community, we think that people living near our plant should be the first to receive our environmental report and have an opportunity to visit our plant to see the actual production process. This is because we would like the community to know that environmental issues are being properly managed

at our plant. As an initiative to promote this policy, in fiscal 2003 we began offering opportunities to the ward mayor, the president of the farmers' union, and the chairman of the welfare committee to come to our briefing on environmental issues based on the report and visit our plant. Listening to people's opinions, we confirmed that their primary concern is our activities in preventing pollution. The opinions of the local people and our answers to improve the issues are described in our environmental report. In fiscal 2004, we also began distributing a summary of the report to all employees. The report outlines the activities participated by all employees during the year. We hope that by sharing such information with everyone concerned, we can make further improvements.

## Building Awareness in Children

## Supporting the World's Largest Science Competition for Senior High School Students

### <Ricoh Corporation (United States)>

Ricoh Corporation, the Americas Regional Sales Headquarters, is a major sponsor of the International Science and Engineering Fair (ISEF). ISEF, now in its 56th year, is the world's largest science competition for senior high school students. More than 10 million students around the world are expected to participate. Since 2005, Ricoh Corporation has supported 2 of the 14 award categories: Environmental Science and Team Projects. Also, the company created a new award, the Ricoh Sustainable Development Award, to raise awareness of the importance of environmental conservation and sustainability. This award is given to research that offers the greatest potential for combining environmental conservation and business. The award ceremony was held in May in Phoenix, Arizona, where a scholarship of \$50,000 and a trip to Expo 2005 Aichi were presented to the winners.



Mr. Ichioka, Chairman of Ricoh Corporation, and the winners

## Supporting the Development of Environmental Conservation Activities at Elementary and Junior High Schools

### <Ricoh (Japan)>

Ricoh served as sponsor for the School Eco Awards organized by the Sankei Shimbun Photo News Center. To promote environmental conservation activities at elementary and junior high schools throughout the country, the awards give recognition to schools showing achievements in their environment-conscious reports. The first awards were held in March 2005. Ricoh became a sponsor as an endorsement of the idea behind the awards, which addresses the importance of exposing children to environmental issues and making them understand that their participation helps save the global environment.