

Global Network for Sustainable Environmental Management ③ Sustainable Environmental Management in China

We are promoting sustainable environmental management in China, which is transforming itself to become an energy- and resource-conserving society.

With the country's economic development, environmental awareness is rapidly growing in China. At Ricoh China Co., Ltd., we offer environmental education not only to our employees, but to customers and sales agents, to permeate sustainable environmental management.

- An "eco-bag" with Ricoh China's environmental slogan, "Save our China, Save our global environment."

- Handbooks for environmental education (From left)
 - For all employees
 - For customers/new employees/general public
 - For managers/customer-facing staff



- Coasters made from recycled copier materials

Our quest for sustainable environmental management in China started with providing employee education.

Environmental activities by Ricoh China, the Ricoh Group's sales headquarters for China, started with the implementation of environmental education programs for employees in 2004. In practicing sustainable environmental management effectively, it is important to ensure that all Ricoh employees think anew about their day-to-day operations from an environmental perspective, which will naturally lead to all-employee participation. In 2005, Ricoh China began taking specific actions to save energy and reduce resource consumption. With the launch of environmental education for sales agents, the sustainable environmental management network in China has been expanding.

With growing national environmental awareness, we are working to meet customer demand for reduced environmental impact.

In China, the national government has been actively promoting environmental conservation by intensifying environmental regulations and implementing a variety of other initiatives. As a result, Chinese consumers are expecting to see reduced environmental impact from the office-use products they purchase. Ricoh China promotes energy-saving products and collects and recycles used products in an effective manner by using environmental awareness building tools. For instance, our sales personnel are demonstrating our products' energy-saving features and the flows of our product collection and recycling process to customers by using handbooks outlining our sustainable environmental management, eco-bags with an imprinted environmental slogan, coasters made from recycled copier parts, and many other tools.

Voice 1 Environmental Education at Ricoh China

Voice of staff in charge of sustainable environmental management

Our environmental education aims to make environmental conservation a natural part of our operations.

As we at Ricoh China believe that enlightening our employees is the very first step to make good progress in environmental conservation activities, we started with educating our employees about the reality of environmental problems in China, such as resource availability and pollution. We then launched a China Environmental Promotion Team (CEPT) comprising 35 project champions who are tasked with promoting behavioral change in employees. As a result, each of our employees is now mindful of environmental conservation; for example, by using energy effectively and separating garbage properly. From January 2006, the CEPT members have been leading the company's efforts to develop an environmental management system and to obtain ISO 14001 certification.



Environment Division, Ricoh China (From left)

Mitsuo Tanaka
Manager of Environment Division

Wen Yuan
Sustainable Environmental Management Department

Jian He
Sustainable Environmental Management Department

Toshiki Fujino
Head of Sustainable Environmental Management Department

Voice of CEPT members

Our behavior has changed, as has that of our coworkers, and our activities have been growing in the communities where we do business.

As CEPT members of the North China Office in Beijing, we took a series of environmental education programs, including those on Ricoh's environmental policy and goals, ISO 14001, and green procurement. Even though we did not have particular interest in the effective use of energy and resources before, once we came to be positioned to provide green education to departmental coworkers, we soon realized ensuring everyone in the office acts in an energy-saving manner is much easier said than done. However, as the importance of environmental conservation has been reiterated on many occasions, including top management's policy announcements and regular morning meetings, environmental awareness of every employee has grown gradually. As a result, avoiding unnecessary energy consumption has now become "business as usual" in our office. For instance, we turn on lights only for necessary locations. We also co-organized awareness-raising community events for the environment with local governments. We are looking forward to seeing that small improvements by individuals multiplied across a large number of participants will make a big difference in our society.



North China Regional Office, Ricoh China (From left)

Kenichiro Ushioda
Regional Manager

Xin Liu
Manager HR & Adminsection

Voice 2 Environmental Awareness-Building Programs for Sales Agents

Voice of marketing staff in Ricoh China

Supporting sales agent changes in environment-related attitude and behavior by emphasizing the close connection between environmental conservation and business interests

From January 2008, "environmental provisions" have been newly included in the annual contracts that Ricoh China enters with its sales agents. This is because we would like our sales agents to recognize that business and environmental interests indeed go hand-in-hand, and thus we, including our agents, need to implement sustainable environmental management in a proactive manner, not just merely in reaction to regulatory requirements. Rather than just encouraging the agents to sell our products in an environmentally-friendly manner, we wanted to see environmental consciousness become an integral part of their business. We thus decided to include three environmental provisions—i.e., taking environmental education, communicating environmental features of Ricoh products to customers, and collecting used equipment and supplies—



Yutaka Tamano
Manager of Sales Division
Ricoch China

in the annual contracts to which our sales agents agree and sign. We look forward to witnessing our environmentally-educated agents being able to communicate Ricoh products' energy-saving features to customers in even more easy-to-understand ways and reinforcing a positive cycle of sales-collection-recycling processes.

Voice of a sales agent

Integrating what I learned from the environmental education into my business operations

Since January 2007, I have taken four rounds of Ricoh China's environmental education on such topics as environmental labels, green marketing, and used product collection and recycling. Before taking the courses, I knew that environmental conservation was important, but did not know where to start. Ricoh China is the only business partner that included its sales agents like myself into its environmental education programs to teach the specific actions we should take. Now I am more confident about how I should integrate environmental elements in managing and operating our business. Our customers, especially non-Chinese and governmental organizations, are environmentally conscious. The environmental focus of our proposals is increasingly serving as a decisive factor in closing deals with customers. We place "Recyclable" stickers on the toner bottles we sell to emphasize that the products are properly collected and recycled after use. We also explain to our customers how collected bottles are recycled.



Song Guohua
President
Shenzhen Putian Office Machine

