

We need to reduce the environmental impact of society to a level that the Earth's self-recovery capability can deal with.

The purpose of environmental conservation activities is to reduce environmental impact to a level that Earth's self-recovery capability can deal with it and sustain the global environment. The Ricoh Group, by considering how the relationship among the three Ps (planet, people, and profit) in environmental, social, and economic activities has changed over time, defines the kind of society we should pursue and carries out its responsibility as a company to create such a society.

Society and the Global Environment in the Past

In the past, the environmental impact caused by society was kept within the limit of the global environment's self-recovery capability. After the Industrial Revolution in the 18th century, however, the world entered an age of mass production, mass consumption, and mass disposal, which significantly increased environmental impact. At the end of the 20th century, some people began to warn against a deteriorating global environment and its impact on human society. Today, companies that are not seriously committed to environmental conservation cannot gain support from society.

Current Efforts by Society and Businesses

Today, people are paying more attention to activities that reduce damage to the global environment, including the sorting of waste, recycling, and prevention of global warming. Manufacturers face such challenges as promoting smaller products with longer lifecycles, energy conservation, and resource recycling, as well as providing the maximum benefit to society and companies with minimum resources. Global companies as well are expected to support and promote the awareness of environmental conservation in developing countries and regions so that they can achieve economic progress with minimum environmental impact. Another important issue is to increase the self-recovery capability of the natural environment by such efforts as improving forest ecosystem conservation.

To Achieve the Ideal Society

To keep environmental impact within the self-recovery capability of the natural environment, setting specific goals for the prevention of global warming, the conservation of resources, and the prevention of pollution is important. Based on the Year 2050 Extra-Long-Term Environmental Vision¹ and as milestones on the path to attaining its long-term vision of the ideal sustainable society, the Ricoh Group has adopted the Year 2010 Long-Term Environmental Goals² and the Environmental Action Plan from 2005³, and has been working in accordance with these policies. To preserve the global environment for future generations, we need to take action with greater environmental awareness and clearer goals.

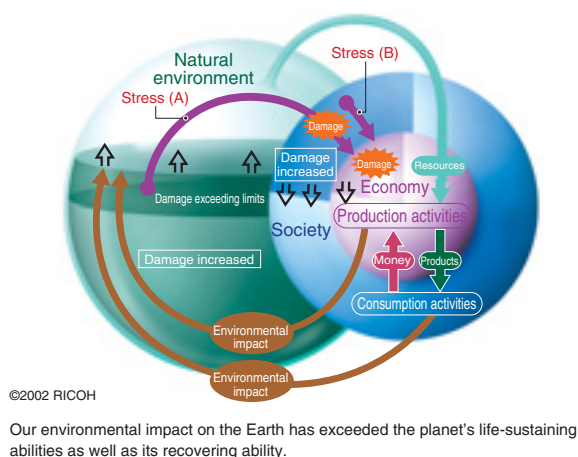
1. See Page 17.

2. See Page 18.

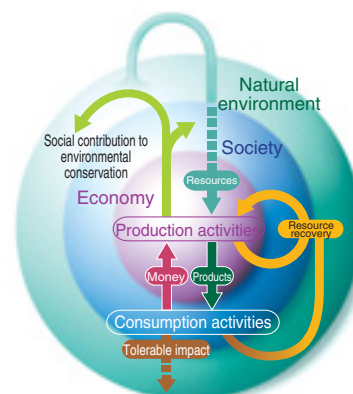
3. See Page 21.

Three Ps Balance™: Representing the Relationship between the Global Environment and Society

■ Status quo



■ Pursuing the Ideal Society



For more information, please visit <http://www.ricoh.com/environment/management/earth.html>