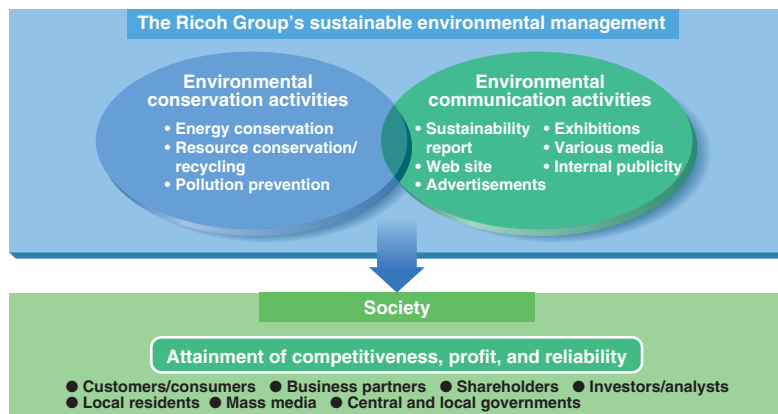


## Expanding the Network of Environmental Conservation Activities through the Promotion of Communications in Good Faith

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 expanding the network of the conservation activities through the promotion of communications in good faith.

### Sustainable Environmental Management and Environmental Communication

#### Expansion of corporate value and reduction in environmental impact



### Communication Activities

#### 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. Since the 2004 edition, we have been issuing in June three kinds of reports at the same time, namely, the Sustainability Report (Environment), Sustainability Report (Corporate Social Responsibility), and Annual Report. Ricoh's sustainability reports were awarded the Environmental Reporting Grand Prize (Minister of the Environment Award) at the 10th Environmental Communication Awards in 2006. The Ricoh Group's sustainability reports can be ordered from our website\*.

\* <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, which is currently used within the Group. Ricoh Sales Co., Ltd., issued its first environmental report in fiscal 2006. Ricoh Fukui Plant was given the Continued Excellence Award for the Site Report of the 10th Environmental Report Award.

#### Environmental Web Site

##### <Ricoh (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 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 Russia, 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](http://www.ricoh.co.jp/ecology/ecotoday/index_e.html)

#### Issue Dates of Sustainability Reports (Environment) and Number of Copies Issued

		Date of Issue	No. of Copies	No. of Pages		Date of Issue	No. of Copies	No. of Pages
Ricoch Group Environmental Report 1998	Japanese	Jan. 1999	26,200	30	Ricoch Group Sustainability Report (Environment) 2003	Japanese	Jun. 2003	21,770
	English	Jan. 1999	500			English	Sept. 2003	7,000
Ricoch Group Environmental Report 1999	Japanese	Sept. 1999	51,300	32	Ricoch Group Sustainability Report (Environment) 2004	Japanese	Jun. 2004	18,790
	English	Sept. 1999	8,375			English	Sept. 2004	7,000
Ricoch Group Environmental Report 2000	Japanese	Sept. 2000	45,950	60	Ricoch Group Sustainability Report (Environment) 2005	Japanese	Jun. 2005	18,535
	English	Dec. 2000	6,800			English	Sept. 2005	7,000
Ricoch Group Sustainability Report 2001	Japanese	Sept. 2001	25,950	74	Ricoch Group Sustainability Report (Environment) 2006	Japanese	Jun. 2006	17,380 (As of the end of April 2007)
	English	Dec. 2001	7,000			English	Sept. 2006	7,000
Ricoch Group Sustainability Report (Environment) 2002	Japanese	Jul. 2002	21,315	84				
	English	Sept. 2002	6,000					

## Environmental Advertisements

### <Ricoh Group (Global)>

Ricoh produces environmental advertisements to inform of its idea of sustainable environmental management based on actual company activities. In fiscal 2006, we launched advertisements with our Year 2050 Environmental Vision as the theme. The advertisements promote Ricoh's concept of sustainable environmental management: in order to solve our environmental problems, it is necessary to set targets based on a long-term perspectives and to carry out specific activities based on those targets. Ricoh's environmental advertisements are launched outside as well as inside Japan.



Advertisement in magazines introducing our environmental vision



Advertisement in magazines introducing part of our sustainable environmental management



Advertisement in magazines introducing part of our sustainable environmental management

## Exhibitions

### <Ricoh Group (Japan and Singapore)>

In December 2006, Ricoh participated in a general environmental exhibition titled Eco-Products 2006 held at Tokyo Big Sight. Under the theme "The Environment Won't Wait," Ricoh introduced its digital multifunctional full-color copiers, which have a substantially shortened recovery time from energy-saving mode using color QSU technology, and GELJET-type multifunctional color copiers, which drastically cut back on maximum electric power consumption. 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 October

2006, Ricoh Asia Pacific Pte. Ltd. and Ricoh (Singapore) Pte. Ltd. participated in the Eco-Products International Fair (EPIF) 2006 held at Suntec Singapore. Energy-saving multifunctional copiers—Aficio MP C1500, C3500/4500, and SP C410DN—and copiers using plant-based plastic were exhibited and the social contribution activities in Singapore that Ricoh is engaged in were introduced at the booth.



Ricoh's booth at EPIF 2006

## Building Awareness in Children

### The World's Largest Science Contest for High School Students

#### <Ricoh Americas Corporation (Global)>

Ricoh Americas Corporation (RAC), the Ricoh Group's regional sales headquarters for the Americas, is one of the major sponsors of the International Science & Engineering Fair (ISEF). ISEF is one of the largest science contests for high school students and about 1,500 students not only from the U.S. but also from more than 40 countries participate in the final round. To raise the students' awareness of the importance of environmental conservation and sustainability, RAC has been giving the Ricoh Sustainable Development Award since 2005. This award is given to a study which has a high potential for making environmental conservation and business com-

patible. Surviving the fiscal 2006 preliminaries, the best awards were given to DJ Ray Horton from the U.S. for his study on the ecological system, and to Emily Levine and Danielle Lent, also from the U.S., for their study on recycling plastic. The award-giving ceremony was held at Albuquerque in New Mexico, U.S.A., on May 17, 2007.



(From left) Danielle Lent, Emily Levine, and DJ Ray Horton, posing with Robert Whitehouse of RAC

### 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 third round of awards was given in March 2007. 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.