

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

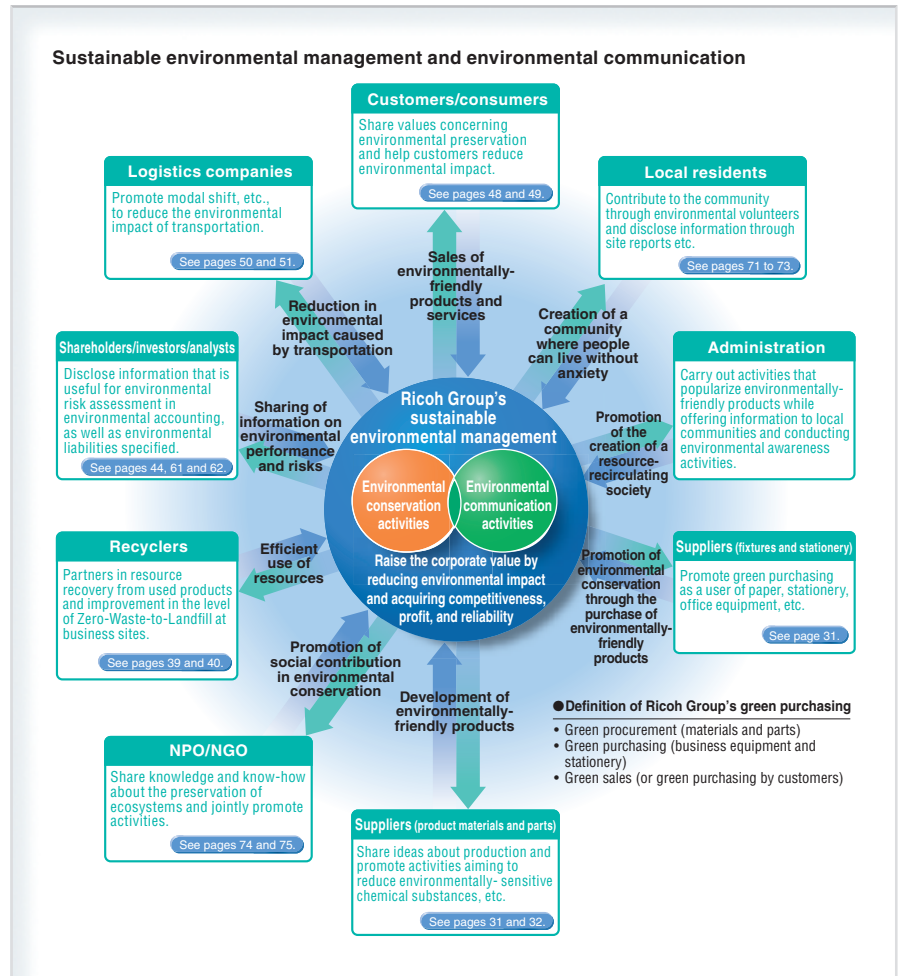
To be a going concern whose growth and development is desired by society, promoting environmental conservation activities alone is not enough. We have to make efforts to inform as many people as possible of our philosophy and activities so that we may win public trust and confidence. The active disclosure 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.

Issuance of Sustainability Reports (Environment) <Ricoh Group (Global)>

The Ricoh Group's environmental report has been issued annually since it was first published in April 1998, which disclosed fiscal 1996 data. Since the 2004 edition, we have been issuing, in June, three reports: Sustainability Report (Environment), Sustainability Report (Corporate Social Responsibility), and Sustainability Report (Economic). The 2008 sustainability reports were awarded the Environmental Reporting Grand Prize (Minister of the Environment Award) at the 12th Environmental Communication Awards hosted by the Japanese Ministry of the Environment and the Global Environmental Forum. The Sustainability Report (Environment) 2008, meanwhile, was chosen as a recipient of the Excellence Award of the 12th Environmental Report Award hosted by Toyo Keizai, Inc. and Green Reporting Forum.



Receiving the Minister of the Environment Award from the Environmental Minister, Tetsuo Saito



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 guidelines¹ for the preparation of site reports on environmental conservation for its business sites in fiscal 2001, and this is currently used within the Group. The Environmental Report 2008² of Ricoh Gotemba Plant received the Environmental Site Report Award of the 12th Environmental Report Award.

1. <http://www.ricoh.co.jp/ecology/report/site.html>
2. <http://www.ricoh.co.jp/ecology/report/gotenba/index2008.html>

Environmental web site

<Ricoh (Global)>

Ricoh's environmental web site¹ focuses on visibility, simplicity, and user-friendliness so that visitors can easily find the information they want, including environmental information of products and the latest news. It is also available in English and is linked to affiliates throughout the world. For children, the learning section, "Ecoday Tempel-Tuttle Story,"² provides stories about forest ecosystem conservation activities supported by Ricoh in various parts of the world, as well as quizzes and games to learn environmental issues in an enjoyable way.

1. Ricoh's sustainable environmental management:
<http://www.ricoh.co.jp/ecology/>
2. Ecoday Tempel-Tuttle Story:
<http://www.ricoh.co.jp/ecology/ecoday/>

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 2008, 33 lectures were delivered at national and other public entities, chambers of commerce and industry, companies, universities, etc.



Ricoh employees present lectures at the Special Symposium on Eco Products

World Exhibition of Copying Machines held at the National Museum of Emerging Science and Innovation

In August 2008, we held the "World Exhibition of Copying Machines: Sending Information on Paper" at the National Museum of Emerging Science and Innovation (Mirai) in Odaiba, Tokyo. This is the second annual event we have organized to let people know about Ricoh's technologies and environmental conservation measures. The event is held during the summer vacation season. Under the theme of the year, "Sending Information on Paper," the mechanisms of copiers were explained in an easy-to-understand way. Children, families, and many other people visited the exhibition and enjoyed learning about Ricoh's image processing technologies and language character recognition technologies. A total number of 30,000 people visited the exhibition.



Children sticking their names on the "Promise Tree"

Supporting customers' sustainable environmental management

<Ricoh China Co., Ltd. (China)>

Ricoh China Co., Ltd. (RCN), sales headquarters for the China region, has been gaining customer trust by actively offering the know-how each Ricoh Group company in China has gained through the course of their environmental management activities. In addition to some 50 information briefing sessions with customers and 20 lectures held to date, RCN provides customers with various types of support in sustainable environmental management, including know-how in environmental impact and cost reduction and consultation on ISO14001 certificate acquirement and social contribution in environmental conservation.



Mitsuo Tanaka, manager of Environment Division, RCN, giving a lecture at g-GAT (Japan-China Association of Applied Technology in Electronics Businesses)

Exhibitions

<Ricoh Group (Japan)>

In December 2008, Ricoh participated in a general environmental exhibition titled Eco-Products 2008 held at Tokyo Big Sight. Ricoh presented the ideal state of the Earth Ricoh aims to realize, while comprehensively exhibiting technologies, products, and activities relating to sustainable environmental management. At the main booth, children enjoyed animated quizzes designed to teach the importance of biodiversity conservation, while demonstrations explaining Ricoh's sustainable environmental management and the Comet Circle were also given.



Environmental advertisements

<Ricoh Group (Global)>

Ricoh produces environmental advertisements to present its idea on sustainable environmental management based on actual company activities. In fiscal 2008, we produced advertisements with "environmental technologies" and "environmental conservation activities carried out with customers" as themes to emphasize our expanding network of sustainable environmental management by pursuing conservation activities in cooperation with customers. Ricoh's environmental advertisements are launched outside as well as inside Japan.

* <http://www.ricoh.co.jp/ecology/communication/adv.html>



Advertisement in a magazine introducing an example of sustainable environmental management

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



(From left) RAC Mr. Bob Whitehouse, Mr. Hetal Anjibhai Vaishnav, Mr. Andrew Kipling Miller

the Ricoh Sustainable Development Award since 2005 to studies contributing to making environmental conservation and business compatible. In fiscal 2009, the best awards were given to Mr. Andrew K. Miller and Ms. Hetal A. Vaishnav in the awarding ceremony held in Reno, Nevada. 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 fifth round of awards was given in March 2009.

Participating in Earth hour 2009, a global environmental event

<NRG Gestetner South Africa (Pty) Ltd. (South Africa) >

NRG Gestetner South Africa (Pty) Ltd., a sales subsidiary in South Africa, participated in "Earth hour 2009" held in March 28. Lights in offices and neon signs were turned off, and 74 employees spent the night at special events,

including "candle nights" and "fire parties," with families, friends and other local residents. As a whole, NRG Gestetner contributed to a reduction of 300 kg of CO₂ emissions. There was also a lottery and six employees that participated in the event won a water powered clock.



Employees and their families and friends enjoying a fire party

TOPIC

Ricoh Global Eco Action

On the day set to think about the environment and begin to take action, about 43,000 people in 31 countries and regions joined us.

Each year, Ricoh Global Eco Action is held to celebrate World Environment Day (June 5) and to raise the awareness of Ricoh Group employees in environmental conservation. In 2008, we called for the Ricoh Group members, our business partners and local governments throughout the world to participate in the third round of the annual event. In response to our invitation, a total of 43,000 people joined us from 65 companies located in 31 countries and regions. They took various eco actions of their choice, such as switching off lights at the office, turning off neon signs and advertising boards, leaving the office on time without working overtime, and taking eco-friendly transportation to work. In December 2008, winter day Eco Action was organized



Teaching the importance of environmental conservation to children at a local elementary school (Ricoh Panama)



Poster to advertise Ricoh Global Eco Action

for member companies in Japan. Participation in the event was advertised at the LPGA Tour Championship Ricoh Cup, a women's golf tournament held at the end of November 2008. The chairperson of the LPGA (Ladies Professional Golfers Association of Japan) and 25 Cup players and 690 visitors responded to the invitation, further boosting the Eco Action community.