



We have organized green partnerships to continue to promote effective environmental conservation.

To promote effective environmental conservation, it is important to make an effort in reducing the environmental impacts caused by “overall operations” through partnerships with suppliers and customers. For this purpose, it is necessary to establish, maintain, and improve partnerships that are beneficial to all parties. To contribute to the creation of a sustainable recycle-oriented society, we regard all parties involved in the operations of the Ricoh Group as green partners, and we, together with these green partners, are promoting effective environmental conservation.

Suppliers of Materials and Parts

Development of Environmentally Conscious Products

Based on the concept of manufacturing shared with suppliers, the Ricoh Group is promoting activities to reduce chemical substances with serious environmental impact. We are promoting the joint development of parts with less environmental impacts, and commend excellent cases at the Green Procurement Convention.

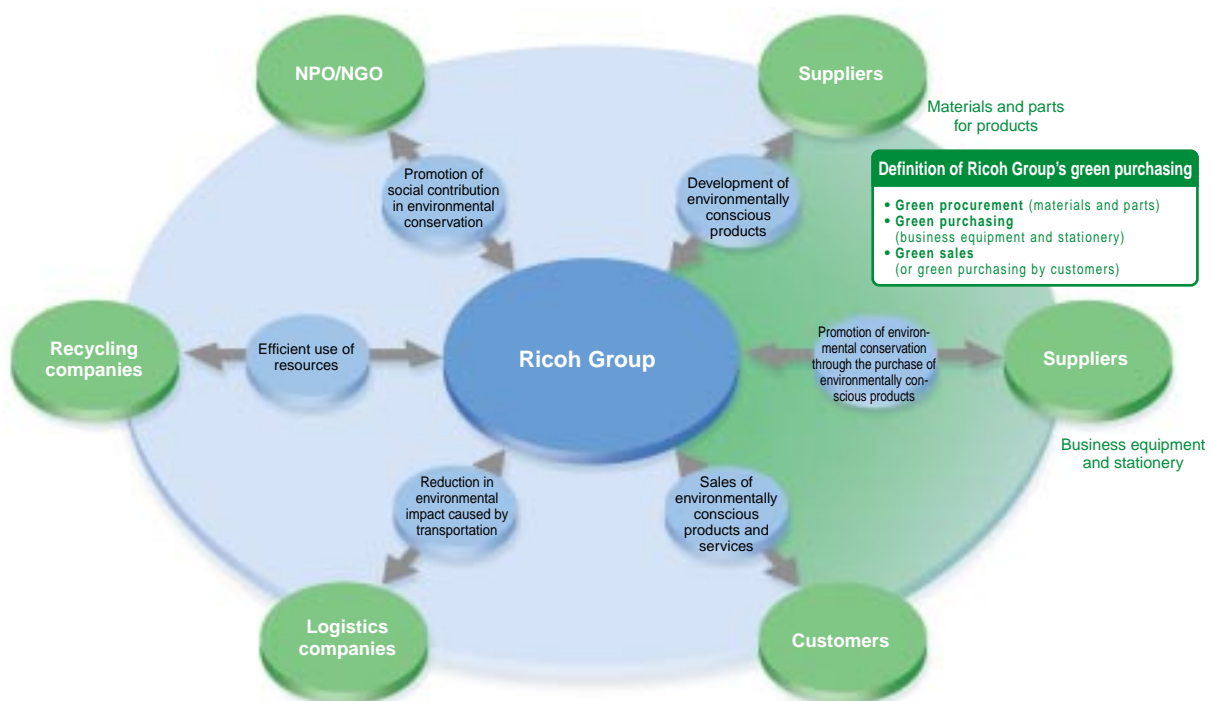
* See page 51.

Suppliers of Business Equipment and Stationery

Promotion of Environmental Conservation through Green Purchase of Environmentally Conscious Products

As users of paper, stationery, and business equipment, we are promoting “green purchasing,” which means that environmentally conscious products are used on a priority basis. In April 2002, the Ricoh Group established the Green Purchasing Guidelines for eight categories: paper, stationery, business equipment, OA equipment, home appliances, work gloves, working clothes, and lighting. These guidelines aim to enhance the awareness of employees. In addition, we established the Green Purchasing System, under which equipment and stationery that comply with the provisions of the Green Purchase Law may be easily procured. Collective purchasing of products by the Ricoh Group has led to cost reductions.

Ricoh Group's Green Partnerships



Customers

Promotion of Environmentally Conscious Products and Services

Paperless Office

<Tsu office of Mie Ricoh Co., Ltd. and other offices/Japan>

Paper in offices is the most serious cause of environmental impact. Domestic sales companies have created paperless offices by utilizing Ricoh's document solution system, which is sold by them, and other means. These sales companies provide customers with know-how on the creation and operation of paperless offices by allowing customers to visit their offices. Since the establishment in February 2002, more than 700 customers have visited the Tsu office of Mie Ricoh. This office was introduced on the Web site* of Mie Prefectural Government. Ricoh MA (Major Account) Marketing Division that has customers such as sales companies, including Aichi Ricoh Co., Ltd. and Kanagawa Ricoh Co., Ltd., public agencies and major companies, has created a paperless office.

* <http://www.eco.pref.mie.jp/news/interview/inter183/index.htm> (Interview with Enterprises, April 9, 2003) (Japanese language only)



The paperless office of Tsu office of Mie Ricoh

Green Promotion

<Ricoh Chubu Area Sales Group/Japan>

The Ricoh Chubu Area Sales Group, which is in charge of sales in the Chubu area, is conducting green promotion activities that connect sales activities and social contribution in environmental conservation to the area. In these green promotion activities, those customers who purchased Ricoh's environmentally conscious products provide their eco cards to Ricoh Chubu Area Sales Group. Based on the number of such cards, Ricoh Chubu Area Sales Group provides NPOs with financial assistance. NPOs oper-

ating in the Chubu area submit proposals on activities. Then, the NPOs are short-listed by the votes of customers and Ricoh's employees. Finally, the NPOs entitled to receive financial assistance are determined at the screening committee attended by representatives from NPOs, government organizations and educational institutions, and representatives from other companies engaged in social contribution. One of the screening standards is that 'employees of the Ricoh Group can participate in NPO's activities.'



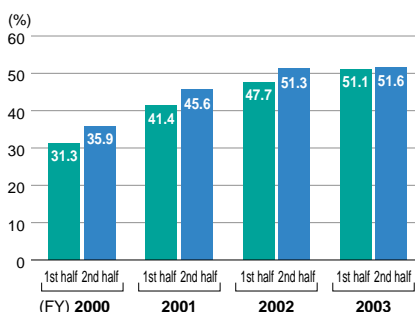
A Screening Committee selects NPOs entitled to receive financial assistance

Promotion of Paper Recycling

<Ricoh Group/Japan>

To contribute to the creation of a recycle-based society, the Ricoh Group has prepared a plan to raise the using rate of used paper (paper products, including printing papers) to 60% by fiscal 2004. In fiscal 2003, the using rate of used papers increased as expected. NBS Ricoh, which sells paper products etc., and all sales companies of the Ricoh Group are promoting Office Used Papers Recycling Services with the object of collecting used paper from customers, recycling it, and selling it on to customers.

① The Ratio of Recycled Pulp to Total Paper Sales (Comparison by weight)



Logistics Companies

Reduction in Environmental Impact Caused by Transportation

To reduce the environmental impact caused by transportation, the Ricoh Group is promoting a modal shift (shift of transportation by trucks to that by sea and/or rail) in cooperation with various logistics companies.

* For details, refer to page 56.

Recycling Companies

Efficient Use of Resources

In cooperation with recycling companies as "partners in creating a resource recirculating society," the Ricoh Group is making an effort to recycle used products and enhance "zero-waste-to-landfill" activities.

* For the recycling of products, refer to page 43.
For recycling activities made by offices and sites, refer to page 57.

NPO/NGO

Promotion of Social Contribution in Environmental Conservation

The Ricoh Group is promoting effective social contribution in environmental conservation on a global level in cooperation with "frontrunners in environmental conservation," such as NPOs and NGOs.

* For details, refer to page 65.