

To fulfill its mission as a global citizen, the Ricoh Group has taken it upon itself to contribute to the development of a sustainable society by promoting global environmental conservation.

Our mission is to conserve the global environment

The rich resources of our planet Earth have given birth to many forms of life and have supported the wide-ranging and ambitious activities of mankind. Nevertheless, recent activities have exceeded the life-sustaining abilities of the Earth. This poses a threat not only to our coexistence with other forms of life on this planet, but also to the future of the human race itself. Global environmental conservation is the most urgent issue that the whole of mankind faces. We must restore the Earth to its full capacity, and pass this on to future generations. To achieve this, we need to be more aware of the importance of the Earth in our personal lives, not just in our businesses, and strive to continuously modify our corporate activities and lifestyles in order to reduce the impact our society as a whole has on the global environment to a level that the ability of the planet to recover can cope with. In recent years, people have been showing more interest in the environment. The Ricoh Group has long been working toward better sustainable environmental management by adopting environmental conservation as its mission, and with the idea that environmental conservation activities will be able to effectively restore the health of this planet if they are conducted on a continuous basis with the participation of more people.

Continuous environmental conservation activities

Based on this idea, the Ricoh Group takes it upon itself as a global citizen to conduct environmental conservation activities on a continuous basis. Companies can continue an activity only if they themselves survive, grow, and develop. We therefore need to gain new economic values through environmental conservation activities. We define sustainable environmental management as the management of a company that contributes to environmental conservation and generates economic values for that company. All Ricoh Group employees are engaged in environmental

conservation activities while pursuing profitability based on the concept of the Ricoh Group's definition of sustainable environmental management.

Commitment to sustainable environmental management

To improve sustainable environmental management, we have incorporated our "environmental viewpoint" into all aspects of our management. Also, to limit the environmental impact of our corporate activities to a level that the self-recovery capabilities of the Earth can deal with, we are conducting environmental management and improvement activities on a daily basis. We market environmentally-friendly products to the public aggressively based on the development of environment-related technologies, and thus, potentially reduce our environmental impact indirectly through our customers. Moreover, we have developed our own environmental accounting system to quantify all reductions in environmental impact and increases in economic values to improve the profitability and efficiency of our environmental activities. Through these measures, the Ricoh Group is committed to continuous environmental conservation activities to improve sustainable environmental management.

Activities conducted by all employees

Environmental conservation activities should not only be conducted by employees in development and manufacturing departments. All our employees, including those in business planning and marketing, have some impact on the natural environment as a result of their work. Thus the Ricoh Group encourages all employees to participate in environmental conservation activities. Specifically, employees are encouraged to develop and provide environmentally-friendly products and services and to organize their workplaces to have less impact on the environment.

These activities are expected to spread to business partners, customers, and employees' families. With this in mind, the Ricoh Group is strongly supporting the environmental conservation activities of its employees.

Commitment to forest conservation

To recover and maintain the life-sustaining ability of the planet, it is of course not enough to simply reduce the environmental impact of our business activities. The Earth's life-sustaining ability has been found to depend mainly on its recycling-based ecosystems. In recent years, due to the destruction of the forests that provide habitat for a wide variety of creatures, the planet's vital link to its ecosystems has been damaged. To help solve this, the Ricoh Group is doing its best to conserve forest ecosystems in cooperation with NPOs and local communities all over the world.

Towards a sustainable society with a long-term perspective

In order to limit the environmental impact we have on the Earth to a level that the abilities of the natural environment to recover can deal with, what kind of changes should we make in our attitudes and actions? All global citizens, including national and local governments, companies, citizen groups, and individuals need to be aware of their own environmental impact. Moreover, it is important to discuss the ideal society we pursue and aggressively reduce our environmental impact by cooperating with and learning from each other to realize our ideals. The Ricoh Group describes its long-term vision of the ideal society as a "Three P's Balance". After understanding what needs to be done to move closer to the ideal, concrete goals and action plans for promoting sustainable environmental management will be established. The Ricoh Group lends its weight to the development of a sustainable society by demonstrating through its own actions that a company can conduct enviro-

mental conservation activities continuously through sustainable environmental management and by encouraging more people around the world to participate in developing a sustainable society.

To our readers

Sustainability Report 2004 outlines the activities that the Ricoh Group is conducting on a global scale to contribute to the development of a sustainable society through sustainable environmental management and by solving global environmental problems involving all people around the world. We want to discuss global environmental problems with many people throughout the world and we hope that this report will help as many of you as possible to discover the breadth of the Ricoh Group's concepts for environmental measures. We welcome your feedback to further improve our sustainable environmental management in terms of quality and effectiveness.



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