



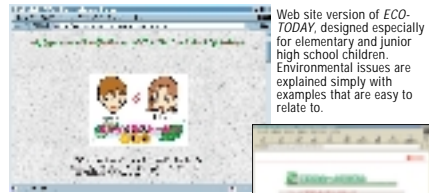
Activities Promoting Environmental Conservation

Information Disclosure

The Ricoh Group discloses information on the environmental impact of corporate activities, presents and exhibits successful examples of reduced impact and research papers, and provides information through its Web site and advertisements, all in a bid to lower the company's overall environmental impact. Such disclosure and sharing of information helps the public understand the Group's approaches and improves employee awareness on environmental conservation and the collecting of information. It is also indispensable for sales activities in focusing on the environment-oriented characteristics of our products.



Ricoh Group's environmental information journal *ECO-TODAY*



Web site version of *ECO-TODAY*, designed especially for elementary and junior high school children. Environmental issues are explained simply with examples that are easy to relate to.



Web site



Newspaper advertisements promoting Ricoh's environment-oriented activities



Information disclosure advertisement for shareholders and investors



Information disclosure advertisement for company executives and businesspeople



Ricoh Environmental Report 1998 receives the top prize at the 2nd Environmental Report Awards



Exhibition of recycling activities at Ricoh Fukui

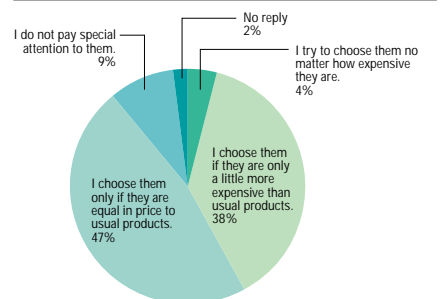


Exhibition of green procurement activities at Ricoh Numazu. Quite a few visitors, including officials from the Shizuoka Prefectural Government and Numazu City Government Authority seeking to obtain ISO 14001, visit Ricoh Numazu to study our approaches on environmental conservation.

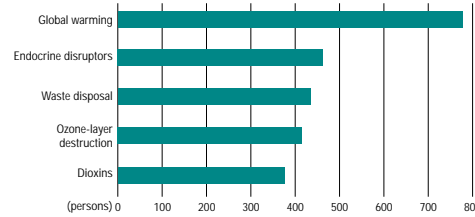
Awareness Survey

Ricoh has been positively engaged in activities to promote education and awareness on environmental conservation. These activities include holding the Company Environment Competition and nurturing environmental volunteer leaders. In the meantime, we conducted an employee awareness promotion survey and collected the most recent data of 1,266 employees. We will continue conducting this kind of survey to improve employees' awareness.

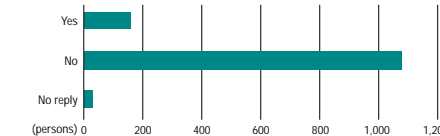
People's Awareness on Environment-Conscious Products in Their Personal Consumption



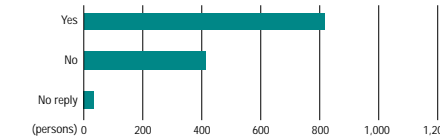
Environmental Matters that People are Interested in (Multiple answers available, top five answers)



Participation in Environmental Volunteer Activities



Are You Interested in Environmental Volunteer Activities?



Ricoh Group Environmental Proposal Award

To promote employee-led environmental conservation activities, we introduced the Ricoh Group Environmental Proposal Award in 1998. In response, we received 320 proposals in total (268 from domestic business sites and 52 from overseas sites), entered in 3 categories: (1) environmental technologies and environment-oriented products, (2) environmental business, and (3) environmental conservation activities that should be dealt with in offices, the home, or other social activities. Two of these were awarded best prizes. Encouraged, we will continue to solicit employee proposals.



Social Contribution

The Ricoh Group believes it is important for employees to act as corporate citizens as well as implement environmental conservation activities individually in voluntary ways both inside and outside the company. Through the Ricoh Community Contribution Club, the Group is involved in nurturing environmental volunteer leaders, organizing community-oriented volunteer activities, and encouraging employees to make donations of their own volition. Ricoh also actively participates in organizations, academic societies, and committees involved in environmental conservation and contributes by providing information and support to those entities. Cooperation is extended to environmental conservation meetings as well, including the Eco Partnership Tokyo Convention, by contributing and lending products and meeting venues.



Ricoh copiers on loan at the Eco Partnership Tokyo Convention

Nurturing Environmental Volunteer Leaders

In 1999, Ricoh launched a leader-training program to promote employee environmental volunteer activities. The program consists of training sessions (Ricoh nature seminars) and company meetings designed to produce 50 leaders annually. Following the training, each leader takes the initiative in developing environmental volunteer activities in close cooperation with relevant divisions or the community. Ricoh provides support in promoting these activities.



The first training session for environmental volunteer leaders



Afforestation activities in Nirazaki (Ricoh)



Cleaning up Enoshima Kaigan (Ricoh)



Cleanup operation (Ricoh Fukui)



Started aluminum can recovery activities in August 1998, leading to the purchase of three aluminum wheelchairs for donation to the Numazu City Government (Ricoh Numazu)



Restocking carp as a part of environmental cleanup activities (Ricoh Numazu)



Cleanup activities around the plant in cooperation with Kaihoku Elementary School (Ricoh Numazu)



Cleaning up after an oil spill (Ricoh Fukui)



Taking an advisory role in regional environmental conservation activities (Ricoh UK Products)

Regional Activities

- Contribution of a prize to Tokai University's Fiesta Ashitaka Earth-Friendly Competition
- Participation in Saitama Prefecture's environmental conservation meeting (Ricoh Unitechno)
- Cleanup activities around the plant (Ricoh Unitechno)
- Tree planting in city parks (Ricoh Unitechno)
- Afforestation and grass mowing (as part of the Protect Our Mountains Group project in Ikeda, Osaka) (Ricoh Ikeda)
- Cleanup activities around the plant (Ricoh Ikeda)
- Support of welfare activities at the social welfare corporation Home of Hasu (Ricoh Fukui)
- Cleanup following the Anzen Kigan Festival (pray for safety festival) on the first day of each month (Ricoh Fukui)
- Support of the Sakaicho Social Welfare Council (Ricoh Fukui)
- Participation in the cleanup of Teganuma Marsh (Ricoh)
- Release of the CD-ROM *Energy Star CD* for a training program and its disclosure on the web site (<http://www.energystarexperience.com>) (Ricoh Corporation)

Contributions to Organizations Engaged in Environmental Conservation Activities

- Nature Conservation Fund, Keidanren
- World Wide Fund for Nature (WWF)
- Wild Bird Society of Japan
- Nature Conservation Society of Japan
- Bangladesh Poush
- OISCA International
- Soft Energy Study Committee/Green Angels Subcommittee
- Nature Circle



Afforestation activities and support for environment-oriented education in Bangladesh