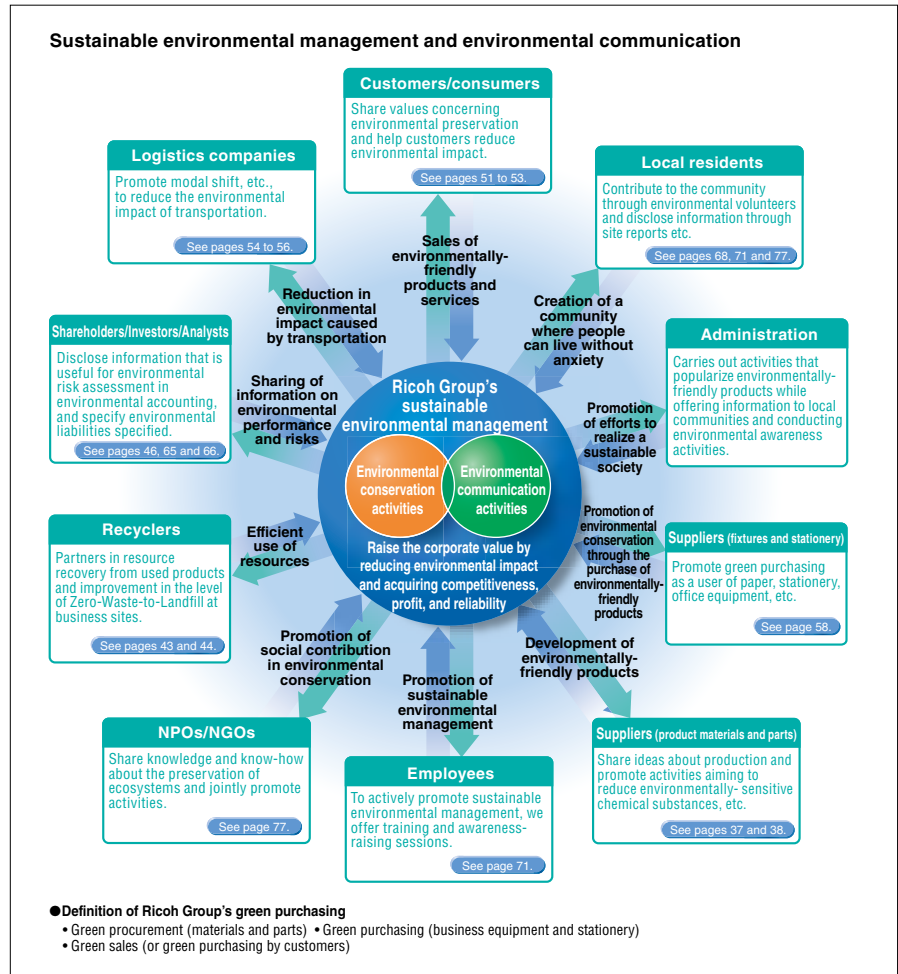


## We will promote communication with all stakeholders in good faith and expand the network of sustainable environmental management.

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 strengthening of activities and the creation of a sustainable 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 conservation activities through the promotion of communication in good faith.



### Stakeholder Communication

#### Participation in Japan-CLP <Ricoch Co., Ltd. (Japan)>

On July 30, 2009, Ricoh announced its participation as a founding corporate member of Japan-CLP (Japan Climate Leaders' Partnership). Japan-CLP is Japan's first business coalition formed on the understanding that the industrial community should recognize the urgency of addressing the issue of climate change and start taking proactive action. Japan-CLP creates opportunities for dialog with policy makers, industry and citizens, and will undertake a variety of activities with a focus on Asia. Member firms share the common goal of building a sustainable low-carbon society, have made their own commitments, and will take three approaches: building awareness, developing systems and introducing technologies. Ricoh intends to strengthen its activities aimed at achieving its own Mid- and Long-Term Environmental Impact Reduction Goals and will cooperate, mainly in the field of developing environmental technology, with other Japan-CLP corporate members firms in order to realize the common vision.

\* Japan-CLP: <http://japan-clp.jp/en/index.html>

\* News release: <http://www.ricoh.com/info/090730.html>

#### Exhibitions

##### <Ricoch Co., Ltd. (Japan)>

In December 2010, Ricoh participated in Eco-Products 2010, a general environmental exhibition held annually at Tokyo Big Sight. A total of 745 companies and organizations had booths at the event, which attracted 183,000 visitors. Ricoh organized a categorized exhibition at its booth according to three themes: environmental impact reduction in manufacturing process, environmental impact reduction in office operations, and biodiversity conservation activities. The company also introduced its unique technologies and efforts to contribute to environmental preservation. The highlights of the 2010 exhibition included new technologies developed for purifying water used for manufacturing, QSU function for color copiers, "level-color" mode printing as well as a cart production line system.



## Production of TV commercials on the environment

### <Ricoh Co., Ltd. (Japan)>

Ricoh believes in contributing to the reduction of environmental impact in society in general by effectively using communication tools. In fiscal 2010, we aired a series of TV commercials under the title "Eco Banashi" (roughly translated as "eco-friendly stories"), which introduce simple ways to be eco-friendly. This advertising received a TV Commercial Excellence Award at the 14th Environmental Communication Awards hosted by the Japanese Ministry of the Environment and the Global Environmental Forum. In addition, the stationary placement version within the series (about reducing unnecessary clutter but maintaining efficiency at work) was awarded a bronze prize at the 50th Advertisement Selected by Consumers Contest hosted by the Japan Advertisers Association.

\* For more details regarding the competition, please visit the website of the association at: [http://www.jaa.or.jp/about\\_01.html](http://www.jaa.or.jp/about_01.html) (Japanese only)



\* Click the following URL to watch the video:  
<http://www.ricoh.co.jp/no1/ecobanashi/movie1.html> (Japanese only)

## Issuance of Sustainability Reports (Environment)

### <Ricoh Group (Global)>

The Ricoh Group's environmental reports have been issued annually since the first was published in April 1998, which disclosed fiscal 1996 data. Since the 2004 edition, we have been issuing three Sustainability Reports (Environment, Corporate Social Responsibility, and Economic) and a corporate profile\*, which are all published in June. The 2010 Sustainability Reports received an Excellence Award at the 14th Environmental Communication Awards hosted by the Japanese Ministry of the Environment and the Global Environmental Forum. The Sustainability Report (Environment) 2010, meanwhile, was chosen to receive an Excellence Award at the 14th Environmental Report Award hosted by Toyo Keizai, Inc. and Green Reporting Forum.



Award ceremony for the 14th Environmental Report Award

\* [http://www.ricoh.co.jp/release/2010/0625\\_1.html](http://www.ricoh.co.jp/release/2010/0625_1.html) (Japanese only)

## 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 departments, local residents, and family members of their employees. The Ricoh Group established guidelines\* 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 2010 issued by Ricoh Electronic Devices Company was chosen

as a recipient of a Site Report Award at the 14th Environmental Report Award.

\* <http://www.ricoh.co.jp/ecology/report/site.html> (Japanese only)

## Environmental web site

### <Ricoh Co., Ltd. (Global)>

Ricoh's environmental web site<sup>1</sup> 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,"<sup>2</sup> provides stories about forest ecosystem conservation activities supported by Ricoh in various parts of the world, as well as quizzes and games to help children learn about environmental issues in an enjoyable way.

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



## Installing a 100% renewable-energy powered billboard in London

### <Ricoh Group (Global)>

On June 28, 2001, Ricoh unveiled an advertising billboard powered by 100% renewable energy. Located about halfway between Heathrow Airport and central London, it is the company's second eco billboard, following the fully solar-powered billboard installed in New York's Times Square in April 2009. Designed under Ricoh's sustainable environmental management initiatives, the purpose of these two billboards is to demonstrate the company's commitment to renewable energy. The new billboard, three meters high by 12 meters across, is powered by an efficient combination of solar and wind energy generated by 96 solar panels and five wind propellers, which average approximately 12,612 Wh/day. The amount of power generated will vary from day to day depending on the weather, meaning that on some days the board will not be lit up while on others surplus energy can be stored in the battery.



Eco billboard in London



### Ricoh Global Eco Action 2010

#### <Ricoh Group (Global)>

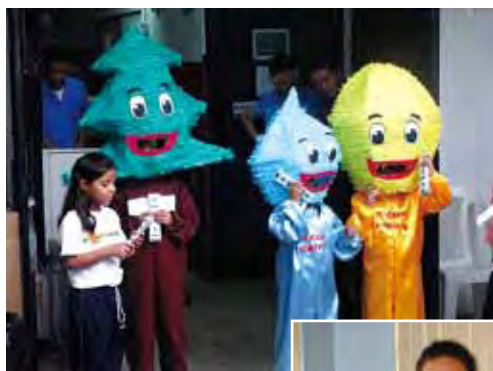
We launched Ricoh Global Eco Action in 2006 as an annual event held to raise the environmental awareness of Ricoh Group employees. In the event, which is held on a day during the period around the UN's World Environment Day, participants think about and conduct activities for the global environment. For example, the lights at Ricoh facilities and neon signs around the world are turned off, employees leave the office on time, and participating offices, departments, and individuals also take various actions of their choice. Again, in 2010, many employees in each geographical area participated in the event and enjoyed conducting activities with local people. The range and scope of activities conducted in the event have expanded with the participation of not only employees but also their families and friends, customers, neighboring companies, and local governmental agencies.

### ■ Japan



Experiencing biodiversity under Tokyo Tower

### ■ The Americas



**Ricoh El Salvador**  
Inviting employees' children to the office to raise their environmental awareness  
(An environmental presentation held for the children)



**Ricoh Latin America**  
Competition for artworks based on environmental themes  
(Youngster and artwork in the competition)

### ■ Europe



**Ricoh Europe London Head Office**  
Weeding alien plants around the Thames

### ■ China



**Ricoh China**  
Regularly holding a joint event for the promotion of the World Environment Day with the government  
(Donation ceremony held as part of the event)

### ■ Asia Pacific



**Ricoh Australia**  
Creating a "power cycle" with a local football team

## Lighting rugby stadium with green power

### <Ricoh Co., Ltd. (Japan)>

There was something special about an official match of the Japan Rugby Top League (organized by the Japan Rugby Football Union) held on September 18, 2010—the game between Ricoh and Fukuoka Sanix at Chichibunomiya Rugby Stadium in Tokyo was powered by natural energy. Using a green power certificate that Ricoh had purchased from Japan Natural Energy Company Limited made it possible to deem the electricity used to illuminate the stadium during the night game and operate the large stadium screen as “green power” generated from natural sources. The green power used during the rugby match totaled approximately 2,000 kWh, equivalent to the average seven-month electricity consumption of one family.

\* For more details, please visit the Ricoh Black Rams official web site at: <http://www.ricoh.co.jp/rugby/news/2010-2011/info/201009.html> (Read the story dated September 14, 2010.) (Japanese only)

## Encouraging Group employees to make their houses eco-friendly

### <Ricoh Leasing Co., Ltd./

### Ricoh Creative Service Co., Ltd. (Japan)>

The Ricoh Group encourages Group employees in Japan to make their houses eco-friendly by providing them with preferential interest rate loans and the right to receive carbon offset credits<sup>1</sup>.

When targeted employees add solar power generation systems, heat insulating materials or other devices as described in (1) to (3) below to their houses, Ricoh Leasing will provide them with loans at preferential interest rates, and Ricoh Creative Service<sup>2</sup> will also provide them with consulting services for the installation/refurbishment work.

- (1) Solar power generation systems for household use installed by professional engineers
- (2) EcoCute natural refrigerant heat pump electric hot water suppliers or Ene Farm battery-type generation systems for household use installed by professional engineers
- (3) Equipment targeted in the “Eco Point” system implemented by the Japanese Ministry of the Environment<sup>3</sup>

Moreover, employees taking out loans will receive carbon offset credits according to the amount of CO<sub>2</sub> emitted from their households over one or five years (depending upon the details of the installation/refurbishment work), enabling the employees to lead carbon-neutral lives.

The diffusion rate of solar power generation systems is still only 0.1% among households in Japan and it is expected that many more households in Japan will have their houses refurbished to make them more energy-efficient and eco-friendly, for example by increasing their heat insulation performance.

The Ricoh Group will encourage employees to reduce their environmental impact at home, thereby making an extra contribution to the creation of a sustainable society in addition to making contributions through its business operations.

1. To enable those who emit CO<sub>2</sub> and other greenhouse gases in their daily lives or economic activities to invest in greenhouse gas emission reduction activities to offset their own emissions on the premise that they make their best efforts to minimize their emissions, the Japanese Ministry of the Environment established a domestic offset credit system in March 2008.
2. Ricoh San-ai Service was integrated with Ricoh Engineering to become Ricoh Creative Service on April 1, 2011.
3. Under the “Eco Point” system, people can earn “eco points” by applying heat insulating material to the windows, outer walls and roofs of their houses and also by installing solar power generation systems, water-saving toilets, highly heat-insulated bathtubs, and barrier-free facilities in their homes.

## Ricoh Group’s environmental management incorporated into study materials at HBS

### <Ricoh Group (Global)>

Environmental management at the Ricoh Group has been incorporated into case study materials for the Advanced Management Program (AMP) at Harvard Business School (HBS) in Boston, in the United States.

AMP is an intensive course that runs six days a week for eight weeks, with formatted discussions covering the latest topics in business administration and using examples of excellent management at global corporations. Most of the students on the course are in managerial positions or on the fast track to management, and they stay in accommodation on the university campus during the course, which helps them develop relationships that can prove useful in their careers. Environmental management at Ricoh was selected as the first case study, when HBS decided to incorporate a case related to sustainability and management in 2010. In March 2009, Dr. Robert Eccles, Senior Lecturer at HBS, visited Japan with the purpose of collecting data in meetings with Ricoh’s president and CEO, executives in charge of finance and environment, and specialists at the Gotemba and Numazu Plants.

Work in the classroom finally started on May 18, 2010 with case materials prepared from the data collected by Dr. Eccles on his visit to Ricoh. Tatsuo Tani, the former general manager of the Corporate Environment Division at Ricoh, was invited to this first class.

The students consisted of 140 executives from 40 different countries. The night before the classroom session, the students were asked to read the materials on Ricoh and participate in preliminary group discussions; so they were well prepared. The students engaged in discussions packed with acute insight regarding Ricoh’s long-term environmental impact reduction goals for 2050 and the company’s environmental management activities. Student comments, such as, “Preempting social changes in 2050 is necessary for corporations,” and “We should do a better job of telling consumers and investors how environmental management is linked to improvements in competitive strength,” showed that the students had empathy with Ricoh’s environmental management. The discussions were very substantial and provided food for thought for Ricoh in our quest to raise the level of quality management.

\* The case study materials prepared and used for the HBS class reported above have been compiled under the title “Ricoh Company, Ltd.” (Eccles, Robert G., Amy C. Edmondson, Marco Iansiti and Akiko Kanno. Harvard Business School, 2010), and are offered in a downloadable PDF format (\$6.95) at the Harvard Business Review online store at: <http://hbr.org/product/ricoh-company-ltd/an/610053-PDF-ENG?Ntt=Ricoh>



Mr. Tani (center) answers questions in the HBS class.



## Communication with Local Communities

## Supporting environmental activities by students

## &lt;Ricoh Americas Corporation (Global)&gt;

Ricoh Americas Corporation (RAC), our 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 and most prestigious science contests for high school students, with over 1,500 students from more than 65 countries and regions participating in it each year. RAC has been giving the Ricoh Sustainable Development Award since 2005 to entries whose innovations contribute to making businesses environmentally friendly and socially responsible as well as profitable. In fiscal 2010, the top awards were given to Yinshuo Zhang and Kyle Scott Saleeby in an award ceremony held in Los Angeles, California.



(From left) Robert Whitehouse (Director, Environmental Management and Product Compliance, RAC), Yinshuo Zhang, and Kyle Scott Saleeby

## Creating a Butterfly Trail

## &lt;Ricoh (Singapore) Pte. Ltd., Ricoh Asia Pacific Pte. Ltd. (Singapore)&gt;

On November 27, 2010, Ricoh (Singapore) Pte. Ltd. (RSP) and Ricoh Asia Pacific Pte. Ltd. (RA) organized a tree planting event in Istana Park, Singapore. More than 300 volunteers, including RSP and RA employees and their families, as well as some customers of the two companies participated. On that day, a Butterfly Trail was also opened in the park. The creation of the trail, including tree and greenery planting to make the park a better habitat for butterflies, was a national project, aiming at creating a place where local citizens, students, and tourists could relax in the beautiful natural environment and gain a better understanding of the local ecosystem. As keen supporters of the project, RA and RSP worked closely with the National Parks Board and the Singapore Nature Society, a non-governmental organization, to create the nature trail in Istana Park.



Participants, including children, planting seedlings



Nobuaki Majima, Managing Director, RA (left) and Vincent Lim, Managing Director, RSP, holding the sign for the Butterfly Trail

## Environmental Education/Awareness Building

To realize sustainable environmental management with the full participation of all employees, clear instructions from top management and the active involvement of each division are essential. But it is also important to give all employees opportunities to learn how to be proactive in pursuit of sustainable environmental management in their own operations. While sustainable environmental management is indeed a corporate act, it is also an act that can be realized only by the actions of individual employees. The outcome of sustainable environmental management activities of the Ricoh Group, therefore, greatly depends on the awareness and recognition of our 100,000 plus employees around the world. Through training and awareness-raising sessions, Ricoh employees learn to become good global citizens, good Ricoh Group employees, and specialists in sustainable environmental management. The training also motivates them to proactively encourage as many people as possible to join them in pursuit of sustainable environmental management.

## Environmental education programs for employees

## &lt;Ricoh Group (Global)&gt;

Ricoh Group employees can take environmental e-learning courses through the in-house LAN system\*. The curriculum includes "Companies' Missions in Global Environment Problems," and "Activity Cases in Respective Divisions." To help every employee incorporate sustainable environmental management perspectives into their day-to-day operations, many case studies of environmental activities are included in the course materials. We upgraded the course curriculum in fiscal 2010. In addition to the existing three focus areas: energy conservation and prevention of global warming, resource conservation and recycling, and pollution prevention, a new section focusing on biodiversity was included in the course subjects. The additional section is designed to explain the meaning and importance of the consideration for biodiversity conservation in the course of our business activities. The e-learning courses offer an intermediate program for the managers and staff in charge of environmental promotion at each business division, so they can learn how to effectively incorporate environmental perspectives into the daily operations of their respective divisions, how to evaluate the outcome of sustainable environmental management, etc.

\* Outside of Japan, the courses are offered on compact disk.



Example screenshots from our e-learning course

