



## Ricoh's Sales Subsidiary in the U.K. Promotes Program to Allow Customers to Contribute to Creation of Sustainable Society by Using Ricoh Products

Ricoh UK Ltd., a sales subsidiary in the U.K., is promoting the Ricoh Tree Dedication Programme. Under this program, Ricoh plants trees in the customer's name in proportion to the number of copies made on the customer's Ricoh equipment and sends the customer an "e-certificate" and information on how the trees are doing via an online blog. Thus, Ricoh UK strives to offer new value to customers while preserving the environment through a scheme that allows customers to contribute to environmental conservation by using Ricoh products.

**About 2,600 customers have participated in the program and over 40,000 trees have been planted.**

The Ricoh Tree Dedication Programme started in January 2005. Customers are requested to make an entry for participation in the program for each Ricoh product used. Ricoh will plant a tree in the customer's name for every 100,000 copies made on the customer's Ricoh equipment. Since 2006, the company has been supporting its partner NPO, Seeds for Africa, in planting fruit trees in Kenya, Uganda, Tanzania, and Sierra Leone with local communities. Planted fruit trees offer not only food to local people but also fruit for sale, and they contribute to the prevention of global warming and the creation of a sustainable society. By December 2006, about 2,600 customers had made entries for 35,000 units of products, resulting in the planting of over 40,000 trees so far. This program has evoked favorable responses from and been highly appreciated by many of

our customers. There are examples of a customer's high appreciation of this program leading to a business agreement for a Ricoh product.



**Matthew Smithurst**  
Marketing Officer  
Ricoh UK Ltd.

Background photo: Big Ben, London

## Derbyshire County Council

Derbyshire has a population of about one million and is located in the central part of England. Derbyshire County Council (DCC) is one of the most pro-active county councils in the U.K. in initiatives and puts up clear ideas about environmental conservation. As a community leader, DCC has persuaded residents and companies to recognize the importance of environmental issues. In addition, DCC has contributed to the planting of 2,500 trees, which is the largest number of trees planted among our customers participating in the Ricoh Tree Dedication Programme.

**We found the program an innovative idea for environmental preservation.**

### ● Assuming leadership in the local community

When engaging itself in any activities, Derbyshire County Council (DCC) gives sufficient consideration to the influence it has on the economy and environment. In addition, it not only shifted the source of electricity used in the office to natural energy, but also implements a collection and recycling program for toner bottles; green purchasing of everything from buildings to pencils; and fair trade purchasing to check whether suppliers fulfill their corporate responsibilities through the supply chain. DCC also conducted a survey on CO<sub>2</sub> emissions by county councils and engages itself in activities to offset CO<sub>2</sub> emissions in cooperation with the Carbon Trust. DCC thus displays initiative as a community leader.

### ● Using the program for developing environmental awareness in the local community

Derbyshire County Council (DCC) purchased office automation equipment by tender in 2005, aiming at rationalisation of printing and



A crystal shield was presented on March 15, 2007, in commemoration of the planting of 2,500 trees.

(From left)

Paul Curtis

Ricoh UK Ltd.

Ms. Alison Walbank

Mr. Steve Harrison

Ms. Maggie Bishop

Mr. John Bettison

Ms. Helen Bartle

Derbyshire County Council

Councillor Geoff Carlisle

Mr. Andrew Ayling

Derbyshire County Council

Matthew Smithurst

David Birch

Ricoh UK Ltd.

Ms. Michelle Smith

Derbyshire County Council

environmental preservation. Appreciating the reduction in the number of printers through optimal placement, energy-saving efficiency, and so forth, DCC currently uses over 1,800 Ricoh products and entered all of them for the Ricoh Tree Dedication Programme. "When I was first told about this program, I thought it was an innovative idea for environmental preservation. It was an idea no one else had ever proposed, and we thought that we would be able to influence the local community as a whole by participating in the program. In addition to offering information on our website, we use it for developing environmental awareness among children in the local community by giving information about the program to schools." Numerous African primary schools are involved in the scheme and there is an obvious potential link with schools in Derbyshire.

## London South Bank University

Over 2,000 students from over 120 countries study at London South Bank University (LSBU). The university has entered 150 Ricoh products currently in use for the Ricoh Tree Dedication Programme, contributing to the planting of about 240 trees.

**Participation in the Ricoh Tree Dedication Program has enabled LSBU to create new sustainable resources for future generations while carefully using the paper end products in the present.**

### ● Consideration for the environment Kaizen and all five Kyosei improves the quality and reliability of our Ricoh products

London South Bank University has just won an Innovation Award from the Carbon Trust, an independent company funded by the UK government to promote the reduction of carbon emissions, and practices the green purchasing of all equipment. We approach purchasing on the basis of the total lifecycle of a product, taking into account energy consumption, running costs, transportation and recycling. Environmental considerations account for around 10% of the factors affecting purchasing decisions. We believe that the reliability of products is important and consideration for the environment is an important element that improves the synergy of the Ricoh products.

### ● We appreciate the scheme behind the program and your activities in Africa

We have entered all the Ricoh products we use in the Ricoh Tree Dedication Programme. We decided to participate in the program because we appreciate the scheme to plant trees in proportion to the volume of resources and energy used, which allows us to reduce the environmental impact we cause. We also used the program for information purposes, mentioning it in our university magazine. We find it wonderful that we can contribute to the creation of a sustainable society by supporting your activities in Africa, a continent beset with many problems and suffering deficiencies in many essential fields. We expect that Ricoh UK will offer information on the performance of products that contribute to sustainability.



Mr. Alan Lee (Left)  
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London South Bank University

Ian Moody (Right)  
Ricoh UK Ltd.