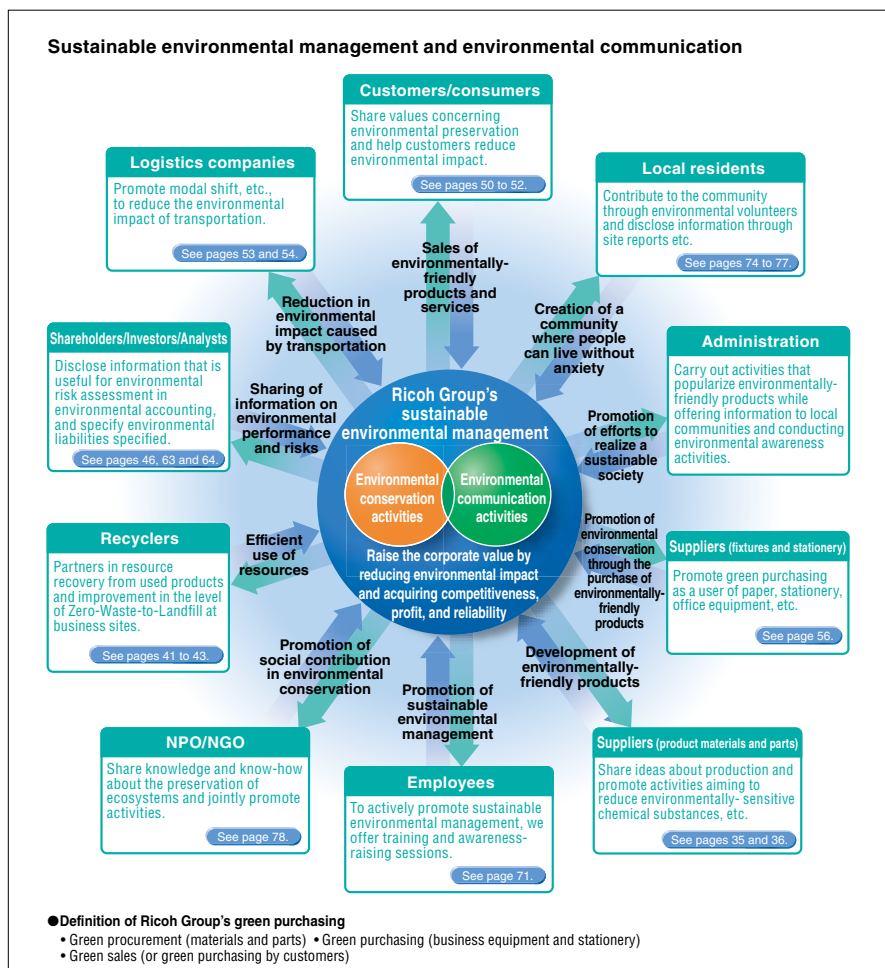


We will promote communication with all stakeholders in good faith and expand the network of sustainable environmental management.

To be a going concern whose growth and development is desired by society, promoting environmental conservation activities alone is not enough. We have to make efforts to inform as many people as possible of our philosophy and activities so that we may win public trust and confidence. The active disclosure of information to internal and external stakeholders will contribute to the further strengthening of activities and the creation of a sustainable society. With the firm belief that environmental communication and conservation activities are the two wheels of sustainable environmental management, the Ricoh Group is expanding its network of conservation activities through the promotion of communication in good faith.



Stakeholder Communication

Participation in Japan-CLP

<Ricoh (Japan)>

On July 30, 2009, Ricoh announced its participation as a founding corporate member of Japan-CLP (Japan Climate Leaders' Partnership). Japan-CLP is Japan's first business coalition formed on the understanding that the industrial community should recognize the urgency of addressing the issue of climate change and start taking proactive action. Japan-CLP creates opportunities for dialog with policy makers, industry and citizens, and will undertake a variety of activities with a focus on Asia. Member firms share the common goal of building a sustainable low-carbon society, have made their own commitments, and will take three approaches:



building awareness, developing systems and introducing technologies. Ricoh intends to strengthen its activities aimed at achieving its own Mid- and Long-Term Environmental Impact Reduction Goals and will cooperate, mainly in the field of developing

environmental technology, with other Japan-CLP corporate members firms in order to realize the common vision.

* Japan-CLP: <http://japan-clp.jp/en/index.html>

* News release: <http://www.ricoh.com/info/090730.html>

Exhibitions

<Ricoh Group (Japan)>

In December 2009, Ricoh participated in a general environmental exhibition titled Eco-Products 2009 held at Tokyo Big Sight.

Ricoh presented the ideal state of the Earth Ricoh aims to realize through a comprehensive exhibition of technologies, products, and activities related to sustainable environmental management.

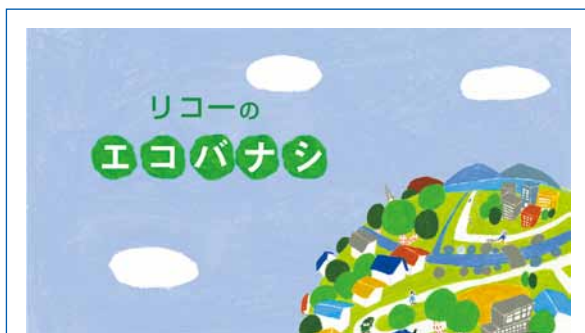


At the main booth, we explained our comprehensive measures for achieving the 2050 environmental impact reduction goals as well as measures to revitalize the Earth through the preservation of biodiversity.

Production of TV commercials on the environment

<Ricoh (Japan)>

Ricoh believes in contributing to the reduction of environmental impact in society in general by effectively using communication tools. In fiscal 2009, we produced TV commercials and products based on the catchphrase “Shigoto ni Tsuyoku. Chikyu ni yasashiku” (roughly translated as “Tough at work. Gentle on the Earth”). We also aired a series of TV commercials centered on “Eco Banashi” (roughly translated as “eco-friendly stories”) which introduce simple ways to be eco-friendly.



Eco Banashi Series of Commercials

- The RECO View version about reusable sheets
- The Trolley version about moving machines without utilizing electricity
- The Bicycle version about making maintenance visits on bicycles
- The Copier version about carefully reusing machine parts
- The Dry Wash version about washers that don't use water
- The Stationary Placement version about reducing unnecessary clutter but maintaining efficiency at work

* Introduction of TV commercial: <http://www.ricoh.co.jp/advertisement/cm/index.html>

* Eco Banashi: <http://www.ricoh.co.jp/no1/ecobanashi/>

Issuance of Sustainability Reports (Environment)

<Ricoh Group (Global)>

The Ricoh Group's environmental report has been issued annually since it was first published in April 1998, which disclosed fiscal 1996 data. Since the 2004 edition, we have been issuing three reports in June: Sustainability Report (Environment), Sustainability Report (Corporate Social Responsibility), and Sustainability Report (Economic). The 2009 sustainability reports were awarded the Environmental Reporting Grand Prize (Minister of the Environment Award) at the 13th Environmental Communication Awards hosted by the Japanese Ministry of the Environment and the Global Environmental Forum. The Sustainability Report (Environment) 2009, meanwhile, was chosen as a recipient of the Special Award of the 13th Environmental Report Award hosted by Toyo Keizai, Inc. and Green Reporting Forum.



Receiving the Minister of the Environment Award from the Environmental Minister, Sakihiro Ozawa

Environmental reports issued by business sites

<Ricoh Group (Global)>

To enhance relationships with local communities, Ricoh Group business sites issue their own environmental reports as a means of communication with government offices, residents of neighboring areas, and family members of their employees. The Ricoh Group established guidelines for the preparation of site reports on environmental conservation for its business sites in fiscal 2001, and this is currently used within the Group.

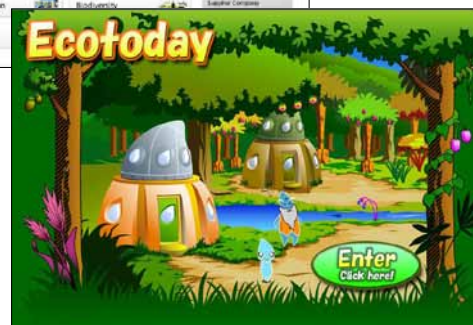
Environmental web site

<Ricoh (Global)>

Ricoh's environmental web site¹ focuses on visibility, simplicity and user-friendliness so that visitors can easily find the information they want, including environmental information of products and the latest news. It is also available in English and is linked to affiliates throughout the world. For children, the learning section, “Ecotoday Tempel-Tuttle Story,”² provides stories about forest ecosystem conservation activities supported by Ricoh in various parts of the world, as well as quizzes and games to help children learn about environmental issues in an enjoyable way.

1. Ricoh's sustainable environmental management: <http://www.ricoh.com/environment/>

2. Ecotoday Tempel-Tuttle Story: <http://www.ricoh.com/environment/ecotoday/>



Stakeholder Communication

**Green Communication Strategy Meeting in China—
Sustainable Environmental Management by
Coordinated Efforts in Four Areas****<Ricoh Group (China)>**

On Nov. 6, 2009, 17 Ricoh Group firms in China hosted the third Green Communication Strategy Meeting (Promotion of Sustainable Environmental Management by the Coordinated Efforts in the Four Areas). A total of 220 people participated in the event, which connected participants in Beijing, Shanghai, Fuzhou, and Shenzhen for a teleconference. During discussions on the main theme, “Results of CO₂ reduction activities at each firm,” officials in charge of on-site sustainable environmental management activities talked about specific activities. The most urgent agenda now is how China will balance economic growth with environmental preservation. Ricoh Group companies conduct businesses in four areas: development and design, procurement and manufacturing, sales, and distribution. The companies will cooperate as a single unit in these four areas to implement sustainable environmental management by simultaneously making a profit and contributing to environmental preservation under the motto “No growth strategy without sustainable environmental management.”

**Supporting environmental activities by students****<Ricoh Americas Corporation (Global)>**

Ricoh Americas Corporation (RAC), our regional sales headquarters for the Americas, is one of the major sponsors of the International Science & Engineering Fair (ISEF). ISEF is one of the largest and most prestigious science contests for high school students, with about 1,600 students from more than 50 countries and regions participating in it each year. RAC has been giving the Ricoh Sustainable Development Award since 2005 to entries whose innovations contribute to making businesses environmentally friendly and socially responsible as well as profitable. In fiscal 2010, the best awards were given to Mr. Roshan Palli, Mr. Joseph Corbett Ferguson, Ms. Holly C. Erickson, and Mr. Ryan C. Erickson in the award ceremony held in San Jose, California.



(From left) Mr. Roshan Palli, Mr. Joseph Corbett Ferguson, Ms. Holly C. Erickson, Mr. Ryan C. Erickson and Robert Whitehouse (Director, Environmental Management and Product Compliance, RAC)

Communication with Local Communities

Three-In-One Program**<Ricoh (Thailand) Ltd. (Thailand)>**

Ricoh (Thailand) Ltd. (RTH), a sales subsidiary, organized a “Three-In-One Program”* to support environmental activities in elementary schools. In the program, participating elementary schools selected their own themes and engaged in environmental communication activities under the chosen themes, with the involvement of local communities. The top-performing participants were awarded a grant for their activities. Environmentally concerned local citizens cooperated in the program by serving as judges.

Seven elementary schools in Bangkok and inland areas, bringing together over 9,800 students, participated in the program with a wide variety of activities. One of these activities was a waterway cleanup project where students and local citizens cleaned up waterways near the school using microbiological water purifying pellets that the students had created. Other projects included collecting and sorting recyclable waste and donating the proceeds from the sales to temples; an exhibition for local citizens of art works made from waste materials; and making organic fertilizer for use in the school. These projects were subject to periodic progress evaluation by the program judges. Based on the results of the final review in December 2009, Klongmakarm School received the first prize for two activities: an exhibition of craft works made from waste paper and its community awareness raising activities. A total of 65,000 baht was awarded to the top four prize winners.

* The name indicates that this single program is designed to meet three objectives: (1) environmental communication with customers and communities, (2) corporate social responsibility, and (3) positive contributions to the environment.



Students from schools participating in the RTH environmental projects, with RTH President, Julian Fryett (back row, center)



Students giving a presentation

Recycled Bench Design Competition

<Ricoh Hong Kong Limited (Hong Kong)>

Ricoh Hong Kong Limited, a sales subsidiary, sponsored the Recycle Bench Design Competition organized by the Hong Kong Association of Youth Development. Nearly 400 students applied for this design contest with their ideas to create attractive benches from waste materials. On July 11, 2009, the complete works of the champions and the runner-ups in the junior and senior divisions were unveiled at the event venue Tsuen Wan Plaza. The four benches were displayed in public places as a symbol of environmental consciousness to raise citizens' awareness.



"Green ambassadors" to support environmental education in primary schools

<Lanier (Australia) Pty. Ltd. (Australia)>

Lanier (Australia) Pty. Ltd. (LAP), a sales subsidiary, supports environmental education in primary schools. As part of this effort, three LAP employees visited Ashdale Primary School on July 8, 2009 as "green ambassadors" to meet and talk with children and to teach them the importance of protecting the environment. Approximately 80 students and their teachers planted some 70 trees in the school with the support of the three LAP ambassadors. This activity was a part of LAP's tree-planting program to offset its paper supplies to customers.



Views
held by
employees

INTERVIEW

Interactive Environmental Communication between the Company and the Community

Giving back to the community what we learned at the company.

We feel the importance of environmental communication every day.

Receiving the Minori Award* for contribution to local and administrative environmental activities

At the request of Fukui Prefecture and Sakai City, the Ricoh Fukui plant has been cooperating with the environmental promotion activities of the local governments. In 2007 and 2008, I served as the head of Sakai City's committee for drafting an environmental action plan and took on the immense challenge of summarizing the opinion of citizens, the local administration, and environmental experts. Day after day, after work, I conducted hearings attended by many stakeholders, including local residents and corporations, to hear a wide range of opinions on the challenges and problems related to regional environmental preservation. In the end, we were able to draft Sakai City's basic environmental plan for the next ten years. I was very happy because I was able to use the experience and knowledge I gained as the officer in charge of the environment at the Fukui Plant to contribute to local policy and assist the community. I also appreciate from the bottom of

Tetsuo Ito
Senior Specialist
(in charge of environment,
safety and sanitation/TPM)
General Affairs Group
Fukui Plant



my heart the understanding and support I received from my colleagues as well as Ricoh for acknowledging my work.

I believe that the company trained me to become the person I am today. I gained from Ricoh everything I do now including learning about the environment and communicating with people. My actions are based on giving back to the community what I learned from Ricoh and giving back to the company what I gained from the community.

* Ricoh Group President's Award

● We introduce a longer version of this interview, as well as further information about Tetsuo Ito's activities, at Ricoh's sustainable environmental management web site.
(http://www.ricoh.com/environment/communication/communities/01_01.html)