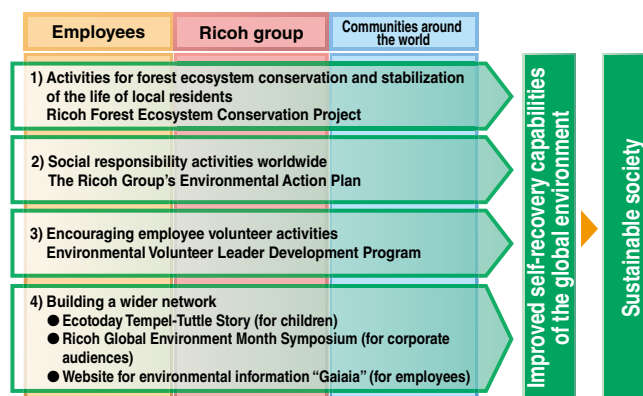


## Social Responsibility Activities

**Social responsibility activities at the Ricoh Group**  
**<Rico Group (Global)>**

The Ricoh Group has been working closely with local communities around the globe to make a positive difference to society and the environment under four major themes: the Forest Ecosystem Conservation Project, group-wide social responsibility activities, promotion of employee volunteer activities, and building a wider network. With regard to social responsibility activities, our Group companies worldwide have been implementing various programs with the participation of all their employees to achieve the ecosystem conservation targets specified in the Environmental Action Plan.

## The Ricoh Group's social responsibility activities

**Forest management project at Ena Plant**  
**<Rico Elemex Corporation (Japan)>**

The Ena Plant of Rico Elemex Corporation (REX) in Gifu Prefecture has extensive woodland on its 430,000-square meter premises. Indeed, the plant building takes up only 23,000 m<sup>2</sup>. To conserve this forest, REX launched the Ena-no-Mori Zukuri in fiscal 2010 in corporation with the C.W. Nicol Afan Woodland Trust and started to operate the project in earnest in fiscal 2011. On April 9, 2011, 21 participants from the Ena Plant as well as from REX Head Office, Technical Center and Okazaki Plant (all located in Aichi Prefecture), conducted a vegetation survey\* and thinned out the forest under guidance from the trust. Learning how to use the appropriate tools and tree cutting techniques, the participants cut down unnecessary trees in the forests, using saws and chainsaws. Despite the rainy weather, they were able to complete the planned work as scheduled because they increased their work speed when the weather started to recover.

Other fiscal 2010 activities at Ena Plant—home to a wide variety of indigenous wetland plants and wild birds, surrounded by untouched nature including extensive forest and numerous streams—include nature walk events and workshops to help obtain the necessary knowledge and skills to protect the natural inhabitants and manage the forest in a sustainable manner. In fiscal 2011, REX will be conducting forest conservation activities on a monthly basis and inhabitant protection activities on a quarterly basis to create a sustainable forest.

\* A field study to understand the vegetation of the target area by identifying component species of the target area and their degree of coverage

\* [http://www.ricoh.co.jp/ecology/history/all/2011/0409\\_01.html](http://www.ricoh.co.jp/ecology/history/all/2011/0409_01.html) (Japanese only)

**Vie & Couleurs project****<Rico Industrie France (France)>**

Rico Industrie France S.A.S. (RIF) launched and is promoting the Vie & Couleurs (Life & Colors) project in fiscal 2009, with the aim of achieving environmentally, socially and economically sustainable development. Through this biodiversity conservation project, the European manufacturing subsidiary is working to create a comfortable environment not only for its employees but also for plants, birds, and other animals in the vicinity. In cooperation with a local environmental organization called the Regional Association for Initiation into the Environment and Nature in Alsace, employee volunteers plant trees and clear land on the factory premises. The project has the following three objectives:

- (1) Increasing the biodiversity in the 120,000 square-meter area of RIF's premises and thereby contributing to the development of a "green network" in Alsace;
- (2) Protecting indigenous species in Alsace and conserving the wild flora and fauna of the surrounding areas; and
- (3) Promoting awareness of environmental conservation to RIF employees, partner companies, and the broader public.

Under the Vie & Couleurs project, RIF volunteers have created a biotope pond, a pasture, and a flower field of some 1,400 m<sup>2</sup> with various kinds of flowers in all four seasons; installed birdhouses; and developed the inventory list of flora and bird species inhabiting the factory premises. During fiscal 2010, the project participants also created hedgerows and planted fruit trees, and conducted a feasibility study regarding the possible launch of sustainable beekeeping on the site.

In addition to implementing the activity, RIF has been focusing on communicating its biodiversity conservation efforts to the public. For instance, the company provided related employee education programs, and produced a video introducing its green activities which it showed in external seminars and lecture events. Such communication activities were praised as an exemplary case



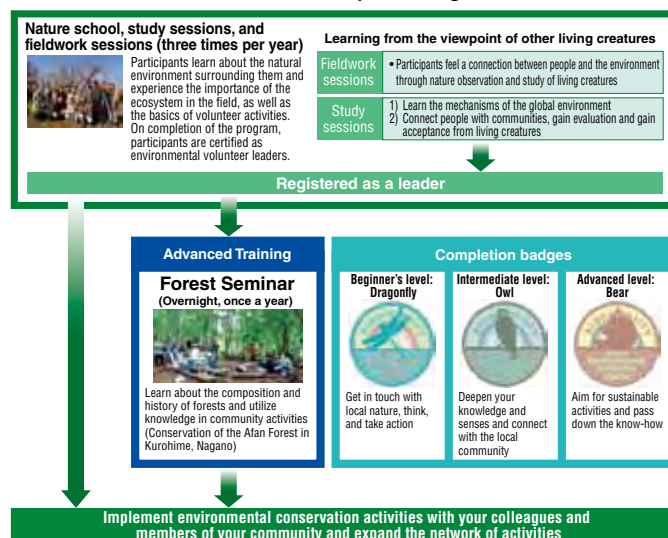
of environmental education at a host of related conferences in France.

## Activities by Our Environmental Volunteer Leaders

### <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 with the 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. To date, a total of more than 500 environmental volunteer leaders have 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 has successfully increased its range of participants from colleagues, through families and friends to entire local communities.

#### Environmental Volunteer Leader Development Program



## TOPIC

### Ricoh Nature School

**Training “environmental volunteer leaders” to become more effective communicators so that they can widely share their experiences in the natural world, including interactions with other creatures**

On September 12, 2010, the Ricoh Nature School was held in Aoyama Elementary School, Tokyo, in collaboration with the elementary school and the Aoyama Merchants Association. In the same elementary school, the Ricoh Nature School Practice Courses took place in February 2010 and Ricoh's environmental volunteer leaders and local students created a man-made biotope pond, aiming to restore natural space in the urban environment. The biotope pond which was created has been monitored on a weekly basis. Although located in the middle of Tokyo, the tiny pond has become a home to various plants, frogs, dragonflies, and other creatures, which together create a dynamically changing ecosystem. Environmental volunteer leaders need to communicate such observations and other experiences effectively in their own words in order to expand the network of biodiversity conservation. With this recognition, the latest Ricoh Nature School was designed to build the necessary knowledge and skills to become effective communicators who can deliver their findings, inspirations and emotions.

The program started with an introduction of the “Land Has Memory” project by Mr. Hirokazu Ichikawa of Aoyama Merchants Association, a biodiversity conservation initiative in the Aoyama district. Then, Risako Noguchi of the Nature Citizen Institute gave a lecture on a biotope's roles and the possibilities



A participant's comment: “Giving an explanation with a creature you're talking about present is far more compelling than a classroom explanation!”



in restoring once-lost natural environment. Following that, the 25 volunteer leader participants were trained to become more effective communicators by, for instance, sharing their experiences and teaching about the role of a biotope through group work and other activities. The volunteer leaders expressed their positive comments, such as: “Knowing is one thing and explaining is quite another!” and “My understanding was actually improved by explaining the topic to other people.”