

## 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 76,000 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."



### Improvement in Employee Awareness and Promotion of Sustainable Environmental Management through the Earth Connection Tour

#### <Rico Electronics, Inc. (United States)>

Ricoh Electronics, Inc. (REI), a manufacturing subsidiary in the United States, is conducting an "Earth Connection Tour," aiming to improve its staff's awareness of the necessity to harmonize business, people, and the earth and promote sustainable environmental management continuously. The tour offers opportunities to visit sites that conduct improvement activities that contribute to sustainable environmental management for mutual learning and the horizontal expansion of such activities. During the tour, those who proposed improve-

ments to reduce cost and environmental impact caused by electricity, CO<sub>2</sub>, paper, water, waste, etc., in respective fields present their achievements to managers, including presidents who visit the site, so that their activities can be directly evaluated. Managers who participated in the tour will promote the horizontal development of the examples in respective divisions. REI conducts the Earth Connection Tour six times a year. Outstanding cases will be automatically eligible for the Ricoh Group Sustainable Development Award,\* the Ricoh Group's global awarding system. REI encourages staff and respective divisions to engage in environmental activities by appropriately appreciating those who have contributed to sustainable environmental management. [\\*See page 62.](#)



REI staff member presenting achievements



### Implementation of the Ricoh Group Environmental Awareness Survey

#### <Rico Group (Japan)>

The environmental awareness of each staff member is important to realize sustainable environmental management. The Ricoh Group defines high environmental awareness as knowledge of the environment and participation in environmental activities. The Ricoh Group conducts environmental awareness activities and education to foster staff who can spontaneously incorporate environmental viewpoints into their own business activities. In September 2005, the Group conducted an environmental awareness survey of Group staff in Japan, aiming to develop more effective measures. The conditions of each job type and division were analyzed, and the survey results will be reflected in future educational measures and the formation of curricula.

#### Survey Questions (excerpt)

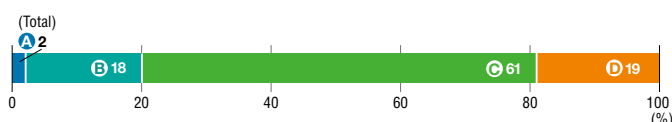
##### ① How far do you understand the phrase sustainable environmental management? Give concrete examples.

- A I understand it sufficiently and can explain it to others.
- B I understand most of it but cannot explain it to others.
- C I know the phrase but do not understand it well.
- D I do not know what the phrase means.



##### ② When you buy something for yourself or your family, how hard do you try to buy environmentally-friendly products?

- A I prefer to buy such products regardless of the price.
- B I prefer to buy such products if the price is only slightly higher.
- C I prefer to buy such products if the price is the same as that for ordinary products.
- D I do not consider environmental aspects.



## Ricoh Group's Sustainable Environmental Management Conference

### <Ricoh Group (Global)>

In February 2006, Ricoh Group's 12th 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 global company, where the environmental action plan was introduced and updates on global warming were given. A commendation ceremony for the 4th Ricoh Sustainable Development Award was also held during the conference.



A scene from Sustainable Environmental Management Conference

## European Environment Conference

### <Ricoh Europe B.V. (Europe)>

Environmental conferences are also held in Europe to share action policies for the Group and legal information, including EU directives, as well as to run benchmarks on actual activity examples. In the European region, 61 people, including those in charge of the environment at sales companies



Participants of the European Environment Conference

and manufacturing subsidiaries, gathered together in Stresa, Italy, in May 2005 to give examples and exchange opinions on global warming and WEEE. At the last European Environment Conference, participants tried to offset the CO<sub>2</sub> generated as a result of the holding the conference through afforestation. Approximately 55 tons of CO<sub>2</sub> generated by transportation facilities used by partici-

pants, electricity used in the conference hall, etc., were offset by the planting of 275 trees, making the substantial emissions zero (carbon neutral).

## 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 develop environmental technologies. These two awards are presented based on evaluations of activities from two perspectives: environmental conservation effects and generated economic profit. In fiscal 2005, the Award for Sustainable Environmental Management Improvement Activities was given in recognition of activities to promote the establish-



Representative of the procurement division being presented the Award for Sustainable Environmental Management Improvement with Mr. Sakurai, president of Ricoh (second from left)

ment of chemical substance management systems at suppliers. In addition, Ricoh Electronics, Inc., a manufacturing subsidiary in the United States, received a prize for special merit for its reuse of micro powder toner\* while the Eco-Drive Campaign of Lanier (Schweiz) AG, a sales company in Switzerland, was commended as an excellent example. No party was given the Award for Sustainable Environmental Management Technology in this fiscal year.

\*See page 43.

## European Environmental Award

### <Ricoh Europe B.V. (Europe)>

Ricoh Europe B.V., the European Regional Sales Headquarters, grants European Environmental Awards to Ricoh Group sales companies in the European region that have engaged in excellent activities. In fiscal 2005, Lanier (Schweiz) AG, a sales company in Switzerland, received the grand prize for its Eco-Drive Campaign. Under the campaign, Lanier (Schweiz) AG aimed to reduce CO<sub>2</sub> emissions from its company cars. All winners of the European Environmental Awards are automatically eligible for a Ricoh Group Sustainable Development Award, a global commendation system of the Ricoh Group.

## Specialized Education

## Organization of Environment-Related Courses

### <Ricoh Group (Japan)>

To develop personnel who can manufacture environmentally-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 2005
Safety of Chemical Substances and Adaptation to Laws and Regulations (elementary class)	16
Safety of Chemical Substances and Adaptation to Laws and Regulations (senior class)	6
Life Cycle Assessment (LCA) (basic)	20
Life Cycle Assessment (LCA) (application)	6
Technologies for the Environment Impact Assessment of Products (machines, peripherals and supplies)	16
Environment-Related Laws and Regulations	92
Noise (basic)	20
Recyclable Design	22
Thermal Design for Office Equipment	17
Ricoh Group's Chemical Substance Management System (outline)	40
Total	255