



RICOH EUROPE B.V.
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Promotion of Sustainable Environmental Management

European sales companies are making an effort to improve sustainable environmental management based on the Sustainability Self-Assessment Program.

RICOH EUROPE B.V. as regional sales headquarters for Europe developed SSAP¹ in fiscal 2002 to promote sustainable environmental management by sales companies. This is a tool by which sales companies make self-assessments of sustainable environmental management from various categories and realize improvements. In fiscal 2003, 28 sales companies conducted such self-assessments. After the results of the self-assessment were compiled, the strengths and weaknesses of each sales company were analyzed and outstanding activities were shared by all companies and sites in the Ricoh Group. All sales companies in Europe are implementing the PDCA² by effectively utilizing the program.

1. SSAP: Sustainability Self Assessment Program for Environmental Area
2. PDCA: Plan-Do-Check-Action

Q

“What is SSAP?”

A

SSAP is a self-assessment program that consists of 12 categories and 38 items (sub categories), as shown in the table on the right. For the item of Environmental Management System (EMS) or recycling, the level of activity may be assessed. In addition, each sales company can determine whether their

activities lead to an increase in corporate value, such as an improvement in sales or recognition.

Q

Why does the implementation of SSAP promote sustainable environmental management?

A

Sustainable environmental management means that enterprises continue to conduct environmental conservation activities. Therefore, enterprises need to develop business by gen-

erating profit through environmental conservation activities. SSAP is not a relative assessment program, but an absolute assessment program, through which each sales company can determine their current level by comparing with an “ideal sustainable environmental management.” Sales companies can objectively understand their “strengths and weaknesses” through conducting SSAP. As a result, they can establish appropriate targets to achieve the most effective forms of sustainable environmental management.

<Examples of improvements through implementing SSAP>



■ Ricoh Italia S.p.A.

In February 2004, the company began to assist in a major canal cleaning project (the Pelican Project) in Venice. This is an achievement resulting from efforts that were made following the results of self-assessment in fiscal 2002, revealing the rating of category 9—“social contribution”—was low. Throughout the year, a number of boats collect waste floating on the large canal from Rome Square to St. Mark's Square for about five hours each day. This activity contributes to an improvement in awareness of Ricoh for the 15 million tourists a year and the citizens of Venice, as they observe these boats in action. The results of this cleaning project are reported in the Web sites of Ricoh Italia and the city of Venice.



■ Ricoh Italia S.p.A.

In fiscal 2003, Ricoh Italia was given a special prize in the sixth Eco High-Tech Awards. This award is sponsored by the Ministry of Environment and the Ministry of Industry in Italy, the WWF, and other organizations. Ricoh Italia's activities to “collect and dispose of used machines and toner cartridges” were highly evaluated as advanced activities for a manufacturer and as excellent activities that exceed expectations of the Italian Environment Law. This achievement led to an improvement in the rating of category 3—Collection and Recycling.



■ Ricoh Hungary Kft

In August 2003, the Aficio 2035/2045 acquired Hungary's Type I environmental label for the first time for office equipment. Ricoh Hungary has cooperated in the establishment of certification standards for environmental labeling. This activity led to an improvement in the rating of Item 7—Green Solution Marketing.

Q

What are essential points to achieve excellent results?

A

The most essential point is to share the self-assessment results with all sales companies implementing the program. Ricoh Europe B.V. not only compiles and analyzes the results of self-assessments of all sales companies, but also introduces the excellent cases for each item that should be used as benchmarks for all sales companies. Therefore, sales companies don't need to think of ways to realize improvements from scratch. Since these sales companies belong to the same group, they can disclose detailed information to their counterparts.

Q

How will you utilize SSAP in the future?

A

We will improve the range of the program to ensure that each sales company may upgrade its sustainable environmental management by effectively implementing SSAP. We will continue to review the contents of the program to meet changes in social conditions and legal regulations while ensuring changes in the results of self-assessment may be continuously grasped. To make the program a more effective tool for management and managerial staff to promote sustainable environmental management, we will develop a system to analyze the results of self-assessment more rapidly and in more detail. We will also build a system to encourage more sales companies to participate in the program. We also believe that if the program is modified slightly, production sites may be able to utilize the program.

● SSAP (Sustainability Self-Assessment Program) Categories

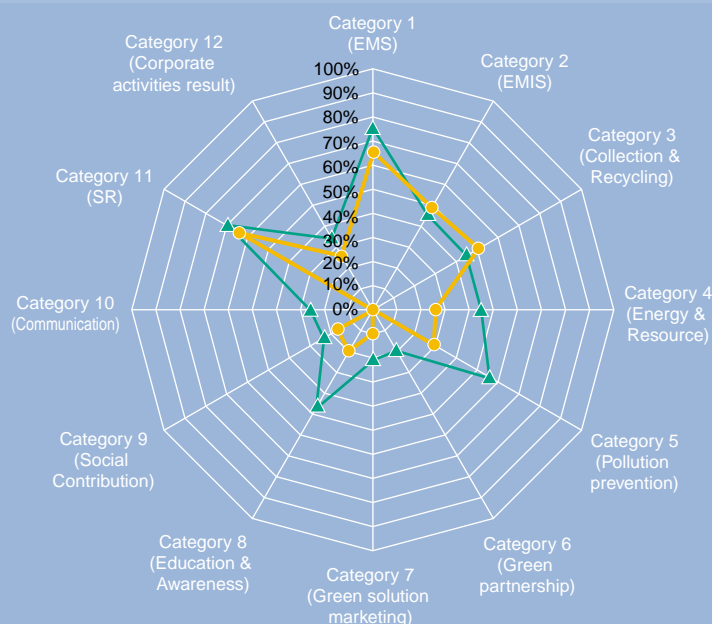
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|--|---|
| 1. EMS | 7. Green solution marketing |
| 2. Environmental management information system | 8. Environmental education and awareness building |
| 3. Collection and recycling | 9. Social contribution |
| 4. Energy/resource conservation | 10. Environmental communication |
| 5. Pollution prevention | 11. Social responsibility |
| 6. Green partnership | 12. Corporate activities' results |

● Example of self-assessment

<Ricoh Italia (RIT)>

SSAP Analysis (Achieving Ratio) for RIT (FY 2002 Result: Total 42%, RIT: 33%)

▲ ALL Ricoh Group Act02 ● RIT Act02



● PDCA for sustainable environmental management by each sales company

