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RICOH ASIA INDUSTRY, Purchasing Division  
Minoru Matsumoto, General Manager (left)  
Jing Song Mao, Minister (center)  
Dan Li (right)

## Green Procurement in China

**We are establishing a production system in response to the European RoHS Directive in partnership with suppliers in China.**

Ricoh Asia Industry (Shenzhen) Ltd. (RAI), one of the major manufacturing subsidiaries of the Ricoh Group, was established in Shen-zhen, China in May 1991. Products manufactured there are shipped not only to Japan but also to the United States, Europe, and other countries. Manufacturing of products with less environmental impact at RAI should reduce the global environmental impact. As early as January 1998, RAI acquired ISO 14001 certification. In addition, RAI has been promoting green procurement with the cooperation of suppliers since 2001. It expects to complete a production system in accordance with the European RoHS Directive\* by the end of fiscal 2004.

\* Restriction of Hazardous Substances Directive. This is an EU directive to restrict uses of particular chemical substances for electric and electronic equipment that came into effect in 2003. Member countries must prepare national laws by August 13, 2004 and start regulations on July 1, 2006.

**Q** What is important in producing products with less environmental impact?

**A** Green procurement activities—that is, procurement of parts with less environmental impact that are manufactured at plants with less environmental impact—are important in manufacturing a product that has less environmental impact during its lifecycle. To achieve this, it is necessary to request suppliers to establish their own EMS as well as a management system for chemical substances. It is impossible for Ricoh to manufacture products with less environmental impact on its own.

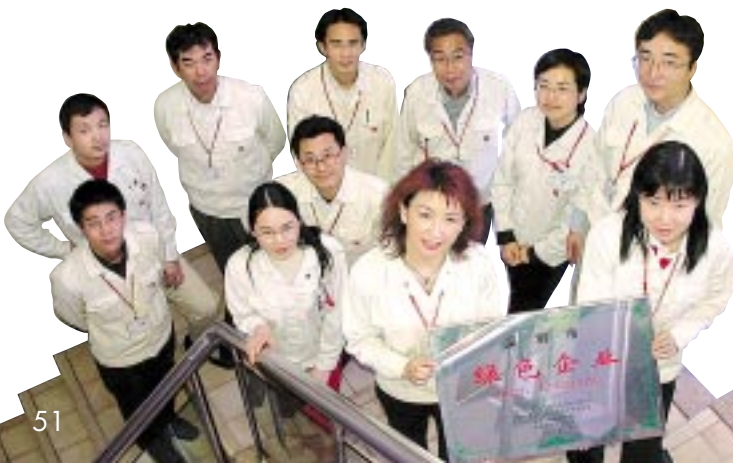
**Q** How were green procurement activities promoted in China?

**A** First of all, a briefing on Green Procurement Policies was held in August 2001, where we requested suppliers to acquire ISO 14001 certification or to establish an EMS that meets Ricoh's guidelines by March 2003. At that time, these activities were unprecedented in China. Even so, some suppliers said that environmental conservation is an inevitable trend, and that they felt fortunate to have Ricoh's support in establishing their own EMS."

**Q** What efforts did you make to reduce the use of chemical substances?

**A** A briefing on Green Procurement Standards was held in October 2002, at which we explained our plan to completely eliminate use of the four types of chemical substances (lead, hexavalent chromium, polyvinyl chloride, and cadmium). At the same time, we requested suppliers to register information on chemical substances contained in parts with our environmental impact research database and submit to us a certification of non-use of prohibited substances. In addition, we installed an analyzer in August 2003 and started checking levels of chemical substances contained in received parts.

Staff members of Green Procurement at RAI



Received parts after checkout

Q

How do you plan to support suppliers in the future?

A

We held a second briefing on our purchasing policies in January 2004, where our Operation Manual on Green Procurement Standards was distributed and an explanation was given to suppliers. This manual explains how to establish a system to manage chemical substances as well as methods for suppliers to manage their own suppliers. In the future, we will actually visit our suppliers to check and support the specifications of their parts, manufacturing methods, and manufacturing systems. Through these partnerships with suppliers, we will promote the manufacture of products with less environmental impact and respond to the RoHS Directive.



Suppliers of RAI



Manufacturing process for lead-free printed-circuit boards

## From Assisting Suppliers with Establishing their Own EMS to Complete the Elimination of the Use of Chemical Substances

### Briefing on green procurement policies held in August 2001

We requested suppliers to establish their own EMS, while preparing and distributing support manuals, showing cases where improvements have been made and the related laws and regulations. As a result of sharing information on

these successful cases, many of the suppliers realized that environmental improvement would lead to a reduction in costs, which in turn would result in a speed-up for them in establishing their own EMS.

### Briefing on research on environmental impact information held in April 2002

We explained the future development of green procurement, including the reduction of chemical substances contained in parts, and asked suppliers for their support.



Briefing on Green Procurement Standards at RAI

### Standards for green procurement of chemical substances set up in July 2002

Ricoh Group's Green Procurement Policy (Chinese version)



### Briefing on green procurement standards held in October 2002

Our plan to eliminate use of four types of chemical substances by the end of fiscal 2004 was explained, and suppliers were requested to submit a certification of non-use. We also asked them to register information on the en-

vironmental impact of parts in our Environmental Impact Research Database, to speed up the collection of information on chemical substances. As of February 2004, 70 out of our 120 suppliers are using the database.

### First briefing on procurement policies held in January 2003

We explained Ricoh's policies to assist with the environmental activities of suppliers, aiming to establish a win-win relationship with them.

### Analyzer introduced in August 2003

Entrance management of chemical substances was strengthened by the introduction of an analyzer, which is used to measure cadmium and lead content.



### Second briefing on procurement policies held in January 2004

An explanation was given again on developments in regulations for chemical substances in the world as well as on the Ricoh Group's ideas on the management of chemical substances. Suppliers were requested to ensure that they are controlling use of these chemical substances, and copies of the Operation Manual on Green Procurement Standards were given out.



### Self check sheet for the management of chemical substances distributed in March 2004

In the future, we will support the establishment of a management system for chemical substances based upon the results of suppliers' own checks.