



We are conducting awareness-building activities for our employees so that they can perform duties as global citizens and promote their individual sustainable environmental management.

To make all-employee participatory sustainable environmental management really effective, not only is the commitment of senior management and the active efforts of all divisions essential, but so is the awareness building of employees essential. Although sustainable environmental management concerns corporate activities, these activities are the accumulation of the actions of individual employees. The Ricoh Group has about 73,000 employees throughout the world. The results of sustainable environmental management will widely differ depending on the awareness of individual employees. Therefore, we are conducting education and awareness building activities for our employees so that they may grow as “global citizens”, “employees of the Ricoh Group”, and “specialists in promoting sustainable environmental management”.

### Awareness Building for Employees as Global Citizens

#### Development of Voluntary Environmental Leaders

##### <Ricoh Group/Japan>

To improve the awareness of employees, the Voluntary Environmental Leader Development Program\* has been running to assist in voluntary environmental activities by employees since 1999.

\* See page 69.

#### Awareness Building Using Environmental Household Accounts

##### <Ricoh's Marketing Group, Sales Companies, etc./Japan>

Based on a desire that “employees not only promote sustainable environmental management in the office, but also conduct environmental conservation activities at home,” Ricoh's Marketing Group, in cooperation with sales companies in Japan, has been making an effort to encourage the use of environmental household accounts. This effort is called Eco Life Note. The contents of Eco Life Note are input to the company's database, which enables the exchange of information among participants. As of the end of fiscal 2003, 400 or more households had participated in these activities.



Database of environmental household accounts titled Eco Life Note

#### Seminar to Commemorate Environment Month

##### <Ricoh Group/Japan>

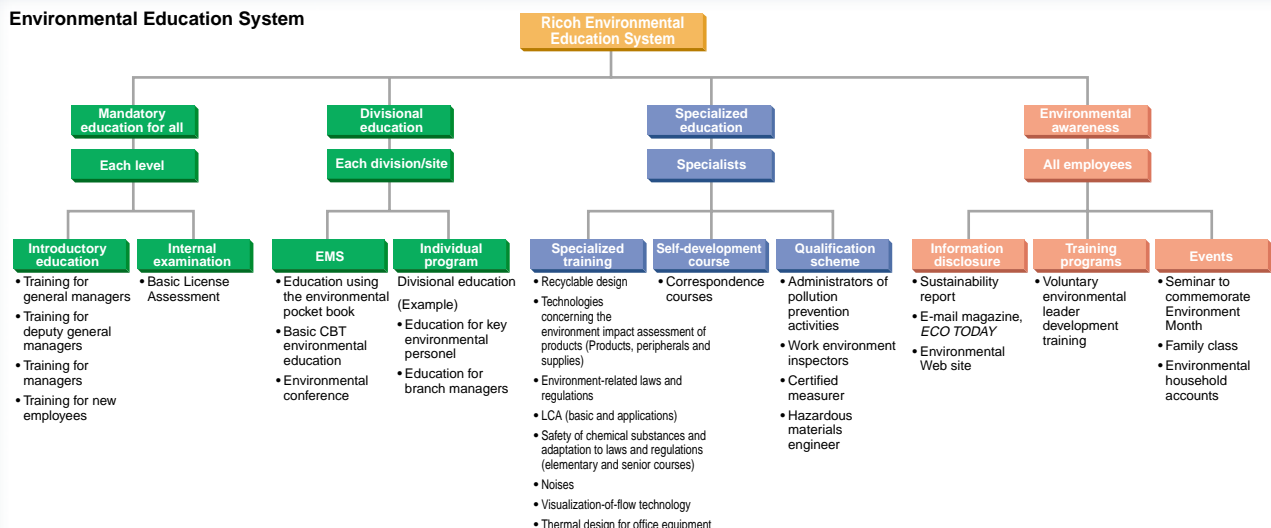
To improve the awareness of Group employees, a seminar to commemorate Environment Month has been held since fiscal 2001. In fiscal 2003, Mr. Kuniharu Miyagi, Director of the International Relations Center, College of Global and Regional Culture, Okinawa International University, and Professor Kevin MacEwen Short of the Environmental Information Course, Tokyo University of Information Sciences, were invited to deliver keynote speeches under the theme of Current Conditions and Recovery of Native Nature and Accessible Nature. Not only employees but also non-employees attended the seminar.

#### Awareness Improvement concerning Recycling Activities

##### <Ricoh Corporation/U.S.A.>

On Recycling Day (November 15) in the U.S.A., Ricoh Corporation, as the Americas Regional Sales Headquarters, collected used home electronics equipment from its employees. This was then recycled at the recycling center for the Ricoh Group. This awareness-building activity, which has been conducted since fiscal 2002, was reported in the local newspaper.

### Environmental Education System



## Education and Awareness Building for Ricoh Group's Employees

## Education and Awareness Building for Persons in Charge of the Promotion of Environment-Related Operations

### Ricoh Group's Environmental Conference

#### <Ricoh Group/Global>

In February 2004, Ricoh Group's 10th Environmental Conference was held at the Ohmori Office, Tokyo. At the conference, held to promote all-employee participatory sustainable environmental management for the Ricoh Group as a whole and attended by Group employees from various regions, Haruo Kamimoto, deputy president of Ricoh delivered a speech, and panel discussions were conducted. A commendation ceremony for the 2nd Ricoh Sustainable Development Award was also held during the conference.



Representatives of the RS (Reprographic Supply) Products Division who were given the Ricoh Sustainable Development Award, and Masamitsu Sakurai, president of Ricoh (second from right)

### Acquisition of ISO 14001 Certification and Zero-waste-to-landfill Activities

#### <Ricoh Group/Global>

At Ricoh Group, not only main production sites in the world but also non-production sites are making efforts to acquire ISO 14001 certification. The introduction of the Environmental Management System enables employees to learn about the effects of their operations and work on the environment and enhance their awareness of the environment through various efforts to improve it. Zero-waste-to-landfill activities\* are not only promoted at production sites but also at non-production sites. Since the target of zero-waste-to-landfill cannot be achieved without the participation of all employees, these activities are very effective for enhancing the awareness of all employees.

\* See page 59.

### Intra-Group E-mail Magazine *ECO TODAY*

#### <Ricoh Group/Global>

The e-mail magazine titled *ECO TODAY*, which contains environmental information, is periodically issued internally. The magazine introduces sustainable environmental management activities by each division and opinions of external persons, such as those of environmental NPOs, to help enhance the awareness of all employees for the environment.

### Earth Connection Tour

#### <Ricoh Electronics, Inc./U.S.A.>

Ricoh Electronics, Inc. (REI), a U.S. production company, has been implementing the Earth Connection Tour to help enhance the environmental awareness of its employees and promote all-employee participatory sustainable environmental management. The tour is attended by responsible persons, including its president. In the tour, participants inspect job sites and benchmark the best practices for improving sustainable environmental management activities. The participants present information concerning environmental targets, current performance of such targets, problems and cases of operational improvements proposed by employees. In fiscal 2003, REI put 174 improvement proposals into practice, and could save more than 580,000 kWh of electricity and more than 100 kg of paper. The successful results of improvement proposals are fed back to all divisions by participants. Participants of the Earth Connection Tour make two kinds of comments concerning each job site that made improvements; namely, comments on excellent activities and those on activities to be further improved. Thus, all job sites are encouraged to make further improvements.

### Ricoh Sustainable Development Award

#### <Ricoh Group/Global>

The Ricoh Sustainable Development Award has been presented since fiscal 2002. This award has two categories. One is the Award for Environmental Management Improvement Activities, presented for routine all-employee participatory activities. The other is the Award for Environmental Management Technology, presented in recognition of efforts to develop environmental technologies. These two awards are presented based on evaluations of activities from two perspectives: namely, environmental conservation effects and generated economic profit. In fiscal 2003, 31 entries were made by various divisions and sites across the world. The RS (Reprographic Supply) Products Division was given the Award for Environmental Management Improvement Activities for its improvement of the toner production process with the On-Demand Toner Filling Machine.\* No party was given the Award for Environmental Management Technology in this fiscal year.

\* See page 54.

### Organization of Environment-Related Courses

#### <Ricoh Group/Japan>

To develop personnel who can manufacture environment-friendly products or manage chemical substances properly, environment-related courses, such as LCA and recyclable design, are organized for employees.

#### Environment-related Courses (Number of participants)

Name of course	Number of participants in fiscal 2003
Recyclable Design	36
Technologies for the Environment Impact Assessment of Products (machines, peripherals and supplies)	47
Environment-Related Laws and Regulations	67
LCA (basic)	25
LCA (application)	7
Safety of Chemical Substances and Adaptation to Laws and Regulations (elementary class)	32
Safety of Chemical Substances and Adaptation to Laws and Regulations (senior class)	12
Noise	31
Visualization-of-Flow Technology	15
Thermal Design for Office Equipment	16
Total	288