

Implementing the Environmental Action Plan

Sample Activities in Japan

Tree planting to celebrate Shinyugaku volunteer group <Tohoku Ricoh Co., Ltd. (Japan)>

Tohoku Ricoh has been supporting Shinyugaku Satoyamanokai (“rural landscape conservation group for forests, play and learning”), a volunteer group for forest conservation, which was started in December 2007 in Shibata-gun, Miyagi Prefecture, Japan. On June 15, 2008, employees of Tohoku Ricoh Co., Ltd. joined the group at a celebratory ceremony and planted some 150 trees. A total of 32 other participants also joined in, including members of the volunteer group, representatives of Numabe Working Forest Co-operatives, Shibata-machi, Murata-machi, and the Social Welfare Council, and visitors from Taiyo no Mura, a public accommodation facility in the neighborhood. They spent an enjoyable hour planting trees selected to give a seasonal impact, such as different varieties of cherries, Japanese maples, oaks and chestnuts.



Oonomi Green Tourism <Ishikawa Branch, Ricoh Chubu Co., Ltd. (Japan)>

The Ishikawa Branch of Ricoh Chubu Co., Ltd. in Japan has been encouraging its employees to participate in volunteer activities geared toward rural landscape conservation. In fiscal 2008, the attendance from the branch to various activities totaled 333. In June 2008, the branch signed the “Agreement on Supporting Activities to Use and Conserve the Rural Landscape,” an initiative organized by Ishikawa Prefecture, and declared its will to support rural landscape conservation in the area. On May 11 and

September 23, branch employees participated in rural landscape restoration activities organized by the Oonomi Green Tourism Council, a non-profit organization, in the Kumabuchi area of Nanao City, and the total attendance numbered 39. Those who experienced rice seedling transplanting and rice harvesting said they were excited to harvest the rice they planted in the spring. Many expressed their will to participate in another event.



Citizen Institute gave a lecture entitled, “What is Biodiversity.” This was followed by lectures by the Environment Division of Ricoh Co., Ltd., including one on “Ecosystem Conservation by Ricoh.” Then Mr. Noriaki Mitsumori of the Nature Citizen Institute led a concept workshop—“Environmental Conservation and Restoration from the Viewpoint of Other Living Forms”—and fieldwork. The event was concluded with a question and answer session on biotope creation in the office.

Biodiversity study session <Ricoh Human Resources Division (Japan)>

As the first step of biodiversity conservation, the Human Resources Division of Ricoh Co., Ltd. conducted a survey in September 2008 to learn what kind of life forms they have in the premises and the surrounding areas of the Ginza, Ohmori, Shinagawa and Shin-Yokohama offices. In March 2009, the survey results were discussed at a biodiversity study session held at the Ohmori Office with the participation of some 20 employees. Ms. Risako Noguchi of the Nature



Sample Activities outside Japan

Activities to recover the ecosystem in collaboration with the community

<Ricoh UK Products Ltd. (UK)>

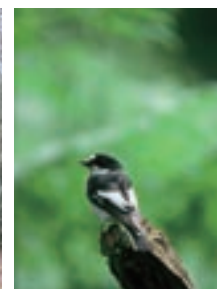
Ricoh UK Products Ltd. (RPL), a manufacturing subsidiary in the U.K., announced that it would recover the ecosystem across the Telford area and held a ceremony to celebrate the beginning of these activities in June 2008. The results of the activities will be checked by monitoring the number of pied flycatchers, a species of bird that ranks high in the ecosystem.

BESST*, a local environmental network headed by RPL, has been central in the efforts to reduce environmental impact in the area, and RPL's commitment to recovering the environment will continue into the future.

* BESST (Business Environment Support Scheme for Telford): Consists of a variety of members including Japanese and local companies, public organizations, and educational/medical institutions.



RPL and Shropshire Wildlife Trust members participating in activities to recover the ecosystem



Pied Flycatcher



Mr. Nakanishi putting up the nest boxes, Managing Director of RPL (right)

Environmental conservation promotion for citizens

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

In June 2008, Ricoh China Co., Ltd. (RCN), the Ricoh Group's sales headquarters for China, supported the Environmental Conservation Agency of the Changning District of Shanghai in its environmental conservation promotion program for citizens at an event celebrating the World Environment Day. RCN awarded communities and schools that participated in tree planting and street cleanups. To raise awareness, RCN used panel displays and explained how bad environmental degradation has been caused by deforestation and drought and what people can do to conserve the environment at home and at the office.

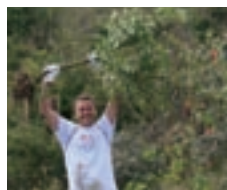


RCN employees participating in the awareness-raising event on World Environment Day

Removing nonnative plants for ecosystem recovery

<Ricoh Europe B.V., Ricoh International B.V., Ricoh Europe SCM B.V. (The Netherlands)>

In September 2008, Ricoh Europe B.V., Ricoh's sales headquarters for Europe, along with Ricoh International B.V. and Ricoh Europe SCM B.V. helped out at the Zuidkennemerland National Park of the Netherlands, removing nonnative cherry trees from the area. The overgrowth of the species has been threatening the survival of animal and plant species in the area, giving a negative impact on the local vegetation pattern. The invasion has been claimed also as a cause of degradation of water quality. To respond to a request by PWN (Provincial Waterworks North-Holland), an organization responsible for maintaining water sources in nature sanctuaries and drinking water supplies for households in the area, a total of 53 staff members, including all managers, participated in the removal of unwanted trees.



Supporting environmental education in cooperation with an NPO

<Ricoh Australia Pty. Ltd. (Australia)>

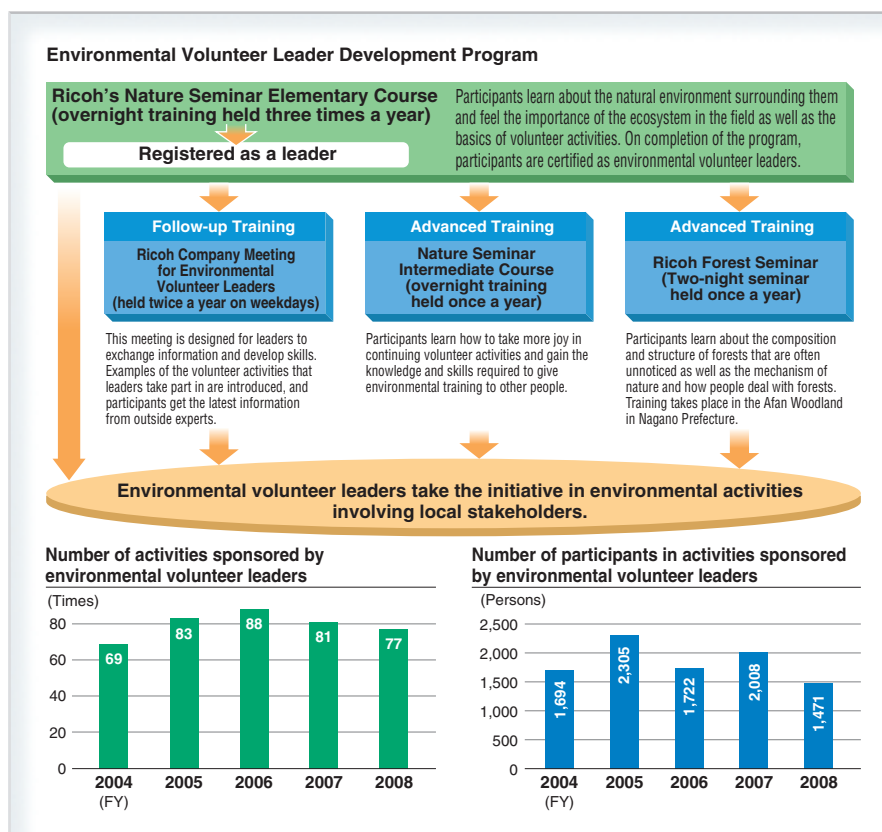
Since 2003, Ricoh Australia Pty. Ltd. (RAP), a sales subsidiary, has supported the Earthkeepers™ program designed by the Institute for Earth Education, an international NPO. The program starts with a three-day stay in a natural bush setting and is designed to encourage children to feel, learn, think and take action to lead a sustainable life, through increasing their contact with nature. Over 400 children between 10 and 11 have participated in the program so far. RAP's employees have also participated in activities as staff.



Promotion of Environmental Volunteer Activities

<Ricoh Group (Japan)>

For the conservation of the global environment, it is important for each staff member to carry out related activities spontaneously inside and outside the company, maintaining a sense of being a global citizen. Ricoh launched the Environmental Volunteer Leader Development Program in June 1999 for its staff members. In fiscal 2001, the scope of the program was expanded to include staff members working at Group companies as well as retired employees. By the end of fiscal 2008, 452 environmental volunteer leaders, including directors, had been fostered. After taking part in the program, each participant engages in volunteer activities involving his or her division or community. The network of activities successfully increased its range from colleagues, families and friends to entire local communities.



Environmental Volunteer Activities

Ricoh Yadoriki Shinboku Group

The group started forest preservation work in the riverhead in the Yadoriki region in 2001, when it joined Kanagawa Prefecture's forest preservation partnership program. Since 2006, the group has been participating in management and monitoring of zelkova mixed forests in the Tanzawa-Oyama Kanagawa Prefectural Natural Park. Each of the 20 or so members tries to imagine how the forests would look 100 or 500 years later while working to make the area a valuable place for environmental studies.



Shishigaya Green Zone Conservation Group

The group started its activities in 2003 with a plot in Tsurumi-ku lent by the Green Environment Administration Bureau of Yokohama City. With about 20 members, consisting of Group company employees residing in the neighborhood and their families, the group meets on the third Saturday of every month to carry out various activities. The list of events undertaken to date includes observation of native dandelions, doll making with thinned woods, cherry and plum tree pruning, creating an insect reserve, and replacement of thatched roofs on old private residences designated as cultural assets.



Ricoh Chiba's Fureai-no-Mori Rural Landscape Preservation Group

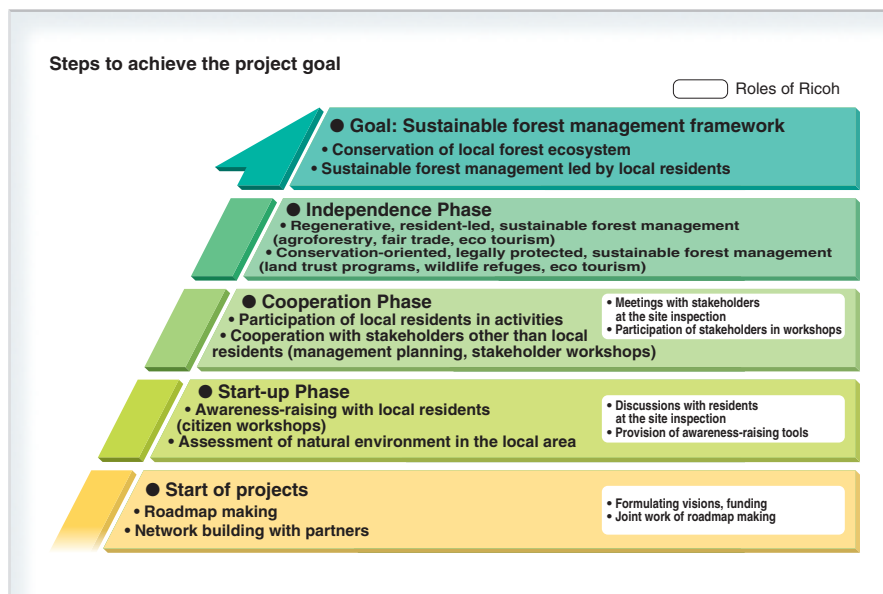
This volunteer group consisting of about 20 members has been working on the restoration of the rural landscape in Wakaba-ku, Chiba City, since 2004. On the third Saturday of every month, they meet to help the transition of the cedar-only forest into a mixed forest where children can interact and study a diverse array of animals, insects and plants. The group also provides fun activities for children, including vegetable gardening and beetle hunting, in addition to preparing home-style lunches using a variety of foods.



Forest Ecosystem Conservation Projects

<Ricoh (Global)>

On the earth, various life habitats exist and unique ecosystems are maintained in forests, lakes and ponds, coral reefs, and oceans. If these ecosystems are damaged, the natural environment that is indispensable for maintaining the life of human beings will be harmed. Ricoh places priority particularly on forest ecosystems with rich biodiversity and has been promoting forest ecosystem conservation projects since fiscal 1999 in partnership with environmental NGOs and local communities. Unlike simple afforestation, the main aim of these activities is to protect the habitats of indigenous species and the life of residents, and in such activities, priority is given to creating a partnership with environmental NGOs and local residents. The projects are financed by the social contribution reserve that Ricoh established to continuously



carry out social contribution activities. Provided that approval is gained at the general shareholders' meeting, 1% of

Ricoh's annual profit after deducting annual dividends is allocated for the reserve (up to ¥0.2 billion).

Ricoh's Forest Ecosystem Conservation Projects (As of the end of March 2008)

Start date	Country	Name/NGO	Activity	Phase progress			
				Start-up	Cooperation	Independence	Goal
June 1999	Bangladesh	Restoration of satoyama (community forests)/ Bangladesh Poush	Education of children, development of afforestation activities, and raising saplings (completed in fiscal 2007)				2007
February 2000	Sri Lanka	Conservation and restoration of forests at World Heritage Sites/ Field Ornithology Group of Sri Lanka	Preservation and expansion of forests where the Sri Lankan long-tailed fowl can live (completed in fiscal 2007)				2007
March 2000	Philippines	Restoration of tropical rain forests*/ Conservation International	Restoration of rich forests where the Philippine Eagle and other forest creatures can coexist with people				
October 2000	Malaysia	Restoration of tropical forests and orangutan habitats*/WWF	Expansion of the habitats of endangered species, including the orangutan				
November 2001	China	Restoration of temperate forests and giant panda habitats*/WWF	Conservation of habitats for endangered species, including 437 vertebrates, such as the giant panda, and 4,000 plants, to prevent their extinction (completed in fiscal 2007)				2007
November 2001	Japan	Conservation of the Afan Forest in Kurohime, Nagano*/ C.W. Nicol Afan Woodland Trust	Conservation of natural forests that have enough space and food for bears, dormice, and other animals to live and where people can feel close to nature				
November 2001	Japan	Conservation of the Yanbaru Forest in Okinawa*/ Yanbaru Forest Trust	Conservation of habitats of endangered species unique to the region, including <i>Rallus okinawae</i>				
March 2002	Ghana	Restoration of tropical rain forests*/ Conservation International	Preservation of forests through sustainable agriculture, specifically, raising cocoa in the shade of trees so that people can live with other living things				
May 2004	Russia	Conservation of Taiga, the northern limit habitat of tigers*/ Friends of the Earth Japan (FoE Japan)	Conservation of rich forests where many wild animal species, including the Amur tiger, live harmoniously with people				
August 2007	China	Conservation of biodiversity at the Three Parallel Rivers, a World Heritage Site*/ Asia Green-Culture Association	Conservation of forests at a World Natural Heritage Site where rare wildlife, including golden monkeys, can be observed				
August 2007	Brazil	Restoration of forests in Boa Nova, lowland tropical forests along the Atlantic coast*/ Bird Life Asia	Restoration of tropical forests along the Atlantic coast which have shrunk to 7% of their original size to create a society where people can live together with forests				

* Projects covered under the social contribution reserve system

Restoration of Boa Nova Lowland Tropical Forests

The Boa Nova Lowland Tropical Forests area along the Atlantic coast in Bahia, Brazil, is the nation's third largest vegetative area after the Amazon and the shrub grassland area and serves as an important habitat for rare species. Habitat destruction due to illegal lumbering, plantations, slash-and-burn farming, overgrazing, and other human activities has shrunk the area to 7% of its original size. Bird Life Asia, an environmental NGO, has been carrying out



Humming bird,
the project's symbol



Local children participating in a field study

a reforestation project with agroforestry and bird tourism to create a resource-recirculating society whereby the residents and forests can exist in harmony. Ricoh has been supporting the program since 2007. In fiscal 2008, events and activities provided by Ricoh included an ecological survey of hummingbirds (the symbol of the project), field studies with local elementary schoolchildren, seminars for residents, and surveys on firewood usage. Also, 80 land owners were invited to related ceremonies.

Afan Woodland Conservation Project

Ricoh started the Afan Woodland Conservation Project in 2001 in cooperation with the C.W. Nicol Afan Woodland Trust in Kurohime, Nagano Prefecture. Once degraded, forest ecosystems cannot recover easily—sometimes it requires hundreds of years if left to natural capacities only. It is therefore important for us to help the forests recover their wounds. With the project goal set as “Recovering and conserving the stable

growth for prolonged periods of natural forests by supporting the natural processes of succession,” the group selected trees that needed priority for growth care, while providing an environment where the trees can best recover themselves using their natural capabilities. The results of work so far are obvious in the increasing number of wildlife species in the forests. With the image of the woodland 100 years from now in mind, the project repeats the “activities as planned” and “survey to inspect the results” so that human interaction can always result in the best way to enhance the woodland's self-recovery capabilities.



Forest recovered by the project activities

Activities to Build a Wider Network

Ricoh Global Environment Month Symposium

<Ricoh (Japan)>

In June 2008, the Third Ricoh Global Environment Month Symposium was held under the theme of year, “Sharing the benefits of biodiversity: corporations and local communities for sustainable development.” This series has been organized since 2006 with the main theme of “For Joint Creation of Sustainable Society.” About 180 people attended this year, including people responsible for environmental issues in private businesses, representatives of environmental NGOs, students, and managers, executives and employees of the Ricoh Group. In the section to introduce examples, some cooperative projects between companies and NGOs were introduced, and a lecture was given on the tropical rain forest restoration project in Ghana, which Ricoh supports as a forest ecosystem

conservation project. In a panel discussion, many opinions and views were exchanged. The typical view can be summarized as: “Our business activities largely depend on the resources and other services that ecosystems provide for human society. Based on this idea, businesses must collaborate with various stakeholders, including local communities, NGOs and governments, to conserve biodiversity.”



Environmental study web site for children

<Ricoh (Global)>

Ricoh's environmental web site has a learning section for children. The “Ecotoday Tempel-Tuttle Story*” covers forest ecosystem conservation activities supported by Ricoh, which 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/ecotoday/>

