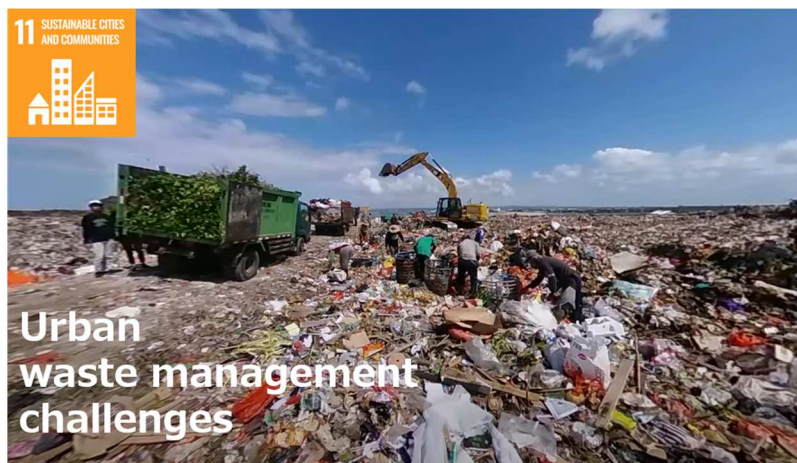


Ricoh and Kopernik to expand 360-degree video focusing on social issues through collaboration with UN Volunteers in the field  
Supporting the generation of ideas for resolving issues

**TOKYO, April 21, 2021** – Ricoh and Kopernik Japan have been collaborating on a global campaign using RICOH THETA (hereinafter “THETA”), a 360-degree camera, to showcase examples of challenges to advance achievement of Sustainable Development Goals (SDGs). With the addition of the United Nations Volunteers (UNV) as a partner, the three together will expand Kopernik’s “VR for SDGs” campaign that conveys the impact of social issues in the field.

For the first campaign in January 2021 between Ricoh and Kopernik, THETA cameras were used to capture 360-degree videos showing the environmental pollution and challenges to access safe and clean energy faced by people in Indonesia in order to increase awareness of these social issues.



“VR for SDGs” platform: <http://vr4sdgs.org/>

The second phase of this project will start on April 21, 2021. It will involve UN volunteers in the field around the world to develop 360-degree content focusing on social issues related to the SDGs. Ten UN volunteers will be selected from among the applicants, and Ricoh will provide THETA cameras, and Kopernik will provide basic training on videography and storytelling. The 360-degree video content will be posted on the “VR for SDGs” platform\* built by Kopernik and will be used in communicating the issues to the general public, research activities by companies working with Kopernik, as well as universities. In addition, Kopernik will highlight the videos at online events to deepen the understanding of social issues and SDGs and create broad opportunities for collaboration on resolving them.

Ricoh and Kopernik will continue to add content that captures social issues in 360-degree video format. By making them available to as broad an audience as possible, we will contribute to fostering understanding of social issues and the creation of ideas to resolve them.

\*VR for SDGs: A free and open-source platform administered by Kopernik and showcases challenges related to the SDGs in collaboration with public and private sector partners. The platform aims to promote further understanding of the real challenges related to the SDGs on the ground and support the development and deployment of appropriate solutions to accelerate the achievement of the SDGs. <http://vr4sdgs.org/>

### **Outline of the collaborative efforts**

- Ricoh will provide ten RICOH THETA SC2 units.
- Ricoh and Kopernik will provide training and other support for UNV's.
- Publish the contest winners' videos on the "VR for SDGs" platform
- An online event to be held to teach how to use the 360-degree video in corporate and educational settings

#### <About UN Volunteers>

The United Nations Volunteers (UNV) programme is the United Nations organization that contributes to peace and development through volunteerism worldwide. UNV works with partners to integrate qualified, highly motivated and well-supported UN Volunteers into United Nations (UN) efforts and promotes the value and global recognition of volunteerism. UNV is administered by UNDP and reports to the UNDP Executive Board. For further information, please visit [www.unv.org](http://www.unv.org)

#### <About Kopernik>

Kopernik's mission is to reduce poverty by experimenting with potential solutions that address common challenges facing people living in the last mile. Kopernik is proactive in the testing of ideas that can benefit the larger development community. For further information, please visit [www.kopernik.info](http://www.kopernik.info)

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### **| About Ricoh |**

Ricoh is empowering digital workplaces using innovative technologies and services, enabling individuals to work smarter. For more than 80 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, communication services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ended March 2020, Ricoh Group had worldwide sales of 2,008 billion yen (approx. 18.5 billion USD).

For further information, please visit [www.ricoh.com](http://www.ricoh.com)

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