

### **To fulfill its mission as a global citizen, the Ricoh Group has taken it upon itself to contribute to the development of a sustainable society by promoting global environmental conservation.**

#### **Earning the public's trust**

Corporate entities should now strive to assume corporate social responsibility in addition to playing their essential roles of increasing corporate values and pursuing profitability. In terms of corporate social responsibility, companies are required to focus on legal compliance, cope with public needs, define ambitious goals and take positive and responsible actions to attain those goals, and continue to find new added values, thereby earning the public's trust. We strive to promote social responsibility-driven management as a part of our corporate value and engage in global corporate expansion to contribute to the development of a sustainable society.

#### **Our mission is to conserve the global environment**

The rich resources of our planet Earth have given birth to many forms of life and have supported the wide-ranging and ambitious activities of mankind. Nevertheless, recent activities have exceeded the life-sustaining abilities of the Earth. This poses a threat not only to our coexistence with other forms of life on this planet, but also to the future of the human race itself. Global environmental conservation is the most urgent issue that the whole of mankind faces. We must be committed to restoring the Earth to its full capacity, and pass this on to future generations. To achieve this, we need to be more aware of the importance of the Earth in our personal lives, not just in our businesses, and strive to continuously modify our corporate activities and lifestyles to reduce the impact our society as a whole has on the global environment to a level that the planet can cope with.

#### **Continuous environmental conservation activities**

Based on this idea, the Ricoh Group has for a long time taken it upon itself as a global citizen to conduct environmental conservation activities on a continuous basis with the participation of more people. Companies can continue an activity only if they themselves survive, grow, and develop. We therefore need to gain new economic values through environmental conservation activities. We define sustainable environmental management as the management of a company that contributes to environmental conservation and generates economic values for that company. All Ricoh Group employees are engaged in environmental conservation activities while pursuing profitability based on the concept of the Ricoh Group's defini-

tion of sustainable environmental management. These efforts have proved successful. In terms of fiscal 2005 environmental accounting, substantial cost effectiveness was achieved: an economic effect of ¥20.7 billion from an environmental conservation cost of ¥16 billion. When such factors as risk aversion and improvement in brand value were included, the economic effect amounted to ¥29.3 billion.

#### **Commitment to sustainable environmental management through the development of environmental technologies and activities conducted by all employees**

To improve sustainable environmental management, we have incorporated our "environmental viewpoint" into all aspects of our management. Also, to limit the environmental impact of our corporate activities to a level that the Earth can deal with, we are conducting environmental management and improvement activities on a daily basis. We market environmentally-friendly products to the public aggressively based on the development of environment-related technologies, and thus, potentially reduce our environmental impact indirectly through our customers.

Environmental conservation activities should not be conducted only by employees in development and manufacturing departments. All our employees, including those in business planning and marketing (both in Japan and overseas), have some impact on the natural environment as a result of their work. Thus the Ricoh Group encourages all employees to participate in environmental conservation activities. Specifically, employees are encouraged to develop and provide environmentally-friendly products and services and to organize their workplaces to have less impact on the environment. These activities are expected to spread to business partners, customers, and employees' families all over the world. With this in mind, the Ricoh Group is strongly supporting the environmental conservation activities of its employees.

Through these measures, the Ricoh Group is committed to continuous environmental conservation activities to improve sustainable environmental management.

### Commitment to forest conservation

To recover and maintain the life-sustaining ability of the planet, it is of course not enough to simply reduce the environmental impact of our business activities. It is important to also maintain and enhance the ecosystem, which is the source of the Earth's life-sustaining ability and provides people with clean air and water as well as fertile soil. The Ricoh Group believes that the ultimate goal of environmental conservation activities that businesses conduct as members of society is to recover the balance of the ecosystem on which the very existence of society depends. From this point of view, we particularly look at forest ecosystems with their rich biodiversity and are doing our best to conserve forest ecosystems in cooperation with NPOs and local communities all over the world.

### Towards a sustainable society with a long-term perspective

In order to limit the environmental impact we have on the Earth to a level that the natural environment can deal with, what kind of changes should we make in our attitudes and actions? All global citizens, including national and local governments, companies, citizen groups, and individuals, need to be aware of their own environmental impact. Moreover, it is important to discuss the ideal society we pursue and aggressively reduce our environmental impact by cooperating with and learning from each other to realize our ideals. The Ricoh Group describes its long-term vision of the ideal society as a "Three P's Balance." To get closer to this vision, we set an extra-long-term target of cutting the environmental burden caused by all our business activities to one-eighth the fiscal 2000 level in terms of absolute values by 2050. Regarding CO<sub>2</sub> emissions, which cause global warming, we have also set a target to reduce total emissions by 12% compared with the fiscal 1990 level by fiscal 2010. This target is higher than that required by the Kyoto Protocol. The Ricoh Group lends its weight to the development of a sustainable society by demonstrating through the achievement of these targets that a company can conduct environmental conservation activities continuously through sustainable environmental management and by encouraging more people around the world to participate in developing a sustainable society.



**Masamitsu Sakurai**

Chairman of the Board,  
President and Chief Executive Officer

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### To our readers

Sustainability Report 2006 outlines the activities that the Ricoh Group is conducting on a global scale to contribute to the development of a sustainable society through sustainable environmental management and by solving global environmental problems involving all people around the world. We want to discuss global environmental problems with many people throughout the world and we hope that this report will help as many of you as possible to discover the breadth of the Ricoh Group's concepts for environmental measures. We welcome your feedback to further improve our sustainable environmental management in terms of quality and effectiveness.