

Policy for Social Responsibility

Sustainable solutions that benefit society and the environment while growing our business

Today, the world faces myriad challenges ranging from environmental degradation through poverty and human rights, to energy and resource supply issues. Our social responsibility policy focuses on using our capabilities as a business to improve lives and sustain our planet through contributions to local communities and society at large. In other words, to fully realize our potential as a global organization to make a better world through new value creation and innovation.

CSR framework

Our commitment to social responsibility is woven into our corporate DNA, as it has always been part of the RICOH Way — the foundation of all our business activities.

Our CSR model is broadly divided into two parts: activities that respond to our fundamental obligation to society, and value-creating activities that have synergy with our growth strategy. These two pillars support and strengthen our corporate value.

Although we strive to discharge our social responsibility in every aspect of our operations, we

have identified four priority areas and specified action principles for them in the Ricoh Group CSR Charter, the Ricoh Group Code of Conduct, and other declarations.

Value-creating CSR

By embedding value-creating CSR activities into our core business processes, we make the most of our talents and resources — technologies, products, services and employees — to help solve social issues while simultaneously fostering the growth of the Ricoh Group.

We defined the key areas of value-creating CSR in 2008 and every year since then have engaged in various measures across these areas. Our value-creating CSR concept has much in common with CSV (Creating Shared Value*), an idea that is drawing attention in the CSR movement. [▶ P70](#)

Promoting socially responsible activities across the value chain

As economic globalization accelerates, so do the expectations of stakeholders concerning labor and human rights standards associated with a company's entire supply chain.

The Ricoh Group works closely with suppliers and sales partners to implement socially responsible procurement through a self-assessment system for suppliers, risk management and related activities. [▶ P51](#)

International initiatives and commitments

The United Nations Global Compact (UNGC) was launched in 2000 as a private sector-driven framework for sustainability.

Ricoh was among the first wave of Japanese companies to sign on to the UNGC in 2002. And we have joined other initiatives on a variety of issues including labor, human rights and the environment. [▶ P1](#)

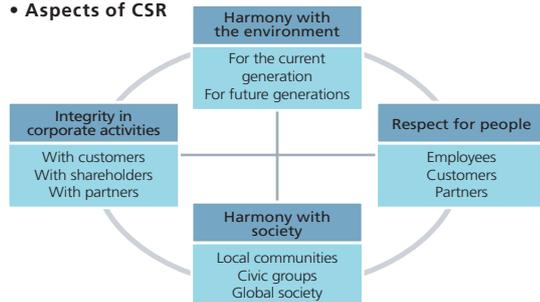
We have also implemented the principles of

* CSV stands for "creating shared value," a business concept introduced by Harvard professor Michael E. Porter, a leading authority on competitive strategy, and Mark Kramer in a 2006 *Harvard Business Review* article. The core concept of CSV is that the competitive strength of a company and the health of communities around it are inter-reliant. So by addressing social needs and challenges, corporations can create value for their businesses as well as society.

• CSR framework



• Aspects of CSR



[▶ WEB CSR Management: www.ricoh.com/csr/](http://www.ricoh.com/csr/)

ISO26000 as well as other international environmental regulations and standards. By evaluating ourselves against these benchmarks, we are able to continuously improve our CSR activities.

Sustainable environmental management

The Ricoh Group recognized early on that businesses can play a leading role in addressing global challenges such as climate change, natural resource depletion and ecosystem degradation.

In 1992, we established our Environmental Principles. These state our commitment to protect the Earth's ecology and set out the basic policy and action guidelines for the Group.

Moreover, we have also defined our view of future society in our Year 2050 Long-Term Environmental Vision. Through a process of back-casting, we have formulated mid-term targets for 2020 along with specific three-year action plans.

The Ricoh Group will continue to create products that lower the environmental impact of offices, reduce costs through efficient use of energy and resources, and promote work styles that improve operational and energy efficiency. ► P21-28, P59-68

Stakeholder engagement

Stakeholder engagement is an essential part of CSR management. We listen carefully to our customers, suppliers and all other stakeholders, take their feedback seriously and incorporate their input into our internal reform efforts. We also collaborate with NPOs, NGOs and other social sector organizations in planning ways to solve social issues.

•Engaging stakeholders

Customers	<ul style="list-style-type: none"> • Increase customer value by offering products and services that embody the RICOH brand benefits • Offer safe and reliable products and services
Shareholders and investors	<ul style="list-style-type: none"> • Increase corporate value by achieving sustained business growth • Timely and appropriate information disclosure and communication
Business partners	<ul style="list-style-type: none"> • Build partnerships based on mutual trust and fair trade • Promote socially responsible activities across the value chain
Society	<ul style="list-style-type: none"> • Contribute to solving social issues through social contributions and business activities • Respect the cultures and customs of the countries and regions in which we operate, and contribute to their development
Employees	<ul style="list-style-type: none"> • Promote workplace health and safety and develop human resources • Promote respect for employee diversity and work-life balance
Global environment	<ul style="list-style-type: none"> • Conduct business activities in an environmentally friendly manner and contribute to the reduction of environmental impact • Contribute to the maintenance and restoration of the Earth's self-recovery capabilities

CSR global governance and monitoring across the Group

Our social responsibility efforts evolve in three stages: from assessing legal, regulatory and other external requirements; to mission- and responsibility-driven voluntary activities that proactively meet expectations from society; to the third stage, where we work to create shared value by solving social issues while concurrently accelerating our growth.

To govern and monitor Group-wide activity in each of the three stages, we deploy our CSR management cycle.

Under this system, the Head Office collects information and feedback from operating organizations on the ground to identify and provide necessary support. The Head Office and operating units also hold periodic opinion exchanges and discussion forums to improve the quality of their respective CSR activities.

