

Global Network for Sustainable Environmental Management ① Ricoh Global Eco Action

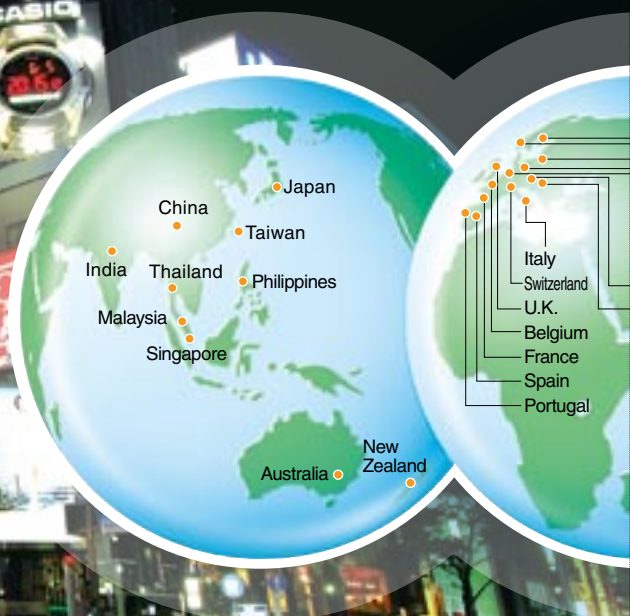
Think & Act!—The day to think about the environment and begin to take action

About 46,000 people in 38 countries/regions joined us to make a green difference, marking a significant increase in the number of participants.

On the night of June 5, 2007, Ricoh's seven advertising towers and 37 signs usually lit up at night in various parts of the world were turned off. Employees of the Group across the globe took a variety of environmentally-friendly actions.

--- Actions encouraged ---

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.
 - In addition, individual subsidiaries and business sites took their own actions.



For more information, please visit: <http://www.ricoh.com/environment/info/2008/ecoaction.html>

Background photo: Turning off the light for Ricoh's billboard on the rooftop of San-ai Dream Center in Ginza, Tokyo

Eco Action held on World Environment Day expanded its network, reducing CO₂ emissions by an estimated 15 tons.

Ricoh Global Eco Action is an environmental event designed by the Ricoh Group to enhance awareness of the environment among its employees. In 2007, its second year, we carried out various attempts to attract a greater number of participants. For example, we prepared promotional posters in different languages and PC wallpapers and sent messages to encourage participation via emails, internal P.A., and company intranet systems. As a result, the participation increased significantly to 46,000 employees at 104 companies in 38 countries and regions. By holding the event on the UN's World Environment Day, the network of Ricoh Global Eco Action was further expanded by attracting a number of external participants such as customers, governments, and non-profit organizations. Collectively, the participants contributed to an estimated 15-ton reduction of CO₂ emissions.

Japan: 46 companies

Head Office staff were encouraged to finish work on time and turn off lights before leaving the office.

With handing out message-attached pocket tissues and sending e-mail messages, a greater number of employees at the Head Office participated, reducing power consumption by about 900 kWh, equivalent to about 335 kg of CO₂ emissions.

Participants' voice It was fun to see Kaeru-kun ("kaeru" means frog and going home in Japanese) at the entrance of the Head Office.



Asia Pacific/India: 11 companies in 8 countries/regions

Collaborating with NPOs, the public sector, and private businesses in Singapore

Ricoh Asia Pacific Pte. Ltd., in collaboration with the Singapore Environment Council, called on external parties to join the Eco Action, resulting in the participation of 18 organizations, including corporations, governmental organizations, schools, and hospitals. In the debriefing session, we received positive feedback from these external participants, including, "We were glad that you asked us to join," and, "We would like to join again next year." Ricoh India Ltd. conducted a street campaign promoting this environmental event and Lanier (Australia) Pty. Ltd. carried out an afforestation program with its customers.

Participants' voice

Our street campaign helped increase peoples' awareness of energy saving.



Photo with the Singapore Environment Council, an NPO (Ricoh Asia Pacific)



Planting trees with customers (Lanier (Australia))



Street campaign promoting the event (Ricoh India)

■ Participating Countries and Regions



The Americas: 16 companies in 14 countries/regions

Eco Action network expanded further with the participation of 12 new companies from Latin America.

An additional 12 group companies in Central and South America joined the latest event. In Ricoh Americas Corporation, each employee received a compact fluorescent light bulb. In Lanier Dominicana, S.A., division-based teams studied water, energy, nature, and other relevant topics and made presentations.

Participants' voice

It was a memorable day to learn and share the knowledge on the environment.



Bringing their own lunch to work to avoid using a car during the lunch break (Ricoh Electronics, Inc.)



Green Team members who made a nature-themed presentation (Lanier Dominicana)

Europe: 26 companies in 14 countries

Offsetting CO₂ emitted during the Eco Action period

In addition to suspending elevator operation and encouraging eco-commuting, Ricoh Europe (Netherlands) B.V. offset CO₂ emitted during the Eco Action period by planting trees and other actions. Ricoh Italia S.p.A. carried out a "Tropical Morning" program, in which its main and branch offices left the air conditioning off during the morning.

Participants' voice

Eco Action spreads well among the employees.



Eco-commuting by bicycle (Ricoh Europe (Netherlands) B.V.)



Bike commuters wearing "Ricoh Eco Logo" jackets (GRAM in the U.K.)

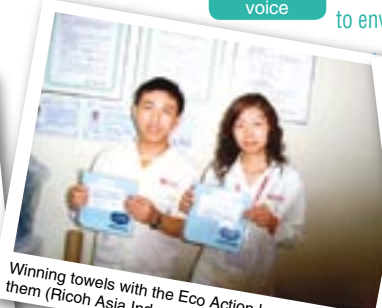
China: 5 companies

Ricoh Express (S.Z.) Warehouse Ltd. encouraged its suppliers to join Eco Action

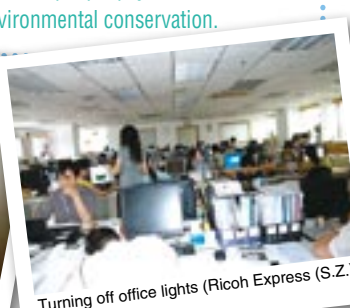
In Ricoh Asia Industry (Shenzhen) Ltd., Shanghai Ricoh Facsimile Co., Ltd. and Tohoku Ricoh (Fuzhou) Printing Products Co., Ltd., a variety of company-wide actions were taken, such as leaving the office on time, commuting by bus/bicycle, and avoiding the use of unnecessary energy. Ricoh China Co., Ltd. sponsored an environmental event in Changning District, Shanghai.

Participants' voice

Glad to see people pay more attention to environmental conservation.



Winning towels with the Eco Action logo printed on them (Ricoh Asia Industry)



Turning off office lights (Ricoh Express (S.Z.) Warehouse)