

## Developing “Live Offices”

**We provide customers with the know-how to improve the environment and business operations.**

**Live offices across Japan, created by Ricoh Group employees, are open to the public.**



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**The Ricoh Group promotes paperless offices and stricter compliance with sorting and recycling to create environmentally-friendly offices. We provide customers with the know-how that we have gained from such practices by opening our offices to the public as live offices.**

**How can we create a paperless office?**

**We created paperless offices at our own company as a showcase.**



An attendant giving an explanation of a live office

With the number of customers wanting to create environmentally-friendly offices growing every year, Ricoh promotes improved efficiency and the reduced use of unnecessary paper through office equipment sales.

The mere introduction of equipment that digitizes paper documents does not lead to an effective reduction in paper use. Thinking that we need practical experience before offering advice to customers, we began improving our offices from an environmental viewpoint, including creating paperless offices. Now, we have launched a new approach to proposing office improvement, including the know-how that we have gained from our own experience, by opening our offices to the public. For example, at Ricoh Sales Co., Ltd., which supervises overall sales in the Kanto region, a project team was set up in the company in fiscal 2002 to work

Background photograph:  
Live office of the Northeast Business Department,  
Tokyo Business Headquarters, Ricoh Sales Co., Ltd.;  
no unnecessary paper in the office.

on this task. The team started with the piles of paper on desks and in cabinets. They studied paper output and storage to identify documents that really have to be kept on paper and found that such documents accounted for only 20% of the total amount. Based on this result, the office workflow was restructured so that all employees are continuously involved in efforts to keep paper use to the absolute minimum, and rules were established to promote their commitment. For instance, they can reduce paper use through digitization and double-sided/multiple-page printing. Along with these initiatives, such efforts as stricter compliance with the sorting of waste and reduction in electricity consumption have led to not only less environmental burden but also a significant reduction in cost.

### A clean office attracts the customer's attention.

Live offices serve as a showcase in proposing a new work style.

Live offices—offices that are clean and effective thanks to the efforts of all employees—are open to customers to give an example of office improvement. By the end of 2005, approximately 18,500 customers from 16,480 companies visited Ricoh Sales' live offices in the Tokyo area alone. "We want to start creating a paperless office." "The live office is surprisingly clean." "We would like to gain the know-how to sort waste." These are some of the comments made by customers who visited live offices. Such a new customer approach is now adopted by Ricoh Group sales companies across Japan to propose ideas about office improvement by opening live offices to customers. We endeavor to develop higher sustainable environmental management by continuously solving the challenges customers face.

## Customer Interview

### Japan Automobile Federation

Being interested in sustainable environmental management, I visited a live office. We promote environmental conservation efforts at our own office so that we can develop environmental communication with 17 million JAF members.



Mr. Koji Konishi  
Environmental Management Implementation Department

I was impressed by every employee's commitment to sorting waste and keeping paper use to the absolute minimum.

Because I am in charge of promoting environmental management at our office, I have been watching the Ricoh Group's initiatives in this area. Seeing an ad that says we can visit Ricoh's live offices, I visited a live office before other members of our office did. I was impressed by the orderly desks with no paper on them, systematic waste sorting, and every employee's commitment to environmental conservation at the office. Hoping to learn a lot from Ricoh's live office, a total of 28 staff members from our organization visited the live office in four visits. JAF aims to start active communication targeting 17 million members to raise their environmental awareness. Before we launch such initiatives, we want to promote environmental conservation activities at our own office first.

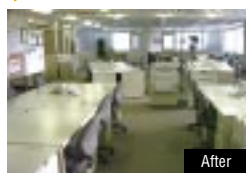
## Live offices across Japan are open to the public!

### Mie Ricoh Co., Ltd.

Live offices are crowded with customers who are considering obtaining ISO certification and creating a paperless office.



Before  
There were piles of paper and other things on desks before the improvement.



After  
After the improvement, desks are clean.

Mie Ricoh Co., Ltd. started opening live offices to the public in February 2002, and two live offices, one each in Tsu and Iga, are now open. After a period of trial and error, live offices were created by every employee's participation. Because employees were actually involved in the project, they can propose paperless offices to customers with confidence. The remodeled head office is scheduled to be a live office.

### Shikoku Ricoh Co., Ltd.

Live offices are open at all business sites in Shikoku, and they are receiving many visitors.



Explaining the concept to visitors

Shikoku Ricoh Co., Ltd. has live offices at all of its 20 business sites. Customers from both private businesses and government bodies visit them from all over Shikoku. One customer who visited our live office introduced it to all his employees through his company's in-house journal. We plan to achieve zero-waste-to-landfill at all business sites.