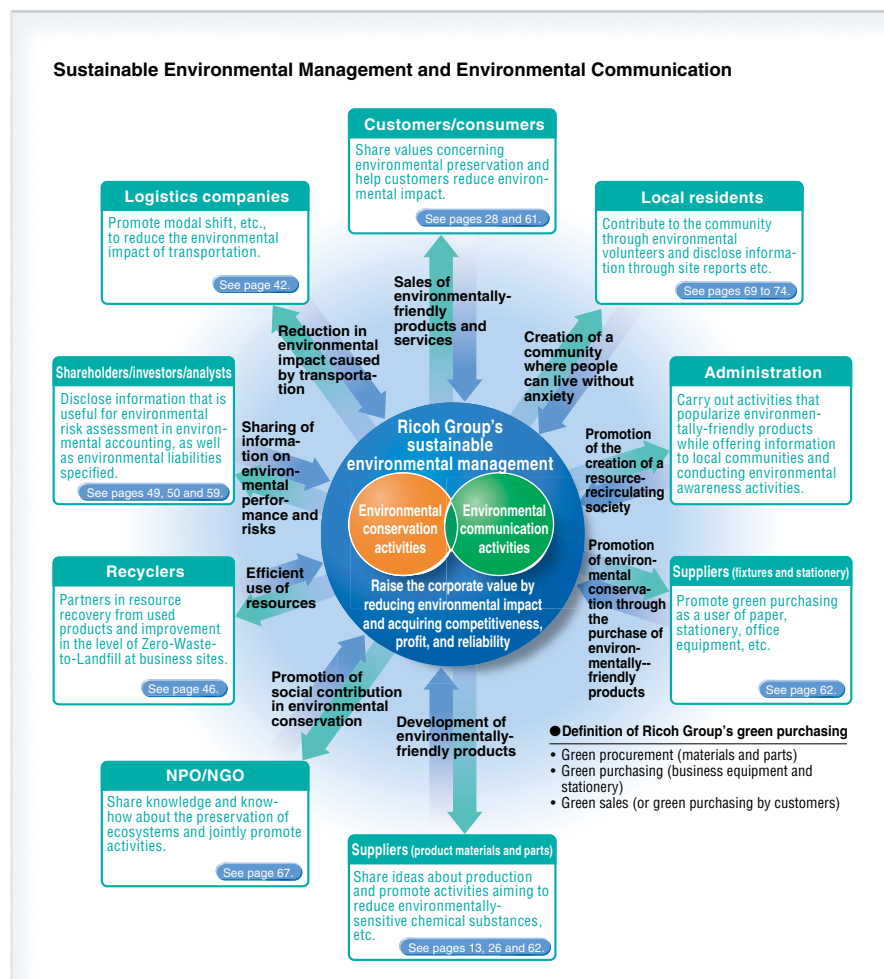


We will promote communication with all stakeholders in good faith and expand the network of sustainable environmental management.

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 its network of the conservation activities through the promotion of communication in good faith.



Communication with Customers

Developing "Live Offices" Globally <Rico Group (Japan and Singapore)>

The Ricoh Group implements rigorous recycling measures through paperless offices and thoroughgoing separation of office waste to create environmentally-friendly offices. We provide customers with the know-how that we have gained from such practices by opening our offices to the public as "live offices." Live offices started in Japan, and currently more than 50 offices have been opened throughout Japan. Ricoh Asia Pacific Pte. Ltd. (RA), a regional sales headquarters in the Asia-Pacific region, stepped up environmental measures at its offices as well. As a result, RA received the Eco Office Certification from the Singapore Environment Council in fiscal 2004 and renewed its certification in fiscal

2007. SAP Asia Pacific and many other customers have visited RA's office to gain firsthand knowledge of the company's know-how for reducing the environmental impact. Applying this know-how, some customers have actually achieved environmentally-friendly offices at their sites. Through this initiative, we are helping to extend the network of sustainable environmental management.



Live office in Japan (Rico Sales)



RA receives Eco Office Certification.



INTERVIEW

University of California

The Ricoh Group is actively promoting green marketing throughout the world. In the United States, the Group is promoting sustainable environmental management and implementing a collection, reuse and recycling process for used products and toner cartridges. These initiatives have won admiration and resulted in successful business negotiations. Moreover, the Group is often asked for support as a sustainable environmental management partner. Through its green marketing, Ricoh is working to expand the network of sustainable environmental management.

We meet environmental challenges seriously to build environmental awareness for students who will be future leaders.

The University of California (UC) system boasts leading-edge research achievements in the areas environmental science, energy conservation, sustainable agriculture, global studies and ecology. All of the University's 10 campuses have sustainability committees that lead proactive initiatives to address environmental issues at their respective locations. These groups, comprised of students, faculty, administrators and staff, are leaders in their local communities and the higher education community in highlighting global sustainability issues and raising the awareness of more than 214,000 students at UC who will determine the future of the global environment. In a current project to reduce paper consumption and environmental



University of California
Official Seal and
Ms. Lesley Clark,
Commodity Manager,
Strategic Sourcing Office of
the President

impact, the University is promoting conversion to 30% PCW (Post-Consumer Waste) paper and duplex printing. UC highly evaluates the Ricoh Group's resource-saving and recycling efforts and expects Ricoh to provide the necessary education for our staff and students so that they can fully leverage the environmentally sustainable functions of Ricoh products.

Communication with Suppliers

Supporting Suppliers in Zero-Waste-to-Landfill Activities

<Ricoh Electronics, Inc. (U.S.)>

The California Plant of Ricoh Electronics, Inc. (REI), a manufacturing subsidiary in the U.S., is supporting suppliers in Zero-Waste-to-Landfill activities under the concept of having more partners for the creation of a sustainable society. In fiscal



People from Memory Experts International achieving Zero-Waste-to-Landfill and REI employees

2007, Memory Experts International, Inc. and U.S. Copy, Inc. followed Triple A Containers, Inc., which achieved Zero-Waste-to-Landfill in fiscal 2005. The recognition that Zero-Waste-to-Landfill is not the goal, but a tool to achieve environmental conservation and produce economic value such as cost reduction, is spreading among the suppliers as well.

Green Purchasing

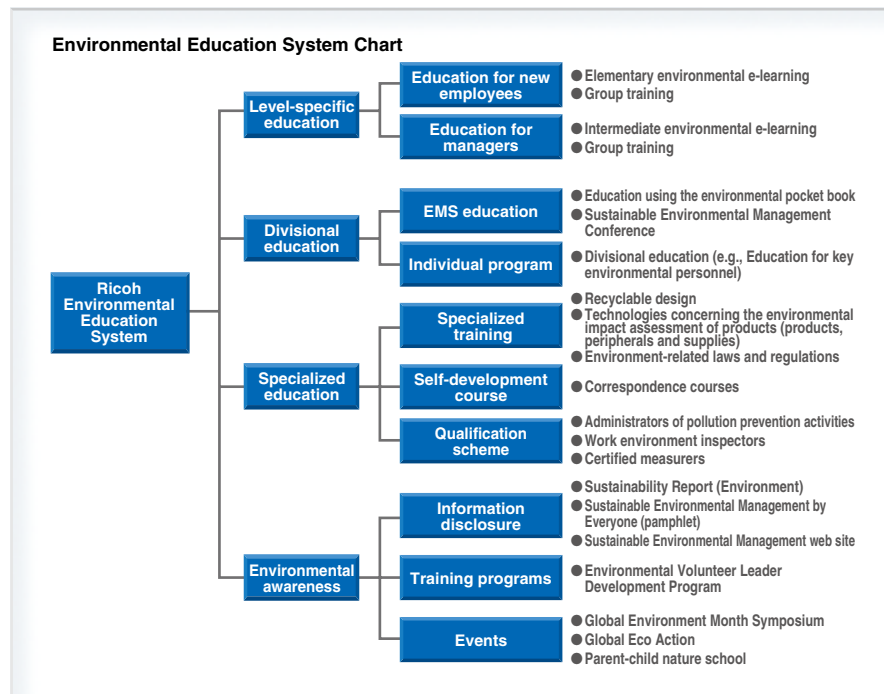
<Ricoh Group (Global)>

The Ricoh Group is promoting green purchasing, which promotes the active use of environmentally-friendly products, as a user of paper, stationery, office equipment, etc. In April 2002, the Ricoh Group formulated Green Purchasing Guidelines in Japan for eight categories: paper, stationery, office equipment, OA equipment, home appliances, work gloves, work uniforms, and lighting. Production and non-production sites outside of Japan are also promoting green purchasing by establishing their own standards.

Environmental Education and Environmental Awareness Building for Employees

Implementation of Educational
Measures Based upon an
Environmental Awareness Survey
<Ricoh Group (Japan)>

To realize all-employee participatory sustainable environmental management, the commitment of senior management and the active efforts of all divisions are essential, and so is the fostering of employees who can carry out sustainable environmental management in their own operations. The results of sustainable environmental management will widely differ depending on the awareness of about 83,000 individual employees of the Ricoh Group around the world. The Ricoh Group defines high environmental awareness as knowledge of the environment and participation in environmental activities. The Ricoh Group takes a variety of measures for environmental awareness activities and education based upon regular environmental awareness surveys of employees, aiming to foster employees who can spontaneously incorporate environmental viewpoints into their own business activities and put them into practice.



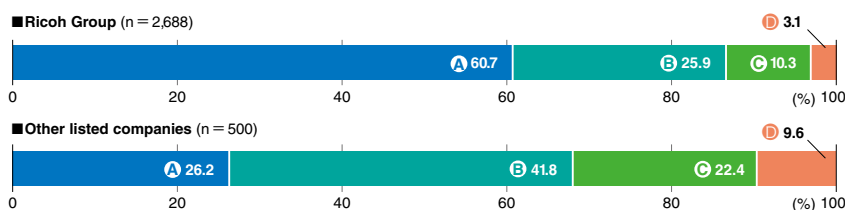
Implementing the Ricoh Group Environmental Awareness Survey in Fiscal 2007

In fiscal 2007, the Ricoh Group conducted a survey to compare the environmental awareness of the Group and that of other companies. The survey aimed to clarify the characteristics of the awareness and behavior of the Ricoh Group employees and gauge the difference in awareness levels compared with other companies, by conducting a similar survey of other companies' employees (about 500 employees of machine- and IT-related companies that are listed on the stock market and have more than 1,000 employees). In the future, the Ricoh Group will organize educational programs based upon the results of the survey.

Results of Survey in Fiscal 2007 (extract)

● Which is the closest to your ideas about environmental conservation and profit generation by companies?

- Ⓐ It is necessary to generate profit through environmental conservation activities.
- Ⓑ It is desirable to generate profit through environmental conservation activities, but not absolutely necessary.
- Ⓒ Environmental conservation activities are necessary, even if they show a deficit.
- Ⓓ I have no definite ideas.



The Ricoh Group employees are more aware of the basic ideas of sustainable environmental management—realization of both environmental conservation and profit generation—than employees of other companies.

Elementary and Intermediate
Environmental e-Learning for
Employees

<Ricoh Group (Japan)>

An elementary e-learning course, "First Steps to Sustainable Environmental Management," was conducted over the in-house LAN for Ricoh employees in fiscal 2006. The curriculum covered "Companies' Missions in Global Environment Problems," "Activity Cases in Respective Divisions," and other subjects, and aimed to enhance understanding and awareness towards sustainable environmental management. In fiscal 2007, the program was expanded to cover employees of other Group companies in Japan. In April 2008, intermediate e-learning was introduced for managers and employees in charge of environmental activities in each division at Ricoh; the curriculum covered how to incorporate environmental viewpoints effectively into operations and how to understand the effects of sustainable environmental management.



Ricoh Group's Sustainable Environmental Management Conference

<Ricoh Group (Global)>

Ricoh Group's 14th Sustainable Environmental Management Conference was held in February 2008. Ricoh Ohmori Office was the main venue of the conference, with Ricoh Head Office and Ricoh Technology Center as satellite venues where simultaneous airing was provided, and a total of 470 employees participated in the conference. The theme was "Let's think of what each one of us should do to help achieve the targets of the 16th Mid-Term Environmental Action Plan!" Lectures titled "Challenges of Life on the Earth," by Mr. Mamoru Mori, an astronaut, and "Developments after the Kyoto Protocol," by Mr. Sakurai, chairman of Ricoh, were followed by a review of the results of sustainable environmental management up to fiscal 2007¹ and an explanation of the 16th Mid-Term Environmental Action Plan² that will start in fiscal 2008. A commendation ceremony for the 6th Ricoh Group Sustainable Development Award was also held during the conference, with "Exercising Sustainable Environmental Management through Realization of Both Environmental Conservation and Business Creation in Product Recycling"³ winning the grand prize. Mr. Kondo, president and CEO of Ricoh, gave general comments and concluded the conference by saying, "Let us promote energy conservation with even higher aims."

1. See page 23.

2. See page 21.

3. See pages 31 and 32.



Ricoh Group employees listening to general comments by Mr. Kondo, president and CEO of Ricoh Co., Ltd.

European Environment Conference <Ricoh Group (Europe)>

The European Environment Conference was held in May 2007 in Halderen in the Netherlands. Seventy people in charge of the environment and recycling efforts from 35 sales subsidiaries and manufacturing subsidiaries in 16 countries in the European region participated in the conference. They reviewed the 15th Mid-Term Environmental Action Plan, confirmed policies and strategies for achieving the targets presented in the 16th Mid-Term Environmental Action Plan, presented excellent cases in respective countries, and actively exchanged opinions about improving relationships with stakeholders. Like last year, trees were planted to offset the CO₂ generated during the conference, but this year's planting of 804 trees was done for "climate neutral," to offset not only CO₂ but also other greenhouse gases such as NO_x and SO_x.

Chinese Environment Conference <Ricoh Group (China)>

The 1st Chinese Environment Conference was held in the head office building of Ricoh China Co., Ltd. (RCN), regional sales headquarters for the China region, in November 2007. One hundred and forty-three people participated in the conference, including the presidents and employees in charge of the environment, sales, or services of group companies in China. The theme was "Promotion of Sustainable Environmental Management and Green Marketing through Coordination of Development/Design, Procurement/Production, Sales/Services, and Logistics." Representatives of companies with respective functions presented environmental conservation activities at their companies. In addition, all the participants visited leading recyclers in China that handle waste from RCN and Shanghai Ricoh Digital Equipment Co., Ltd. (SRD) on consignment. Today's China is faced with rapid growth in environmental awareness. RCN will lead the industry in

sustainable environmental management under the environmental slogan, "To Protect Our China and Our Global Environment!"



Organization of Environment-Related Specialized Training Courses <Ricoh Group (Japan)>

To develop personnel who can manufacture environmentally-friendly products or manage chemical substances properly at their workplaces as sustainable environmental management specialists, environment-related specialized training courses, such as LCA and recyclable design, are organized for employees.

Environment-Related Specialized Training Courses (Number of Participants)

Name of course	Number of participants in fiscal 2007
Life Cycle Assessment (LCA) (basic)	30
Life Cycle Assessment (LCA) (application)	10
Safety of Supplies (elementary)	20
Safety of Supplies (advanced)	36
Environment-Related Laws and Regulations	64
Noise (basic)	31
Recyclable Design	35
Thermal Design for Office Equipment	17
Ricoh Group's Chemical Substance Management System (outline)	24
Total	267

Communication with Children

The Wonders of a Photocopier Exhibition at Miraikan

<Ricoh (Japan)>

The Wonders of a Photocopier Exhibition was held from June to August 2007 at the National Museum of Emerging Science and Innovation (Miraikan) in Odaiba, Tokyo. Various hands-on exhibits that could be enjoyed by everyone from children to adults were displayed so visitors could learn the attraction of scientific principles that are applied in copiers as well as the significance of global

environmental conservation. A variety of people, including children, families, and students on a school trip, enjoyed wondrous experiences, and the number of visitors during the 70-day exhibition period reached about 70,000. The event was organized in compliance with the official partnership contract Ricoh signed with Miraikan in October 2006.



Ricoh Parent-Child Nature School Held

<Ricoh Group (Japan)>

The sixth Ricoh parent-child nature school was held in July 2007 in Afan Woodland of Kurohime in Nagano Prefecture under the joint sponsorship of Ricoh and the C.W. Nicol Afan Woodland Trust. It was a two-day nature-experiencing program for the Ricoh Group employees and their families to learn the importance of nature through actual experiences. Author C.W. Nicol started buying parcels of land in abandoned community forests—now Afan Woodland—20 years ago, hoping to restore them to rich forests where wild animals and people could co-exist. And today he continues his forest restoration efforts. Twenty-four people from nine families fully enjoyed the nature in the forest through such programs as “Bug Exploration Party,” “Art Therapy,” and “Treasure Hunt in the Forest.”

**Supporting Environmental Activities by Students**

<Ricoh Americas Corporation, Ricoh (Global)>

Various companies of the Ricoh Group lend a hand to student environmental activities. For example, 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. About 1,500 students, not only from the U.S. but also from more than 40 other countries and regions, participate in ISEF. RAC has been giving the Ricoh Sustainable Development Award since 2005 to studies contributing to making environmental conservation and business compatible. In fiscal 2007, the best awards were given to Ms. Erica E. David, Mr. Jesper L. Rasmussen, and Mr. Michael K. Madsen,



(From left) RAC employee, Ms. Erica Elizabeth David, Mr. Jesper Lykke Rasmussen, Mr. Michael Kaergaard Madsen, Mr. Ashutosh Patra, and Mr. Parker Owan

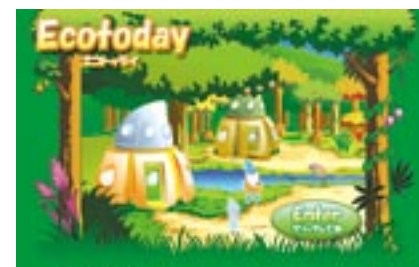
while special awards were awarded to Mr. Ashutosh Patra and Mr. Parker Owan. In addition, Ricoh sponsors the School Eco Awards which recognize eco-activities carried out at elementary and junior high schools all over Japan and essays about ecology. The fourth round of awards was given in March 2008.

Environmental Web Site for Children

<Ricoh (Global)>

Ricoh's environmental web site has a learning section for children, “Ecoday Tempel-Tuttle Story.” In it, forest ecosystem conservation activities supported by Ricoh are explained in an easy-to-understand way, using examples from Russia, Ghana, Malaysia, and Japan, and children can learn about environmental problems through quizzes and games.

* <http://www.ricoh.com/environment/ecoday/>

**Disclosing Sustainable Environmental Management Information****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, Sustainability Report (Environment), Sustainability Report (Corporate Social Responsibility), and Sustainability Report (Economic). The Sustainability Report (Environment) 2007 was given the Grand Prize of the 11th Environmental Report

Award. The Ricoh Group's sustainability reports can be ordered from our web site.*

* http://www.ricoh.com/about/csr_environment/request/

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 Fukui Plant was given the Site Report Award of the 11th Environmental Report Award.

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
Ricoh Group Environmental Report 1998	Japanese	Jan. 1999	26,200	30	Ricoh Group Sustainability Report (Environment) 2003	Japanese	Jun. 2003	21,770
	English	Jan. 1999	500			English	Sept. 2003	7,000
Ricoh Group Environmental Report 1999	Japanese	Sept. 1999	51,300	32	Ricoh Group Sustainability Report (Environment) 2004	Japanese	Jun. 2004	18,790
	English	Sept. 1999	8,375			English	Sept. 2004	7,000
Ricoh Group Environmental Report 2000	Japanese	Sept. 2000	45,950	60	Ricoh Group Sustainability Report (Environment) 2005	Japanese	Jun. 2005	18,535
	English	Dec. 2000	6,800			English	Sept. 2005	7,000
Ricoh Group Sustainability Report 2001	Japanese	Sept. 2001	25,950	74	Ricoh Group Sustainability Report (Environment) 2006	Japanese	Jun. 2006	18,270
	English	Dec. 2001	7,000			English	Sept. 2006	7,000
Ricoh Group Sustainability Report (Environment) 2002	Japanese	Jul. 2002	21,315	84	Ricoh Group Sustainability Report (Environment) 2007	Japanese	Jun. 2007	17,700 (As of the end of April 2008)
	English	Sept. 2002	6,000			English	Sept. 2007	7,000

* Reports in Chinese for fiscal 2005 and subsequent years are available on our web site.
<http://www.ricoh.com/environment/report/pdf2007/china/all.pdf> (2007 version)

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 that on efforts made at business sites, environmental information of products, and the latest news. It is also available in English and is linked to affiliates throughout the world. In fiscal 2007, an online interactive questionnaire was started to collect opinions about the Ricoh Group's sustainable environmental management from people visiting Ricoh's web site in Japanese. In the first questionnaire, the respondents were requested to offer opinions about the Ricoh Group's Extra-Long-Term Environmental Vision. During a period of almost five months, 276 people answered the questionnaire, 62% of whom said they agreed with the Extra-Long-Term Environmental Vision. Some of the respondents said, "I highly value that Ricoh sets its targets using the back-casting method from a long-term point of view on a global level, instead of setting short-term profit targets," and, "I would like Ricoh to prove and demonstrate to people in and outside Japan that companies can generate profit while reducing the absolute amount of environmental impact." The response rate of the online interactive questionnaire reached 94%. Ricoh will continue conducting the questionnaire and reflect customers' views in its sustainable environmental management.

* <http://www.ricoh.com/environment/>

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 2007, we launched environmental advertisements with "sustainable society" as the theme. The advertisements aimed to promote the Comet Circle concept, Ricoh's concept of a sustainable society with less environmental impact, by introducing a variety of environmental activities carried out under this concept. Ricoh's environmental advertisements are launched outside as well as inside Japan.

* <http://www.ricoh.com/environment/advertisement/index.html>



Advertisement in a magazine introducing an example of sustainable environmental management



Advertisement in a magazine for environmental awareness building

Exhibitions

<Ricoh Group (Japan)>

In December 2007, Ricoh participated in a general environmental exhibition titled Eco-Products 2007 held at Tokyo Big Sight. Under the theme, "Expanding the Network of Sustainable Environmental Management," Ricoh presented the ideal state of the Earth Ricoh aims to realize, while comprehensively exhibiting technologies, products, and activities relating to sustainable environmental management. On the last day, Prime Minister Fukuda visited Ricoh's booth and experienced using the heat of an iron to erase letters from a rewritable thermal sheet produced by Ricoh.



Prime Minister Fukuda erasing the written letters with an iron

External Lectures

<Ricoh (Japan)>

Ricoh gives lectures to people in every sector, including companies and groups, aiming to expand the network of sustainable environmental management. Ricoh employees talk about the Group's environmental conservation activities so that people can refer to them when they carry out their own activities. The lectures are mainly about the concept of sustainable environmental management, environmental conservation activities in relation to Ricoh's main business, environment-conscious social contribution activities (forest ecosystem conservation by environmental volunteers), and so forth. In fiscal 2007, 33 lectures were delivered at national and other public entities, chambers of commerce and industry, companies, universities, etc.



Ricoh employee giving a lecture (Environmental Communication Symposium sponsored by the Japanese Ministry of the Environment, etc.)

Global Environment Month Symposium

The second Ricoh Global Environment Month Symposium was held in June 2007 at Miraikan in Odaiba, Tokyo. Under the theme, "Aiming to Realize Both Corporate Activities and Conservation of Ecosystem and Biodiversity," representatives from companies and NPOs gave lectures and held a discussion.*

* For details of the symposium, see [page 68](#).

