



## Day when employees of the Group thought about the environment and took action About 28,000 people at 89 companies in 24 countries participated.

On the night of the summer solstice, Ricoh's advertising towers and signs usually lit up at night in various parts of the world were turned off. Ricoh Group employees and their families all over the world took a variety of actions for the benefit of the Earth.



Poster in English encouraging participation in the environmental event

### Actions encouraged by "Ricoh Global Eco Action"

1. Switch off lights and electric appliances whenever possible in the daytime to save energy.
  2. Finish work on time and turn off lights before leaving the office.
  3. Turn off lights in your house and talk about the environment with your family.
- Turned off the lights at advertising towers and signs (encouraged turning off the lights at advertising towers and signs at business sites).
  - In addition, individual subsidiaries and business sites took their own actions.

\* These activities are in conjunction with the Japanese Ministry of the Environment's "CO<sub>2</sub> Reduction/Lights-Down Campaign" and "Black Illumination 2006."



When indoor lights and neon signs are lit up



When indoor lights and neon signs are turned off

Background photo: PR activities conducted at the entrance to the first floor of Ricoh Head Office

## Ricoh's advertising towers and signs usually lit up at night were turned off in various parts of the world on June 21, 2006.

Ricoh Global Eco Action was an environmental event designed by the Ricoh Group to enhance awareness of the environment and encourage all our employees to take action for the environment. Positive efforts were made to encourage Ricoh's employees to turn off the lights in their offices, finish work on time, and talk with their families about the environment on June 21, which is the summer solstice in Japan. Posters and the intranet were used to publicize participation in the event, which produced action on a large scale, with 28,000 employees at 89 companies in 24 countries participating. Lights at signs and advertising towers were turned off in Japan, China, the U.K., the Netherlands, Belgium, Spain, Hungary, Poland, and Canada. Ninety percent of the employees at our companies who had announced their intention to participate in the event to turn off lights in offices and switch off computers actually did so. In addition, 70% of the employees at our companies finished work by 7 p.m., and 80% talked about the environment with their families.



Ice cream distributed to employees traveling to the office by means other than a car

Netherlands

Car sharing used to commute to work

## Unique actions in different countries

**CO<sub>2</sub> emissions reduced by about 4,470 kg in total**

In addition to activities promoted by the Group as a whole, our subsidiaries in different countries took their own actions in response to employees' unique ideas. Shanghai Ricoh Facsimile Co., Ltd. (SRF) suspended operation of elevators in their office buildings from June 19 to 21. Also, about 400 computers were switched off during the lunch break, and all the employees finished work on time and were requested to refrain from using their cars for commuting on June 21. At Ricoh Electronics, Inc. in the U.S., 500 seedlings were donated by a supplier and distributed to employees, who were encouraged to plant them at home. At Ricoh Europe B.V. in the Netherlands, ice cream was offered to staff members who commuted by public transport, bicycle, or on foot, instead of by car. Ricoh China Co., Ltd. asked companies in its neighborhood to participate in its activities, aiming to expand the network of eco action. The reduction in CO<sub>2</sub> emissions as a result of all these activities was estimated at about 4,470kg. We will continue to expand our network of participants and make it an even larger-scale action event from next year.

Shanghai, China

Neon signs turned off in Shanghai

U.K.

Sections that carried out excellent environmental activities were commended

India

Lights were turned off during the lunch break in the office

China

Folding fans presented to participants in the event by lottery

## Comments from participants

- I did not usually care that much. But after spending a whole day taking notice of it, I realized for the first time how often I had been leaving lights on.
- I went to buy some candles with my children and switched off the lights at eight at night. We even took a bath by candlelight. I told my children not to waste electricity.
- I usually give my children a ride to school. But on that day, I used a bicycle instead.
- The event gave us a good opportunity to think about the environment. I would like to continue to be engaged in small environmental conservation activities as much as possible.
- Although they might appear unexceptional, I think they are valuable activities that are worth continuing.