



We are expanding the network for sustainable environmental management, aiming to build a sustainable society in cooperation with a variety of partners, including our customers, public organizations, and local communities.

100% solar and wind powered billboard in Times Square in New York (simulated picture)

* Solar power operation started in April 2009.

In addition to its products, services, and solutions, The Ricoh Group offers information and know-how the Group has built up through its wide engagement in sustainable environmental management, thus contributing to reducing the environmental impact on society as a whole.

Ricoh Americas Corporation (RAC)

Acting as a green partner for our customers, we propose ideas for reducing environmental impact at various stages of business.

Today, environment is one of the key aspects when a customer chooses IT equipment. Ricoh Americas Corporation (RAC), regional sales headquarters for the Americas, regards the Ricoh Group's global strategy embodied in its Total Green Office Solution (TGOS) as the core of its sales strategy. Accordingly it offers customers a wealth of environmental improvement know-how, including ideas for energy saving, recycling, and reducing the environmental impact of paper usage. At RAC's showroom, Ricoh Technology Portal, seminars and events are held to help our many customers recognize how Ricoh's hardware and solutions contribute to reducing environmental impacts at different stages of their businesses. In this way, we will continue to offer ideas for reducing environmental impact across the lifecycle of a product, to positively meet our customers' needs as we pursue our goal of building a sustainable society.



Ron Potesky
RAC Senior Vice President
of marketing



Ricoh Technology Portal
(New York)



Information board with tips for
reducing environmental impact

Ricoh Electronics, Inc.

Expanding the sustainable environment management network as a local leader, while supporting green marketing at sales subsidiaries

Ricoh Electronics, Inc. (REI), a manufacturing subsidiary in the U.S., has actively expanded its network for sustainable environmental management. As the first Zero-Waste-to-Landfill plant in California, it has held environmental seminars to provide know-how at the request of local governments and private organizations, while helping its customers and suppliers with their Zero-Waste-to-Landfill activities. In addition, it has supported green marketing at sales subsidiaries, arranging visits to the plant and holding seminars that offer know-how useful for reducing environmental

impact at production sites to our manufacturing customers.



Yoshinori Yamashita
President of REI,
giving a lecture at a seminar



Environmental seminar held for companies

Cooperating in an Environmental Seminar for the U.S. Senate

The Sergeant at Arms of the U.S. Senate purchases IT equipment including copiers and printers at the request of Senators and committees. Recognizing the ability of Ricoh Americas Corporation (RAC) to present proposals for reducing environmental impact, it named RAC as a partner for an environmental seminar for Senators

and Senate employees. RAC offered specific information useful for selecting IT equipment, including energy-saving functions of products and concepts for reducing environmental impact over a product's lifecycle.

Voice 1 Voice of Sergeant at Arms of the U.S. Senate

Proposals for reducing environmental impact over the lifecycle of a product were new to us.

Inquiries from Senators and committee members about environmental functions of IT equipment and environmental activities of suppliers have increased, reflecting the recent surge in interest in environmental problems. In light of this, we have requested suppliers to offer environmental information, so that Senators and Senate employees can gain a better understanding of environmental solutions. Of the suppliers, Ricoh, which has enjoyed great trust for its sustainable environmental management, presented completely new proposals for reducing environmental impact over the lifecycle of a product. We would like Ricoh to continue to offer us advanced information on energy saving, recycling products, and other relevant topics. We expect that these activities will enable us to provide more accurate knowledge about environmentally friendly options for the Senate and lead to an increase in orders for products that help reduce our environmental impact.



Sergeant at Arms, U.S. Senate and an RAC employee (from left) Ms. Vicki L. Sinnett, Mr. Ed Jankus, Mr. Tracy I. Williams, Mr. Kimball B. Winn, Lance A. Helmick (RAC), Ms. Diane Adams

Supporting the Olympic Games with Priority Given to the Environment, Society, and the Economy

The Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) aims to hold the Olympic Games with a focus on the environment, society, and the economy. In the IT area, the committee aims to send accurate information to 15,000 media outlets all over the world with the minimum environmental impact and has already started to work on it. Ricoh Canada, Inc.

(RCI) agrees with this idea and, as an official supporter, is supporting the reduction of the environmental impact caused by the paper used in copiers and printers for the Olympic Games. RCI is trying out many ideas to improve document management at the World Cups in the winter of 2009, including efforts to increase the volume of double-sided printing.

Voice 2 Voice of the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC)



Olympic Logotype
Ricoh Canada is an official supporter of the Vancouver 2010 Olympic and Paralympic Winter Games.



VANOC and RCI employees (from left) Mr. Ward Chapin, Ms. Ann Duffy, Mike Fast (RCI), John H. Gartland (RCI)

Hoping to achieve a sustainable Olympic Games with the cooperation of RCI.

We are asking sponsors and official supporters for cooperation in our sustainability strategies so that the Olympic Games can be held successfully and many citizens will be able to say, not only during the event but also afterwards, "We are glad the Olympic Games were held here." Ricoh Canada, Inc. (RCI) has offered us many proposals that fit with our strategies, including the efficient location of equipment and a product recycling program to be implemented after the Games. One particularly excellent aspect of the proposals is a scheme where many improvement concepts will be presented based upon the results after each measure has been carried out. We hope that the Vancouver 2010 Olympic and Paralympic Winter Games will set a good example for running future Olympic Games. We continue to hope that RCI will offer us their full support in accomplishing our missions, even after the Games are finished.