

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

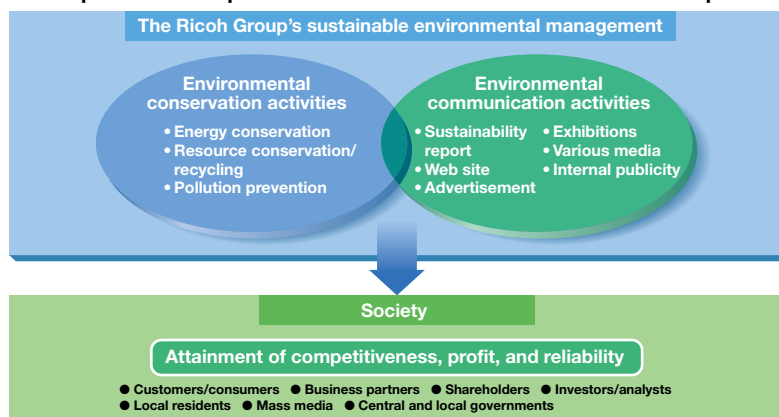
<Ricoh Group (Global)>

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-Friendly 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

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



Environmental Advertisements

<Ricoh (Global)>

Ricoh produces environmental advertisements to inform of its idea of sustainable environmental management based on actual company activities. In fiscal 2005, the gold prize in the magazine category of the 45th Advertisement Beneficial to Consumers Contest sponsored by the Japan Advertisers Association was awarded to Ricoh's environmental advertising trilogy—Cherry Blossoms, Maiko, and Snowscape—which had global warming as a motif. Advertisements are placed both in Japan and overseas.



(Cherry Blossoms)



(Maiko)



(Snowscape)

Exhibitions

<Ricoh Group (Japan)>

In December 2005, Ricoh participated in a general environmental exhibition titled Eco Products 2005 held at Tokyo Big Sight. Under the theme "Invigoration of Business through Sustainable Environmental Management," Ricoh introduced a high-speed digital multifunctional copier that is able to recover from energy-saving mode within 10 seconds, a copier partly made of plant-based plastic, and rewritable media that can be rewritten any number of times. Ricoh thus presented its state-of-the-art eco-technology and the efforts made by all of its employees to realize sustainable environmental management. In addition, Ricoh held events in which visitors were invited to participate, including an arts-and-craft section that used timber from a forest-thinning activity conducted as part of the company's volunteer activities. Thus, efforts were made to expand the circle of environmental conservation.



Ricoh 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. Since the 2004 edition, we have been issuing in June three kinds of reports at the same time, namely, the Sustainability Report (En-

vironment), Sustainability Report (Corporate Social Responsibility), and Annual Report. Sustainability Report (Environment) won the Excellence Award of the Environmental Communication Awards 2005. Ricoh's sustainability reports and annual report are available online at the web site address given below.*

* <http://www.ricoh.com/brochure/>

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 2005, Ricoh Hatano Plant, Ricoh Elemex Corporation, Saga Ricoh Co., Ltd., issued site reports for the first time. Ricoh Fukui Plant was given the Continued Excellence Award for the Site Report of the 9th Environmental Report Award. They also won the Excellence Award of the Environmental Communication Awards 2005.

Building Awareness in Children

Two U.S. High School Students Who Won the Ricoh Sustainable Development Award Visited Japan

<Ricoh Corporation (United States)>

Mr. Tyler Glen Lyon and Mr. Daniel Rees Winegar, two U.S. high school students who won first prize of the Ricoh Sustainable Development Award (RSDA), arrived in Japan on July 7, 2005. They were invited to Japan as part of the award. RSDA was newly created by Ricoh Corporation (RC) for Intel International Science & Engineering Fair (ISEF) to recognize students who achieve excellent results in environmental technology studies. The fair, now in its 56th year, is one of the world's largest science competitions for pre-college students, and Ricoh Corporation is a sponsor of the contest. In 2005, more than 10 million students from 45 nations participated in ISEF. The two students visited EXPO 2005 AICHI, JAPAN, on July 8 and 9. After seeing Kyoto and paying a courtesy call on Ms. Yuriko Koike, minister of the environment, they toured Ricoh Gotemba Plant and Ricoh Central Research Center on July 14. The students and Ricoh staff exchanged technologies and studies. Ricoh staff explained HYBRID-QSU, Ricoh's unique energy conservation technology, and the manufacturing process of digital hybrid copiers and laser printers while the two students gave a presentation on their project, the Peltier Effect: Eliminating the Use of Freon in Automobile Air-Conditioning Systems.

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 environmentally-friendly reports. The second round of awards was given in February 2006. 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.

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	21,770	84
	English	Sept. 2003	7,000	
Ricoh Group Sustainability Report (Environment) 2004	Japanese	Jun. 2004	18,790	84
	English	Sept. 2004	7,000	
Ricoh Group Sustainability Report (Environment) 2005	Japanese	Jun. 2005	17,695 (As of the end of April 2006)	84
	English	Sept. 2005	7,000	

Ricoh Recognized as the Best Environmental Communication Company by University Students

In December 2005, Ricoh was recognized as the best environmental communication company by students in the Faculty of Economy of Kobe University. The students are members of the Nikkei STOCK League* who, in drawing up a stock investment portfolio, select companies from an environmental communication point of view. The students evaluate companies in terms of website design, advertisement, and environmental conservation activities according to their own unique standards, and Ricoh was given a high score in many categories. As for Ricoh's website, easy and simple access from its home page to its environment page was appreciated, while the favorable and sympathetic impression of its advertisement in Nikkei Ecology was the reason behind the company receiving a good score in the advertisement category. The students selected environmental communication as a theme of investment because they thought it would be important to achieve mutual understanding through dialogs and communication as environmental activities were important as a matter of course, but unilateral messages from companies were no longer appreciated.

* Nikkei STOCK League

Sponsored by Nihon Keizai Shimbun, Inc., Nikkei STOCK League is a contest in which junior high, high school, and university students can learn about stocks. It aims to teach students about the real economy by learning about portfolios and how to select stocks according to their own investment themes.

