

Ricoh Europe
Sustainability Report 2010



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Scope of this Report

The Ricoh Europe Sustainability Report covers the operations and employees of Ricoh Europe PLC within the region of Europe, Middle East and Africa (EMEA) and is produced annually. This report relates to the fiscal year from April 2009 to March 2010.

Ricoh Europe PLC is a wholly owned subsidiary of Ricoh Company Ltd. Ricoh Europe has approximately 15,000 employees working in 19 countries in the EMEA region. Ricoh's manufacturing facilities are not part of Ricoh Europe PLC and together with partners and joint ventures are not included within the scope of this report. Further details of these activities can be found in the Ricoh Group Sustainability Report. Audited financial figures are published in the Ricoh Group Annual Report. Both reports can be downloaded from www.ricoh.com.

We have completed a self-assessment of this report against the Global Reporting Initiative (GRI) guidelines and have allocated a "B" rating. Further details of this assessment are available in the "Results Summary" section of this report, and full details are available on our website, www.ricoh-europe.com.

This report highlights Ricoh Europe's performance during the fiscal year ended 31st March, 2010 and previous periods. The Company makes every effort to ensure the accuracy of the data included herein, but undertakes no obligation to update this data subsequent to publication.

Your Feedback

If you have any comments, opinions or suggestions regarding this report, please contact Ricoh Europe's CSR Division at csr@ricoh-europe.com.

Chairman's Statement



Simon Sasaki
Chairman and Chief Executive Officer
Ricoh Europe PLC

Welcome to the third Ricoh Europe Sustainability Report. The document is related to Ricoh's operations in 19 countries across Europe, Middle East and Africa (EMEA) and details our economic, social and environmental achievements during the 2009 fiscal year.

At Ricoh, Corporate Social Responsibility (CSR) is embedded into our corporate values. We firmly believe in being a good corporate citizen. We aim to excel in all areas of our business and strive to understand and respond to the expectations of all stakeholders in the communities where we operate. We are committed to achieving the highest standards of global citizenship, both internally and with our worldwide partners and suppliers. We fully support the United Nations (UN) Global Compact and have incorporated its ten universal principles into the Ricoh Corporate Social Responsibility Charter.

While a binding agreement at the UN Climate Change Conference 2009 (COP15) was not reached, there are many opportunities for business to take action. At Ricoh, we believe there is an opportunity to take a leading role in taking responsibility for ensuring a sustainable future for all. In the 1970s, when we began investing in our environmental programme, many did not see this as a priority. In subsequent years, many have followed our lead and reduced the environmental impact of their own products. In 2005, we established a road map for reducing our total environmental impact to one-eighth of the 2000 levels by 2050. It is through making these changes, organisations can make a difference and help to fulfil the aims the COP15 set out to achieve.

Our customers are businesses across the world who seek to integrate innovative, flexible solutions that will help them to succeed. They want a responsible business partner that will help them to manage costs, optimise their workflow in the office and manage information securely. Our holistic approach to business enables us to connect our innovation and expertise with our commitment to being a sustainable business. Ricoh is proud to provide efficient products and solutions that offer our customers true business value, which in turn helps them to achieve their goals and move their ideas forward. We also continue to promote and support reduced energy consumption, working closely with our customers to reduce their carbon footprint while providing increased value for money, service and support from a brand they can trust.

As our CSR charter defines, in addition to integrity in corporate activities, harmony with the environment and society, we also place great importance on respect for people. We are focused on building a company culture that rewards excellence, enhances knowledge sharing across the organisation and promotes diversity and empowerment in the workplace.

At Ricoh, CSR is integrated into the heart of our operations; it is a part of the way we do business.

About Ricoh Europe

Ricoh is a leading service provider and global manufacturer of office and production printing solutions focused upon helping its customers move ideas forward. We work with small, medium and large organisations around the world to modernise work environments and optimise document efficiency.

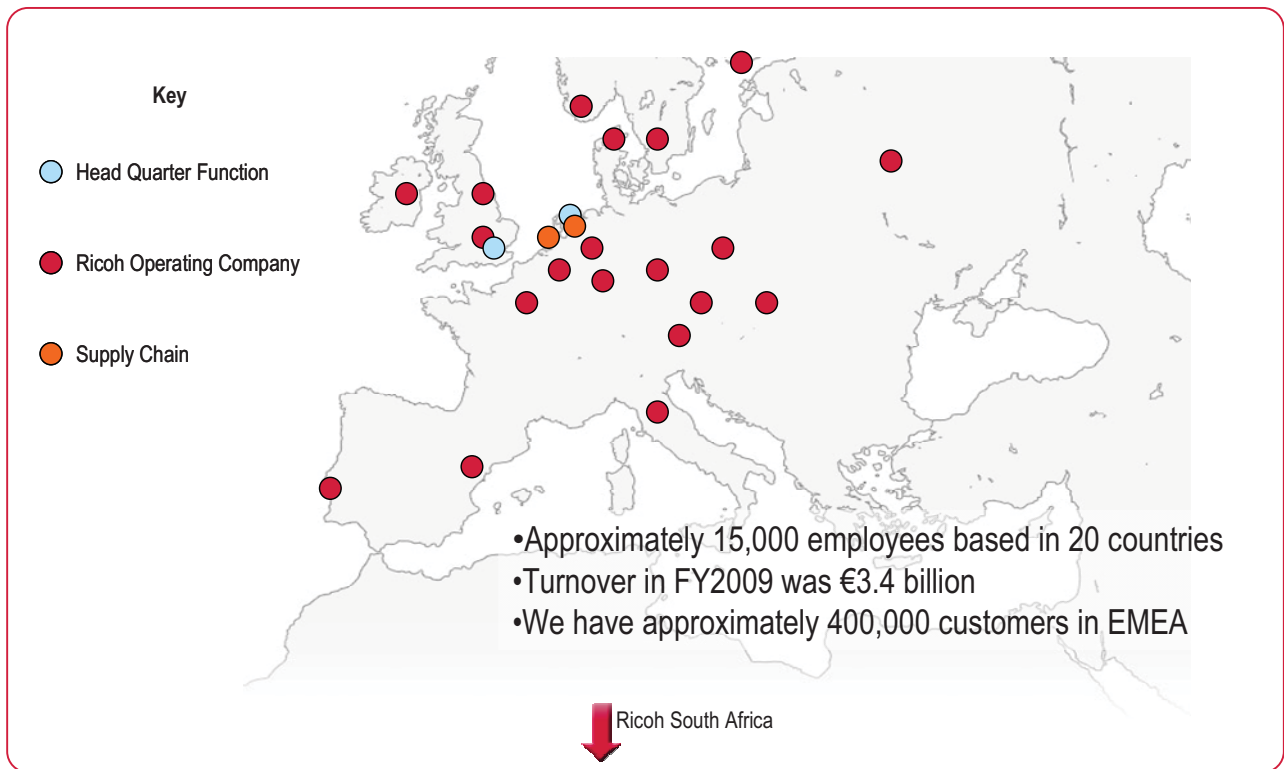
Built on a tradition of innovation, we have developed a worldwide presence as a provider of comprehensive document solutions, expert consultancy, outsourcing, production printing and managed document services.

With a track record in understanding our customers' needs, best-in-class service and support and a flexible approach to business, we have the unique ability to build sustainable, trusted partnerships.

Our diverse capabilities also include Ricoh Global Services, digital multifunctional copiers, fax machines, printers and digital printers, digital cameras, printed circuit boards and electronic devices.

In 2010, we were recognised as one of the Global 100 most sustainable organisations in the world for the sixth year in a row. In November 2008, Ricoh was awarded the highest rating, AAA, in the Environmental Rating by Tohmatsu for the fourth consecutive year. Ricoh was the second Japanese company to sign the UN Global Compact.

To find out how we can help you to move your ideas forward, please visit:
www.ricoh-europe.com



Our locations in EMEA

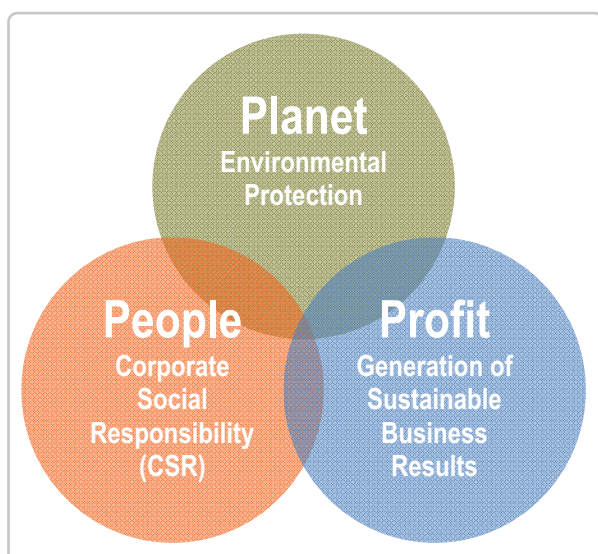


“At Ricoh sustainability, innovation and expertise touch every aspect of our business. The origins of Ricoh’s sustainability strategy can be traced back to the Corporate Philosophy developed over 50 years ago by our founder in his twin vision: ‘To innovate on behalf of our customers and to pursue sustainable business practices on behalf of every life we touch’. Today this vision remains an underlying principle in our business. We take a holistic approach to business – combining economic, social and environmental strategies that balance the needs of our stakeholders, enabling us to be a customer driven organisation that is innovative and profitable – both now and for future generations.”

Hiroyasu Kitada, Vice President, CSR Division

Ricoh Europe’s Sustainability Strategy

With outstanding corporate success comes great social responsibility. If we are to continue to grow and prosper in the future, we must strive to be a best-practice example of corporate citizenship. Our market-leading brands are dedicated to providing businesses worldwide with the advanced products and solutions they need to stay ahead in competitive environments. We are equally committed to fulfilling our economic, social and environmental responsibilities, and ensure we co-exist in the communities in which we operate in a sustainable and respectful manner.



Our CSR Strategy is defined in the “Ricoh CSR Charter”, developed to enable us to integrate our core values and the ten principles defined in the UN Global Compact into our daily activities. When we talk about “sustainability” in Ricoh, we are looking beyond managing our impact on the environment. For us, sustainability is about developing a business model that will deliver lasting value for all stakeholders into the future.

To achieve this, we have adopted a holistic approach that enables us to balance the needs of our different stakeholder groups. We develop ideas to produce reliable and innovative products and services for our customers that generate profit for our shareholders, enabling us to provide a secure future for our employees and in a way that ensures we add value and preserve the resources of the communities around us.

Ricoh Europe
Turnover

€3.4 billion ¹

Market Share

29.4% ²

CSR Steering Committee

The Ricoh Europe CSR Steering Committee was formed in March 2008. The CSR Steering Committee is chaired by Hiroyasu Kitada, Vice President, CSR Division, who reports directly to Simon Sasaki, Chairman and CEO of Ricoh Europe PLC. The Committee has representatives from our Head Office and Operating Companies to gain a cross section of views and ideas from our stakeholders and to maximise the impact of our CSR Strategy.

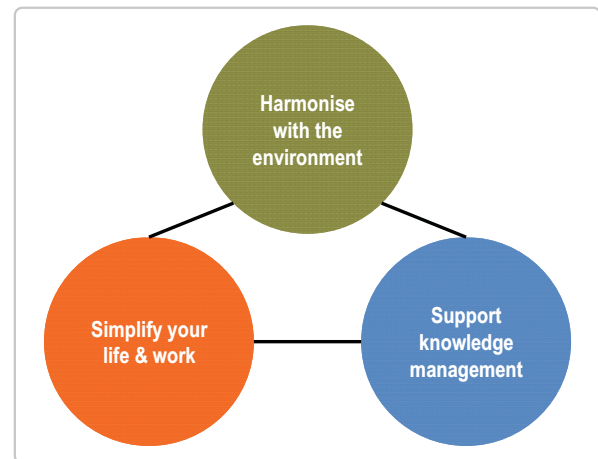
The role of the CSR Steering Committee is to:

- Develop CSR policies and strategies that will effectively implement Ricoh's CSR Charter, at both a European and local level
- Co-ordinate the implementation of CSR policy and strategies across Ricoh Europe
- Agree and implement appropriate measures to report progress on the key initiatives

The members of the CSR Steering Committee are: Hiroyasu Kitada (CSR Division, Ricoh Europe), Dianne McGowan (HR Division, Ricoh Europe), Greg Holder (HR Division, Ricoh Europe), James Deacon (Ricoch UK), Janice Gibson (Corporate Communications Office, Ricoh Europe), Javier Diez-Aguirre (Corporate Communications Office, Ricoh Europe), Kerstin Thies (Ricoch Germany), Martijn Wecke (Ricoch Netherlands), Matt Fisher (CSR Division, Ricoh Europe), Mia Goetvinck (Ricoch Belgium), Patrycja Janczewska (CSR Division, Ricoh Europe), Roberto Ghibauda (Ricoch Italy), Xavier Moreno (Ricoch Spain), Yasunori Naito (CSR Division, Ricoh Europe).

Ricoh's Values

Ricoh has adopted a holistic and sustainable approach to business, which combines economic, social and environmental strategies. We continually find new ways to inspire those around us – and to be aware of how our actions will shape the future. Our brand is connected to the three Ricoh values:



Harmonise with the environment

We offer products and services that contribute to environmental preservation while enhancing the profitability of our customers and ourselves.

Simplify your life and work

We ensure that customers are able to make full use of the functions and capabilities of Ricoh products by making them easy to use and maintain.

Support knowledge management

We inspire customers to create new value by simplifying knowledge-intensive labour, and by sharing know-how gained in-house from systems used within the Ricoh Group.

¹ This is the total turnover for Ricoh Europe for the fiscal year ending 31st March 2010

² Data from Infosource (period: calendar year 2009), relating to share of new sales of A3 Colour Copiers

Business Excellence

Following the advances made in the “Quality Management” in Japan and the USA during the 1970s and 1980s, a group of European companies formed the European Foundation for Quality Management (EFQM) in 1988. The mission for the EFQM is to increase the competitiveness of European-based businesses to enable them to effectively compete in the global market. They developed the EFQM Excellence Model as a framework to help organisations improve and share the “best practice”. The EFQM is a not-for-profit membership based foundation.

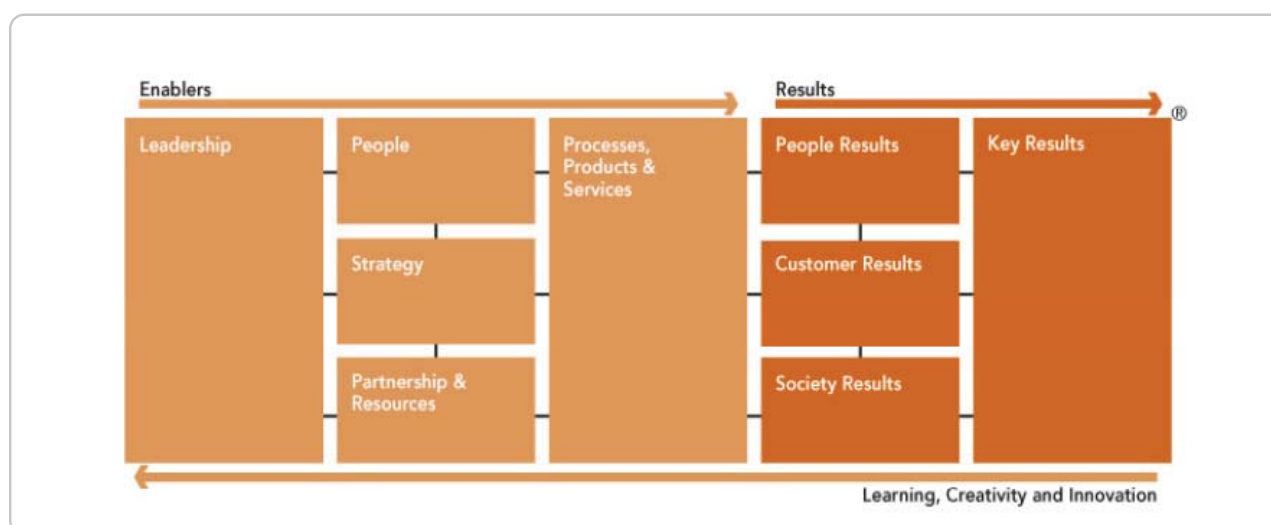
The EFQM Excellence Model is a framework that can be applied to any organisation, regardless of size or sector. The model measures how effectively an organisation develops and implements its strategy. It includes leadership, people management and development, customer focus, partnerships, process management, continuous learning and corporate social responsibility. All these aspects contribute towards organisational excellence, enabling the achievement of stated goals and objectives. We consider this to be a key tool for developing a sustainable business model, meeting the requirements of our stakeholder groups.

Ricoh Company Ltd has a strong pedigree in Total Quality Management (TQM) and Business Excellence, last winning the Japan Quality Award in 1999. Since 2000, Ricoh Europe has

systematically used the EFQM Excellence Model to provide a holistic review of the approaches we have adopted and how effective these are at delivering our key strategic objectives. The approach is used at a national level, within our Operating Companies, and at a pan-European level to review our operations within the EMEA region.

By 2004, our self-assessment processes were established and we began a programme to gain external recognition through EFQM’s “Levels of Excellence”. This has led to the majority of our Operating Companies being recognised through National and European Excellence Awards. In December 2007, Ricoh Europe achieved Four-Star “Recognised for Excellence” across all our operations in the EMEA region. This remains the largest and most complex organisation to have achieved this level of recognition from EFQM.

In April 2008, Ricoh was invited to become a Pact Member, a group of nine companies who are considered by their peer group as “leaders” in the field of Business Excellence. Our President, Steve Saito, now sits on the EFQM Board of Governors, advising on the strategic direction of the Foundation. In 2009, Ricoh played a leading role in the development of the EFQM Excellence Model 2010, ensuring the concepts of excellence are aligned to the current and future challenges organisations face.



EFQM Excellence Model 2010

Ricoh Germany wins Excellence Award

In 2009, Ricoh Germany was recognised in the German Quality Awards, the “Ludwig Erhard Preis”. In the category “Large companies with more than 500 employees” Ricoh Germany achieved second place.

The Ludwig Erhard Preis, launched in 1987, is an annual national award for first class performance. It motivates companies to use integrated management systems, which are based on the basic concepts of Business Excellence – customer orientation, process optimisation and innovation, and which promote the sustainable development of companies, by recognising organisations that have implemented such approaches in an excellent way. The competition is under the patronage of the Federal Minister for Economics and Technology. The awards ceremony took place on 26th November 2009 during the German Excellence Forum in Berlin.



Presenter Jutta Kleinschmidt and Werner Rissing, Federal Ministry for Economics and Technology, handed over the award to Uwe Jungk, CEO Ricoh Germany, and Klaus Garbers, Chief Manager TQM & CSR Ricoh Germany

We support the UN Global Compact

Ricoh Company Ltd signed the UN Global Compact (see below) in 2002 and is committed to ensuring these principles are observed in all operations. To ensure this, Ricoh has defined the “Ricoh CSR Charter” and the “Ricoh Code of Conduct”. These have been communicated to all employees and are expected to be actively implemented and observed at all times. In December 2008, Ricoh Europe PLC signed the UN Global Compact to show Ricoh’s ongoing support and commitment to the development and promotion of a sustainable society.

* The United Nations Global Compact (GC)

The Global Compact is a framework for businesses that are committed to aligning their operations and strategies with ten principles.



The Ten Principles

[Human Rights]

- 1 Businesses should support and respect the protection of internationally proclaimed human rights; and
- 2 make sure that they are not complicit in human rights abuses.

[Labour Standards]

- 3 Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- 4 the elimination of all forms of forced and compulsory labour;
- 5 the effective abolition of child labour; and
- 6 the elimination of discrimination in respect of employment and occupation.

[Environment]

- 7 Businesses should support a precautionary approach to environmental challenges;
- 8 undertake initiatives to promote greater environmental responsibility; and
- 9 encourage the development and diffusion of environmentally friendly technologies.

[Anti-Corruption]

- 10 Businesses should work against corruption in all its forms, including extortion and bribery.

Corporate Social Responsibility (CSR) Charter

To grow as a respected enterprise, all companies within the Ricoh Group must plan their corporate social responsibility (CSR) within a consistent global framework and throughout every aspect of their operations. To ensure this, the following principles are to be observed, with the proper social awareness and understanding, compliant with both the letter and the spirit of national laws and the rules of international conduct.

Integrity in Corporate Activities

1. Every company in the Ricoh Group will develop and provide useful products and services, with high quality, safety, reliability and ease of use, while maintaining security of information and giving proper consideration to the environment.
2. Every company in the Ricoh Group will compete fairly, openly and freely, maintaining normal and healthy relationships with political institutions, government administration, citizens and organisations.
3. Every company in the Ricoh Group will take responsibility for managing and safeguarding its own information and that of its customers.

Harmony with the Environment

4. Every company in the Ricoh Group will take responsibility, as a citizen of the world, working voluntarily and actively to preserve the environment.
5. Every company in the Ricoh Group, and all employees of each company, will seek to implement technological innovations that reflect environmental concerns and will participate in ongoing activities to preserve the environment.

Respect for People

6. Every company in the Ricoh Group will, apart from corporate group activities, maintain a working environment that is safe and that makes it easier for its staff to perform their duties, respecting their richly individual characteristics and encouraging their autonomy and creativity.
7. Every company in the Ricoh Group will respect the rights of all those connected with it, and will seek to create a cheerful working environment, free of discrimination.
8. No company in the Ricoh Group will permit forced labour or child labour, and none will tolerate the infringement of human rights.

Harmony with Society

9. Every company in the Ricoh Group will, as a good corporate citizen, actively engage in activities that contribute to society.
10. Every company in the Ricoh Group will respect the culture and customs of its country or region, and will operate so as to contribute to their development.
11. Every company in the Ricoh Group will engage in the fullest possible communications with society, seeking actively to provide proper and unbiased disclosure of corporate information.

External Recognition

We are proud that Ricoh Europe's activities in Corporate Sustainability have received the following external recognition:



Ricoh Europe achieved EFQM "Recognised for Excellence" in December 2007. The application covered all our operations in EMEA. This remains the largest, most complex organisation to have achieved this level of recognition from EFQM.



Ricoh Europe received the "Ruban d'Honneur" in the 2009 European Business Awards for "Corporate Sustainability". The application covered all our operations in EMEA. The award recognises the impact of our activities within the workplace, the market, the environment and the community.

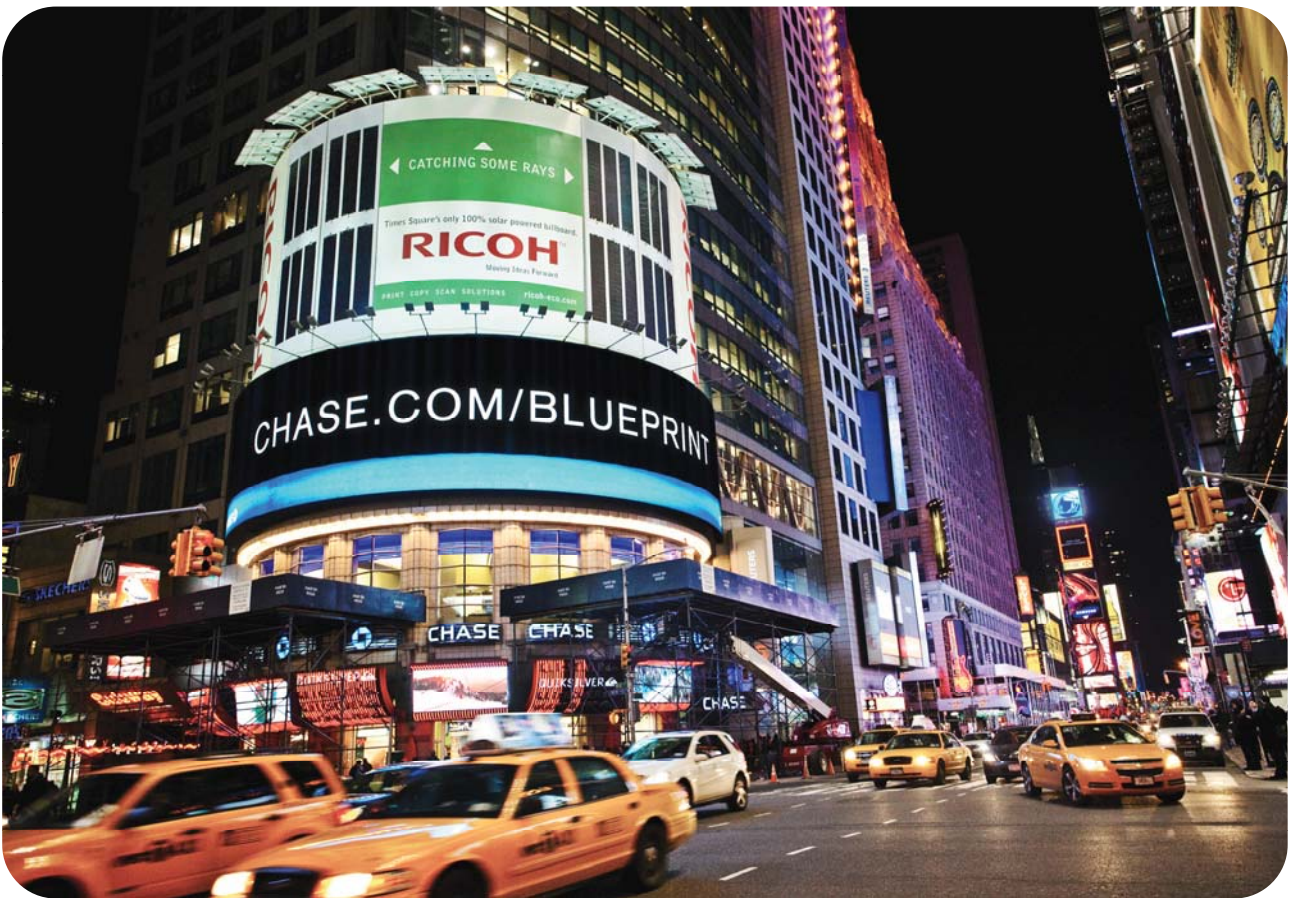


Ricoh Europe received the "Ruban d'Honneur" in the 2009 European Business Awards for "Environmental Awareness". The application covered all our operations in EMEA. The award recognises the effectiveness of the policies we have adopted in reducing our total environmental impact and the extent to which these have been embedded into our culture.

For more information, please visit:

www.ricoh-europe.com/about-ricoh/corporate-social-responsibility

Corporate Activities



Corporate Activities



“Our goal is to achieve the highest standards of global citizenship and compliance, both internally and across our partners and suppliers. We adopt a highly ethical approach to all our business activities, defined in our Code of Conduct, with extensive awareness and training programmes to ensure all our people understand their role in ensuring we meet these standards. Internal and external audits are used to review and continually improve the processes and controls we have established, in line with changing requirements.”

Nicola Downing, Vice President, Legal Division

Our Strategy

Our strategy is to adopt the highest ethical standards across our business activities and our supply chain, as defined in the “Ricoh CSR Charter” and the “Ricoh Code of Conduct”. These define the standards, ethics and behaviours Ricoh Europe and our people should adopt in our daily business practices.

These are supported by awareness training programmes to ensure our people understand how standards apply to their specific role. In addition, we have a rigorous Compliance Management Strategy, based on relevant legislation, regulatory standards and industry best practice. Regular internal and external audits are used to monitor compliance, ensure the validity and robustness of our processes and ensure our Management System is continuously reviewed and improved.

External Verification of Financial Results



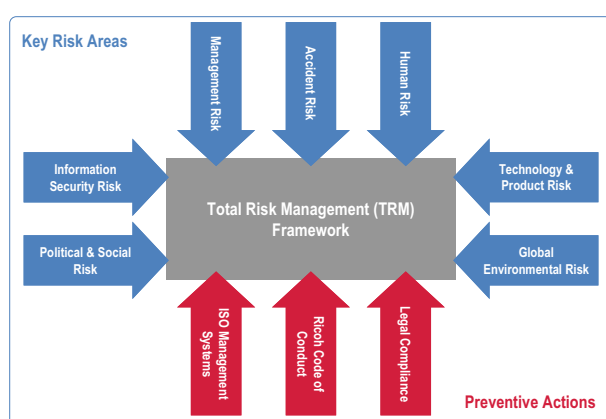
Ricoh Europe PLC Headquarters, London

Consolidated annual financial results for Ricoh Europe Holdings PLC are lodged with Companies House in the UK in line with requirements of the UK Companies Act. These are compiled in line with the UK Generally Accepted Accounting Principles (GAAP). Ricoh Company, Limited accounts are compiled in accordance with the US GAAP. Full details of the financial performance of Ricoh Company, Limited are publicly available in the Ricoh Company, Limited Annual Report.

KPMG conduct an annual audit of Ricoh Europe companies and of the consolidated annual financial results for Ricoh Europe Holdings PLC. In addition, European quarterly results are reviewed by KPMG.

Total Risk Management

To ensure we meet the needs and expectations of our stakeholders, Ricoh has developed a number of policies and strategies to manage its corporate integrity. This includes legal compliance, maintaining ISO standards, managing business risks and upholding the Ricoh values and ethics, defined in our CSR Charter and Code of Conduct. To coordinate our compliance and risk management approaches, we have developed the “Total Risk Management” (TRM) Framework. The framework identifies seven key risk areas and the stakeholder groups affected by each.



Ricoh “Total Risk Management” Framework

The annual assessment brings together the specialist skills, experience and expertise from across Ricoh Europe. This process enables us to annually review the effectiveness of the policies and strategies we have developed to minimise risk exposure, ensuring our practices are continuously reviewed, in line with the changing business environment.

Following the assessment conducted in 2008, we were already preparing business management and continuity plans to deal with a global pandemic. This meant that we were well prepared to manage the 2009 H1N1 influenza pandemic; fortunately, this proved to be far less severe than initially thought.

The three priority risks identified in our 2009 assessment were:

- Knowledge of Competition Law
- Flu Pandemic
- Terrorist Activity

Improvement action plans are being developed to review and improve existing controls in these areas.

Quality Management

Ricoh Europe is committed to delivering high quality products and services to its customers. To ensure this, we have developed comprehensive Quality Management Systems (QMS) and customer satisfaction surveys to understand and improve the customer experience.

All Ricoh Group factories are ISO9001 certified and we pride ourselves in the quality of our products. However, having reliable products is just one factor within the overall customer experience. We provide dependable consultancy, delivery, installation and after-sales services to ensure our customers get the right products to meet their needs and gain the full benefits of these products in their workplace.

Having the right people and ensuring they are trained to the highest standards is essential to enable us to meet this goal. We also focus on developing clear and consistent processes, which are regularly reviewed and updated. To guarantee consistent customer service delivery across Ricoh Europe, all our major Operating Companies have ISO9001 certification. In 2008, we extended the scope of the existing ISO9001 certification for our Head Office in London to include all Head Office functions, regardless of location. Our processes are documented and systematically reviewed and improved based on feedback from our customers and the people who work with them.

In our latest European Customer Survey, conducted by TNS in December 2008, Ricoh Europe had the highest percentage of committed customers in our industry, with 51% compared to our nearest competitor at 42%.

Information Security

Our Information Security Management System (ISMS) is designed to protect both our information assets and those of our customers. The Ricoh Group has achieved ISO27001 certification for many of its companies across the continents, all of which are included on a single global ISO27001 certificate (certificate number IS85241).

Within Ricoh EMEA region, all of the Group Operating Companies, Ricoh Head Office functions and the Ricoh Europe Supply Chain have been incorporated in the ISO27001 compliance process. A phased roll-out of certification has been completed across the EMEA region, and we are now engaged in managing our continued compliance with the Standard. This involves a comprehensive change management process to effectively incorporate our integrated business in Russia and the integrations of acquired companies Carl Lamm, IKON and Infotec. It also involves our expanded portfolio which includes Managed Document Services, Outsourcing and Production Printing.

All companies have a nominated manager responsible for developing, maintaining and continually improving the ISMS, in line with Ricoh policy. We have a central team, based in our London Head Office, who supported the roll-out process and now are focused on ensuring the consistent application of Ricoh policy through programmes of continual improvement, change management and best practice sharing.

By 31st March 2010, 17 Ricoh Operating Companies were fully included in the scope of the ISO27001 certificate. During 2010, which is a renewal year for the Global Certificate, we plan to incorporate at least two more EMEA companies.

Next steps include:

- To continue to protect our Information Assets to the levels required, while continuing to anticipate changing needs
- To firmly establish a single ISMS structure within the EMEA region, continuing to strengthen the awareness and application of ISMS principles in all Ricoh Companies and whenever possible share them with our customers and other stakeholders

Sarbanes-Oxley Compliance

All Ricoh Europe companies are required to comply with the Sarbanes-Oxley Act (SOx) and to maintain ongoing compliance.

To ensure the accuracy and reliability of our financial reporting, all Ricoh Europe companies document their financial processes and map these to meet the requirements of the SOx legislation. As part of this, Ricoh Europe identified and established controls to effectively manage financial risks. These processes are externally audited by KPMG to ensure compliance.

The structured approach we have adopted, along with a rigorous internal programme, ensure that all Ricoh Europe's activities in EMEA as a whole are SOx compliant. Having achieved SOx compliance, we are now maintaining and improving our systems to retain the accreditation.

Ricoh Europe Head Office will continue to work with its Operating Companies to embed SOx into their processes as part of the Management System. The continued development and implementation of common systems and processes will ensure that we comply with SOx more efficiently across the Group.

Whistle-blowing

A whistle blowing policy has been developed whereby all employees of Ricoh Europe have access to a whistle-blowing hotline. This was developed in order to further comply with SOx regulations which require companies to provide an anonymous whistle-blowing service for all of its employees to aid the prevention of fraud.

All employees must have access to at least one method of reporting allegations of malpractice anonymously.

Ricoh Europe's whistle-blowing hotline reporting procedure is available to all Ricoh employees via the Intranet. It enables employees to report any instances of alleged fraud, financial malpractice or other issues that could affect the financial statements of the Company.

Companies with
ISO27001
Certification

17

Staff Receiving Legal
Training

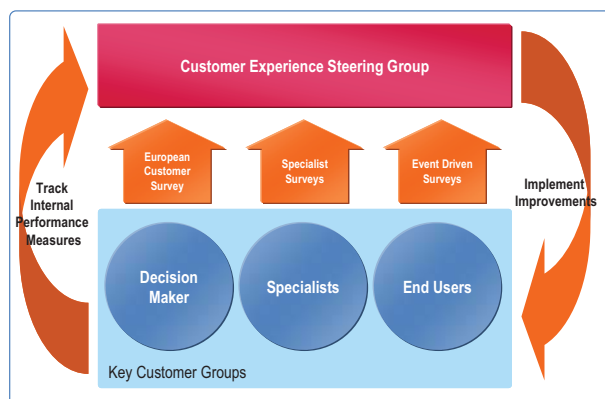
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Customer Experience

Ricoh Europe markets and delivers products and services directly through its National Operating Companies (Direct Channel) and through a network of Distributors and Dealers (Indirect Channel). Our customers range from global accounts, like Fortune Global 500 companies, to small businesses. We have developed a range of surveys to gather feedback from these customer groups to help us to understand how we are performing, what additional services we should develop and areas where we need to improve. We also ensure we ask the right questions to the right people. The key surveys include:

European Customer Survey

We launched a survey in 2007 to understand what is influencing the “decision makers” in larger organisations (minimum of 50 FTE) when considering office printing solutions and suppliers. This survey is run annually by TNS simultaneously across nine key countries (Belgium, France, Germany, Italy, Netherlands, Poland, Spain, Sweden and UK). The survey gathers data on customer satisfaction with their existing suppliers.



Managing the Customer Experience

The most recent survey was conducted in December 2008. This showed that 68% of customers would or would definitely recommend Ricoh and 68% would or would definitely repurchase from Ricoh.

Specialist Surveys

People who have regular contact with us – like IT Managers, Account Managers, and our network of Dealers and Distributors – have a greater knowledge of our products, solutions and services. Our Operating Companies have regular, targeted surveys to gain detailed feedback from this group, who can provide additional insight into how our products are working in practice. A range of research companies and tools are used to collect this feedback, depending on the topic, target audience and country.

Event Driven Surveys

To fully understand the customer experience of a specific action, we use event driven surveys. One example is the Service Call Survey, conducted by Marketii, an external market research company, for all our Operating Companies. The survey is triggered when a customer calls one of our Service Centres and is conducted within days of the call being made. This provides us with an accurate reflection of the customer experience.

Complaints Management

We do not like it when things go wrong, but we also see this as an opportunity to learn and improve. We have processes in place to ensure any complaint is investigated and resolved as quickly as possible, firstly for the customer reporting the issue and secondly to ensure the same thing does not happen again.

Improving the Customer Experience

This information, together with internal performance data from our Management System, is used to systematically improve the customer experience on a local, national and international basis.

Corporate Activities

Legal Compliance

To ensure our employees fully understand the requirements of European legislation, over the past two years we have rolled out a comprehensive training package for managers and sales personnel, specifically focused on Competition and Contract Law. Our Legal team from across Europe has run workshops on-site to explain our obligations under this legislation, with scenarios and case studies used to illustrate some of the points in more detail. We have run over 50 workshops across our European operations, with over 600 people attending.

The workshops have been supported by the Ricoh Academy through a web-based training package. At the end of the training, participants must complete a test to ensure they have understood the legal requirements and can apply those in a number of scenarios. So far, around 1000 staff have been given access to the training with more sales staff scheduled to gain access in the future.

New laws governing bribery and ethical dealing and data protection come into force in the coming months and will have a wide-reaching impact in all territories where Ricoh operates. These and other existing legislation will be a key focus for Ricoh in FY2010 as part of our ongoing compliance training programme.

As part of our commitment to global compliance, we will audit our policies and standards across our group and our companies' adherence to them.

Procurement

Our aim is to ensure that we minimise risk and maximise benefit when undertaking central procurement for the benefit of Ricoh EMEA and adhere to Ricoh's core values set out in its Environmental, Ethical and Corporate Social Responsibility policies during all procurement activity.

It is our stated objective to purchase goods and services from the supplier that offers the best value for money whilst minimising commercial risk and ensuring objectivity, consistency and compliance

with our policies and business ethics. We work closely with our key suppliers to create relationships of mutual trust and respect for the combined benefit of our respective organisations.

We have recently launched the Ricoh Affinity Scheme which aims to build on our supplier network to ensure that the benefits of negotiated competitive rates are passed onto our employees through employee purchasing schemes where possible.

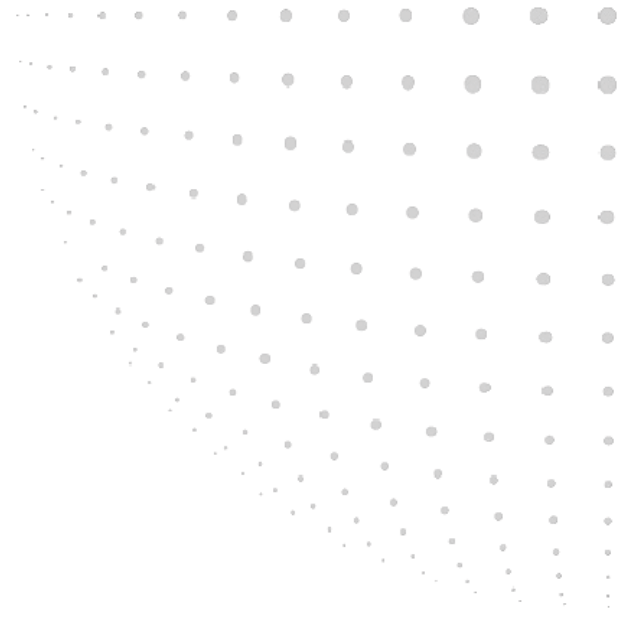
During the last year, we have developed a central procurement toolkit containing key template documents and checklists for procurement activity. It ensures that we are meeting our stated procurement objectives throughout the procurement process from initial recognition of customer needs through to post contract award, contract management and benefits reporting. We report activity and benefits to our business through a quarterly newsletter.

During the coming year we plan to focus on:

- Expanding the categories of commodity falling under group procurement arrangements to realise savings and quality products and services for our business
- Expanding our Affinity offering for our staff

Product Safety

The health and safety impacts of our products are assessed in all life cycle stages, from the development of product concept, through manufacturing, marketing, distribution, customer use and finally collection and recycling. Ricoh Europe has developed a "Product Safety Issue Handling Manual" and has distributed it to all its Operating Companies. A self-assessment survey was issued to make sure the manual was received, studied, understood and applied by all Ricoh Companies. It is the responsibility of Ricoh Europe, its Operating Companies and Distributors to ensure that this policy is applied into local operations and any third party organisations that provide services on their behalf.



Environment





“We take a cradle-to-cradle approach to sustainable innovation; offering products and services that contribute to environmental preservation from design to recycling. We also work with our customers to increase their environmental awareness, helping to reduce their environmental impact and cost of ownership through our products and consultancy. In 2009, our Green Office Consulting helped our customers reduce their environmental impact by an average of 29%.”

Yasunori Naito, Environmental Group Manager, CSR Division

Our Strategy

Ricoh's environmental strategy is embedded at the heart of the company and is identified as one of Ricoh's three core corporate values. The Ricoh Group's concept of sustainable environmental management is to simultaneously achieve environmental conservation while remaining a customer driven organisation that is innovative and profitable. All areas of Ricoh's business are included: manufacturing, business sites, product distribution and product recycling. Ricoh focuses on three core areas:

- Energy conservation and prevention of global warming
- Resource conservation and recycling
- Pollution prevention

Ricoh Group Mid and Long Term Environmental Impact Reduction Goals

Energy Conservation and Prevention of Global Warming

Ricoh Group aims to reduce the total lifecycle CO₂ emissions (including emissions of the “five gasses” converted into CO₂) by 30% by 2020 and by 87.5% by 2050 from the fiscal 2000 level.

Resource Conservation and Recycling

Ricoh Group aims to:

- Reduce the new input of resources by 25% by 2020 and by 87.5% by 2050 from the fiscal 2007 level.
- Reduce the use of or prepare alternative materials for the major materials of products that are at high risk of depletion (e.g. crude oil, copper and chromium) by 2050.

Pollution Prevention

Ricoh Group aims to reduce the impact of chemical substances on the environment by 30% by 2020 and 87.5% by 2050 from the 2000 level.

Our Sustainable Innovations

Ricoh has a history of innovation, with sustainability as a core consideration in all its operations.

- In the 1980s, we were the first company to introduce digital multi-functional devices to the market. These combined copier and fax functions or printer and scanner functions, reducing the need for multiple single-function devices. This resulted in significant reductions in costs and energy consumption.
- In 2002, we were the first company in our industry to introduce plant-based plastics into the manufacture of products. These plastics are recyclable and do not contribute to global warming to such an extent as their petroleum-based counterparts.
- In 2005, we launched a multi-function digital copier made from 50% plant-based materials.
- In 2009, we developed the world's first biomass toner.

**Copiers / MFPs
Recycling Ratio**

93.5%

**Toner Cartridge
Recycling Ratio**

95.3%

Our Recycling Programme

Ricoh Europe aims to collect, reuse and recycle machines, parts and supplies wherever possible. We recognise that one of our key responsibilities is to recycle all Ricoh waste, from the packaging to the machines. All of Ricoh's factories have a Zero-Waste-to-Landfill policy, which means that no waste is sent to landfill due to our 100% resource recovery rate. We achieved our goal of Zero-Waste-to-Landfill at all our major production sites globally in 2001.

It is also essential to provide our customers with a satisfying return scheme. As part of our company philosophy, we believe in establishing a society which recycles as much material as possible to reduce our dependency on new raw materials. In 2009, Ricoh was able to achieve a material recovery and recycling ratio of 93.5% of machines collected.

In 2000, we established a two-fold recycling programme that is both comprehensive and easy to use. It is coordinated across Europe by our European Green Centre, part of the Environmental Management Group.

- For all-in-one toner cartridges, we introduced a pan-European collection programme which ensures material recovery and/or re-use at our factories in Europe. We launched a website that enables end users to return toner cartridges free of charge in 15 European countries: www.ricoh-return.com.
- For parts and other supplies from all Ricoh Europe Operating Companies we established collection and treatment centres to receive, sort, recycle and, whenever possible, re-use these items within the Ricoh Group.

In addition to our European Green Centre at Bergen op Zoom, Netherlands, we have established National Green Centres in the UK and Germany. This makes our recycling programme

cost efficient and further reduces our environmental impact. Many of the collected products are refurbished at one of our European refurbishment centres. They are returned to the market once they have met our high quality standards. More than 1,500,000 items have been returned and re-used since its launch.

Any parts or consumable products which cannot be re-used in new part manufacture or in refurbishment will be separated by material type and sent to a reprocessing company for material recovery. For example, Ricoh UK works closely with a local facility that enables it to create new products from Ricoh's end-of-life toner cartridges and consumable parts containing toners, such as road traffic bollards, crab and whelk pots for the fishing industry, garden planters, containers for blood supplies and equestrian equipment.



Ricoh return programme website: www.ricoh-return.com

When Ricoh is recycling an item, it could be used anywhere within our own Group, regardless of where the original part was manufactured. This guarantees a closed loop and ensures the contribution to a sustainable society.

CO₂ Reduction

As part of our business strategy, we are committed to reducing the impact we have on the planet, especially in reducing global warming. One of Ricoh Europe's key environmental objectives for the last three years has been to reduce CO₂ emissions of its business sites by 1% year on year for each full-time employee.

All Ricoh Europe Operating Companies submit data relating to energy and resource consumption and specifically to CO₂ reduction via the Environmental Accounting System at half and end year to our Environmental Management Group.

Performance against our targets is reviewed by the Management Board. Electrical and gas consumption, flight mileage, vehicle fuel (diesel, petrol and LPG) and new paper usage within our offices is taken into consideration.

Initiatives implemented to reduce our CO₂ emissions include:

- Switching to alternative methods of electrical power generation (renewable energy)
- Switching from petrol to diesel vehicles across our fleet
- Driver training, specifically aimed at improving safety and consumption
- Increased use of video and tele-conferencing facilities to avoid unnecessary travel
- Promoting the use of duplex (double-sided printing) mode as default on our office copiers and printers

In 2009, we exceeded our target to reduce CO₂ emissions of our business sites by achieving a 13.78% reduction of total CO₂ emissions per employee across our European operations.

For information on how Ricoh can help you reduce your carbon footprint, please visit: www.ricoh-europe.com/environment

Case Study: Sustainable Car Fleet Ricoh Netherlands

In order to reduce CO₂ emissions in accordance with Ricoh corporate objectives, Ricoh Netherlands introduced a new green car policy and sustainable purchasing in 2009. Ricoh Netherlands took into account the following aspects while launching its new sustainable car fleet project:

- Total Cost of Ownership (TCO) of car fleet
- CO₂ emissions of standard cars
- Car safety and ergonomic aspects of cars
- Driver satisfaction

In total, Ricoh Netherlands has a car fleet consisting of approximately 1000 cars that can be divided into three groups:

- Standard cars for field service engineers
- Standard cars for sales executives
- Free-of-choice management and executive cars

For the first group, a new car with lower CO₂ emissions has been introduced resulting in CO₂ reduction of 252 kg CO₂ per year per car with an average of 42,000 km mileage per year. With an average of 350 cars in this group, this results in savings of 88,200kg of CO₂ for the total field service car fleet per year.

For the second group, three cars with CO₂ emissions below the European 2010 norm of 120 gram have been introduced.

For the third group, a bonus system has been introduced, which encourages drivers to select environmentally friendly cars to reduce CO₂ emissions.

Ricoh Netherlands' car policy encourages employees to drive lower emission cars and raises their awareness about the negative environmental impacts. In the last three years, the average CO₂ emission per car per year has been reduced by 655 kg. Ricoh Netherlands constantly monitors legal, fiscal and regulatory developments related to car CO₂ emissions to be able to adapt its policy and offer its employees the most environmentally responsible cars available on the market.

**Total Items
Recycled & Reused**

247,576

**Reduction of CO₂
Emissions
(2008 to 2009)**

10,899 tons

Managing Environmental Impact

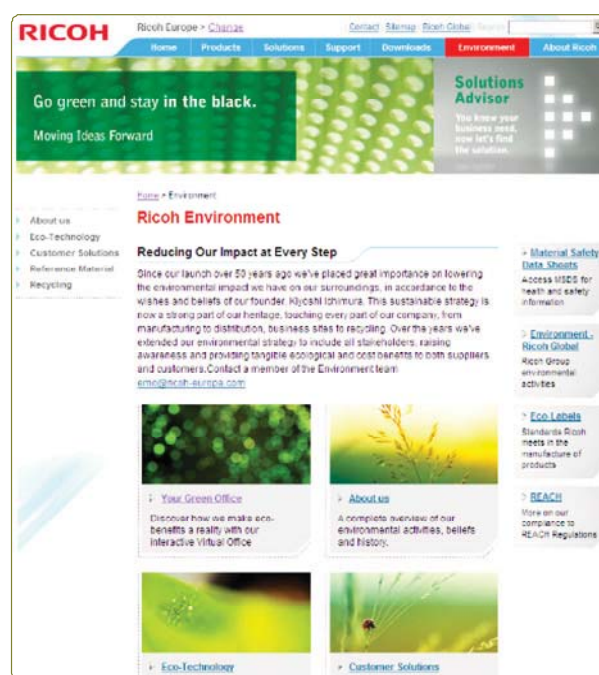
Ricoh Europe established the New Environmental Accounting System (NEAS) in 2005. Every European office reports all data relating to energy and resource consumption and specifically to CO₂ reduction. All factors are included, from paper consumption to fuel used for company vehicles.

Using the Self Sustainability Assessment Programme (SSAP), Ricoh Operating Companies annually evaluate their performance against a comprehensive set of criteria comprising 12 areas of activity, from communication to stakeholders through to green marketing and green procurement. The data submitted via NEAS and SSAP is monitored by our Environmental Management Group.

Ricoh has been able to easily adapt to recent government regulations and ensure its customers have peace of mind that their equipment is compliant. In fact, as a part of Ricoh's business model we were already practicing collection and recycling of equipment for some years prior to the WEEE Directive (Waste Electrical and Electronic Equipment). In addition, Ricoh has eliminated the use of thirteen hazardous substances from its manufacturing, more than double the amount set by the RoHS regulations (Restriction of Hazardous Substances). Not only are we compliant with REACH legislation (Registration, Evaluation, Authorisation and Restriction of Chemicals), but we have taken a step further and created a strict Chemical Substance Management System that extends throughout our supply chain.

Ricoh employees are offered environmental awareness training, and our Environmental Management System is available via our Intranet. Every Ricoh site in Europe has ISO14001 accreditation, with regular internal and external audits ensuring all areas of resource conservation and environmental protection are continuously reviewed and improved.

For further information, please visit:
www.ricoh-europe.com/environment



Green Office Solutions

Ricoh's environmental strategy focuses on twinning ecology with sound business considerations. We aim to reduce environmental impact and overall costs at the customer's site through our products and services.



Our "Cradle-to-cradle" Approach

Through our Environmental Consultancy and Total Green Office Solutions strategy, we help our customers to get most from their products in terms of cost reduction and environmental efficiency. Our overall objective for Total Green Office Solutions strategy is: "To implement a global strategy to promote environmental impact reduction at the

customer's site". One of the programmes Ricoh launched in 2009 is Pay Per Page Green (PPP Green) which is Ricoh's comprehensive consultancy approach.



PPP Green Logo

We assess our customers' document solutions by analysing current CO₂ emissions and Total Cost of Ownership (TCO) of print / copy. Based on this analysis, we can advise on more efficient practices that use less resources, paper and energy. By optimising our customers' office fleet and processes, we can help them reduce operational costs and CO₂ emissions by, on average, 10 - 30%.

Type	Technology	Operating Speed	Average pages / month		Number of these	Total pages / month
			Mono	Colour		
Type	Technology	Speed	0	0	1	0

IT'S A FACT: Using more office equipment than is necessary not only increases energy use, it also raises the temperature in the office thereby increasing the need for air conditioning. Ref: The Carbon Trust UK

Ricoh online environmental calculator

Case Study: Internal Green Office Certification Programme

Head Office, London, UK

In an effort to practise what we preach and in support of the new PPP Green marketing strategy to provide customers with a solution to reduce their costs and environmental impacts, we launched an internal environmental initiative – Green Office Certification Programme. Implemented in all Ricoh Operating Companies in May 2009, its aim is to reduce the energy consumption at Ricoh offices and to raise awareness of the costs and impacts involved.

The Green Office Certification Project requires every Operating Company to evaluate the devices in use around their premises in order to establish current Total Cost of Ownership (TCO) including environmental costs and impacts. This is achieved by auditing every internal MFP and printer in use, analysing the data through a consultancy tool.

Once existing costs and impacts are established, it is then necessary to consider an optimised solution where the number of devices is reduced, functionality is improved and environmental impacts are minimised. Once the optimised solutions have been implemented and assessed for cost and energy reduction, Ricoh Europe Head Office awards a Green Office Certificate for display in the Operating Company's reception or showroom.



Example of Green Office Certificate

Eco Mode

Eco Mode Programme, one of Ricoh's sustainable solutions, was launched in November 2009 to proactively explain to our customers the benefits of using Ricoh products in an environmentally responsible manner. After a consultation with a customer, we set their printing devices to optimised energy consumption to further reduce energy and costs. An eco sticker is also attached to the printer to recognise its eco mode setting.



Other successful sustainable solutions provided by Ricoh to our customers include:

- Cartridge Retour Service, a free service to hand in cartridges
- Green User Training to learn how to use the MFP's environmental settings to save power, toner, paper and costs
- Green Reports @Remote to manage devices in a cost-effective and automated way
- Digital Documents by Scan to save power, CO₂, toner, paper and costs

Case Study: Eco Mode Project

Head Office, London, UK

In 2009, the Eco Mode Project was implemented in Ricoh Head Office in London. The objective of the project was to monitor and record the total document volumes and energy consumption from all MFPs and printers, and understand where energy could be saved without causing unacceptable issues to the users. The project was the basis for our PPP Green consultancy approach to explore the opportunity to "practise what we preach" in terms of using our own products to save energy, costs, environmental impacts and process waste.

At the start of the project, external energy meters were fitted to all devices with all counters set to zero. Every device was monitored over an initial four-month period using factory default settings for the first two months and then reducing the energy timers below the factory default settings for the remaining two months. The copier default setting on MFPs was changed from single-sided to double-sided, and we promoted the benefits of using double-sided printing to all employees.

As a result, the overall energy used was reduced by 12.9% for the last two months compared to the first two months. The duplex ratio stayed over 70%. We also reduced paper consumption, cost and increased employees' awareness of environmental impacts. This project will continue to further reduce the energy and paper consumption in Head Office in London.





People



People



“Ricoh recognises that we deliver the best results for our customers by treating all our stakeholders with respect. We embrace diversity, offering an environment where employees can be innovative, create new value, feel challenged, have a sense of achievement and grow through their work. We offer our people a learning culture where they are able to share ideas openly and work in an autonomous setting to move new ideas forward. In 2010, the Institute of IT Training awarded our in-house training division, the Ricoh Academy, three awards: Trainer of the Year, Training Department of the Year and Staff Development Programme of the Year.”

Greg Holder, Vice President, HR Division

Our Strategy

We aim to create a vibrant culture where our people can develop existing and new skills to meet the changing needs of the business and achieve their full potential. We embrace diversity, encourage innovative thinking and empower our people to drive our business forward.

Through the Ricoh Academy, we develop and deliver on-line and classroom based training to our people and partners that is recognised by the Institute of IT Training (IITT) as amongst the best in the industry, winning three IITT Awards in February 2010.

We create an open dialogue with our people, through forums like our European Employee Forum and annual Employee Survey, and use this input to actively engage our people in continuously reviewing and improving our people management strategies and processes.

Ricoh Europe Employee Forum

To actively encourage an open dialogue with our employees and their representatives, Ricoh Europe established the European Employee Forum in 1996 under the European Works Council Directive. This allows us to share our plans for the future, and ensure our people know where we are heading and have the opportunity to share their views and concerns through qualitative feedback directly to European Senior Management. This approach underpins our overall objective of being “an employer of choice” to attract the highest calibre people to Ricoh Europe.

Employees are nominated or elected by their peers to become a member of the local Employee Forum or Works Council, based on local requirements. The representatives meet bi-annually, as a minimum, in the majority of EU based Operating

Companies as a forum for dialogue and consultation between senior management and employees. Employee representatives from each country are invited to sit on the European Employee Forum, which meets annually with top management. As Ricoh Europe has expanded, newly acquired companies have been invited to establish, or continue with existing, local arrangements and to also join the European Employee Forum.

Minutes of the employee forums are distributed to employees through a range of communications channels, including the Intranet. Senior management appreciates the opportunity and the value of appropriate consultation. As a result, there are many examples where initial plans have been improved following employee feedback.

“I am satisfied working for Ricoh”

68%

“I am clear about my personal objectives”

77%

Employee Engagement

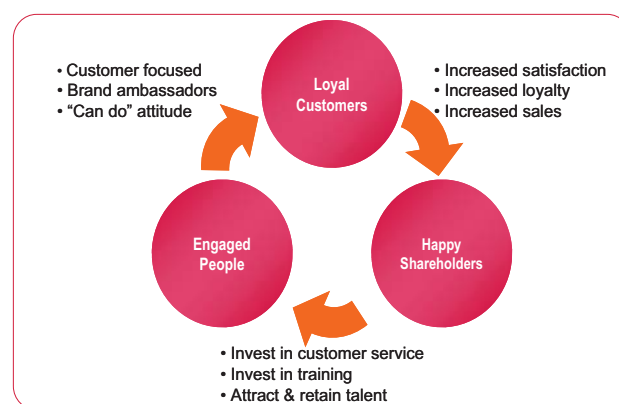
In March 2008, we ran the first Employee Engagement Survey for all Ricoh Europe employees. It provided a baseline of our position at the start of the integration process and a clear view of what is important to our employees. At a European level, members of our Executive Board sponsor improvement projects, based on the priorities identified from the survey. Improvement teams were also established by local management to address the specific areas identified. In February 2010, we conducted the third annual survey to review the impact of the improvements that had been implemented at a local, national and pan-European level.

Our survey consists of 25 questions, including topics such as leadership, communications, working conditions and personal development, focusing on what it feels like to work for Ricoh. The on-line questionnaires are distributed in 14 different languages to ensure everyone is able to participate in their native language.

In the 2010 survey, the question “I’m satisfied working for Ricoh” achieved the score of 3.7 out of 5. This compares favourably with the industry benchmark figure of 3.4, provided by TNS, our survey partner. Despite the challenging economic environment, the number of engaged employees at Ricoh increased by 3% when compared with last year.

Research shows that employees can be satisfied without being engaged. The term “satisfaction” implies a level of contentment with the current situation; a passive state. The term “engagement” implies active involvement. Employees who are “engaged” with the organisation will actively contribute new ideas, innovative ways of working and drive the business forward. They want to learn and improve; both themselves and their

surroundings. They want to make the organisation perform better. To generate a culture of continuous improvement within a company, you need to actively engage people in these activities (see diagram below).



Virtuous circle

Ricoh Code of Conduct

The Ricoh Code of Conduct defines the behaviours, values and ethics we will maintain as an employer and expect all our employees to follow in their day to day activities. It is distributed to all employees and we have included a question in the Employee Survey to check that people feel they understand how the Code of Conduct applies to their job.

The Code of Conduct defines our policies relating to the CSR Charter, including political donations, corruption and any type of discrimination. Any infringement of the Code of Conduct is dealt with through our disciplinary process, in line with local legislation.

In the 2010 Employee Survey, 60% of people agreed or fully agreed with the statement “I am aware of how the Ricoh Code of Conduct applies to my job”.

People

Staff receiving appraisals

64%

Average Training Days per FTE

2.8 days

Learning and Development

We offer our people a learning culture where they are able to share ideas openly and work in an autonomous setting to move new ideas forward. Not only do we recognise the importance of appropriate training as a means of improving the value and contribution of employees, but we actively encourage the continuous improvement of our staff:

- To obtain an appropriate professional qualification to help them to perform better in their current role or for their further development
- To keep abreast of changes, techniques, knowledge and skills in their specialist field
- To undertake appropriate training and development to fulfil their potential

Through the Ricoh Academy, we offer a number of on-line and classroom based training courses to support our employees' professional and personal development across the EMEA region. eLearning allows us to address a much larger audience in a very short time in comparison to traditional classroom learning. Furthermore it reduces the need for travel and therefore the overall CO₂ footprint as employees can log in from their workstations. Our eLearning platforms are also available to Ricoh distributors and dealers to ensure that their service engineers can provide the same level of expertise as our own employees.

We have established two electronic learning platforms, "WICE" and "eLinc", to develop the skills and knowledge of our people. These learning programmes can also help employees achieve internationally recognised certifications.

- WICE provides dedicated self-based and on-line training packages for our technical service engineers to develop their knowledge on the latest products, technology and software
- eLinc is more focused to our service and sales force, providing on-line courses to develop product knowledge and other skills

We are constantly developing and updating our training programmes, courses and content to meet the changing needs and demands of our business, employees and customers. We have been working in partnership with the Institute of Information Technology Trainers (IITT) in developing our standards and have an accreditation programme in place across our major training organisations.

If you would like more information about working at Ricoh, please visit:

www.ricoh-europe.com/about-ricoh/careers

Ricoh Academy wins three IITT Awards

The Institute of IT Training (IITT) recognised Ricoh at their annual awards, held in London on 4th February 2010. The IITT's IT Training Awards are established as the benchmark for excellence throughout the IT training industry. Ricoh won three awards: Trainer of the Year, Training Department of the Year and Staff Development Programme of the Year. Ricoh also received a nomination for External Training Project of the Year. The awards are recognition of Ricoh's commitment to creating value for both its employees and customers by simplifying knowledge-intensive labour, and by encouraging knowledge sharing within the Ricoh Group.



Mariël Blom, Ricoh Academy Europe, receives the IITT "Trainer of the Year Award"



Society





“We work with local and national partners to develop ideas and we understand that our employee time can add great value within the regions where we operate. Involvement in these projects enables our people to use their skills and expertise to benefit others within their community. It is therefore our policy to enable our employees to dedicate some of their working time to make these projects happen. During 2009, more than 15% of our employees were involved in community projects all around Europe.”

Matt Fisher, Business Excellence Group Manager, CSR Division

Our Strategy

In line with the Management Philosophy established in 1938 by Ricoh’s founder, we seek to enrich the lives of the people around us through the products and services we provide and our daily actions.

By working over a number of years with local and national partners across Europe, we enable our people to use their skills, energy and ideas to make an active contribution to society through a variety of projects and activities. Whilst we also provide funding for many projects, the involvement and engagement of our people has a far greater impact on the local community than financial contribution alone.

Moving Ideas Forward

We take a proactive approach to encourage our employees to become involved in the community. As a result, Ricoh Operating Companies and Head Office locations are engaged in local projects that allow employees to use their skills to make a noticeable difference in the local area. Involving our people increases engagement and team working.

The Ricoh Europe CSR Steering Committee has developed a Community Involvement Policy which defines standard selection criteria for Ricoh community projects (see below). This ensures consistency across Ricoh Europe’s activities within the community.

Community Project Selection Criteria

To be considered for inclusion in the “Moving Ideas Forward” programme, a community-based initiative must meet at least two of the following criteria:

1. Complement the core activities and / or core values of Ricoh Europe
2. Create added value to our society:
 - In relation to education among young and / or underprivileged people and / or
 - By making a positive impact on the natural environment
3. Involve our employees to increase their commitment to Ricoh



Total Hours Spent in
Community Projects

9,983

Employees
Participating in
Community Projects

2,861

Case Studies: Protecting Natural Environment

Global Eco Action Day

On 5th June 2009, Ricoh Europe participated in the fourth Ricoh Global Eco Action Day in support of the UN World Environment Day. All Ricoh offices around the world ran carbon and energy saving campaigns in which the employees were involved both at work and home. The activity fully aligns with Ricoh's environmental commitment to reduce CO₂ emissions by 1% per employee per year.



All Ricoh companies across Europe organised initiatives designed to save energy and promote the environmental awareness among employees and their families, such as switching off the lights, elevators, air-conditioning, Ricoh signs, etc.

Some examples of activities include:

- Ricoh Europe (Netherlands) B.V., Ricoh International and Ricoh Europe SCM ESPC promoted tele- and video-conferencing, and organised "Give Your Car A Break!" campaign requesting employees to use public transport, cycle or car-share with colleagues. They checked car tire pressure for employees and visitors in order to reduce costs and CO₂ emissions. In total, 219 cars were checked, and 60% of them had tires under the recommended pressure level. The campaign saved €2,287.10 and 2.7 ton of CO₂ on a year basis.

- Ricoh Hungary employees worked with ornithologists and ornithology students in the Bird Sanctuary in Ócsa, 35 km from Budapest, located in the Duna-Ipoly National Park. They renovated deteriorated paths and created new ones to provide ornithologists with an easier access to carry out their conservation work.



Ricoh Hungary volunteers with ornithology students

- Ricoh Head Office in London organised "Team Eco Action Day" to raise awareness of key environmental issues, specifically biodiversity. 182 employees worked together in teams to renovate Community Links City Farm, located in East London. The tasks included: painting fences and animal sheds, building a garden and greenhouses, as well as planting local species.



Head Office employees painting fences in City Farm

- Infotec Netherlands and Infotec International provided their employees with a Wattmeter that displays energy costs of individual electrical appliances. The employees can use it at home to become aware of the cost of energy usage. In the afternoon, 15 employees cycled to “De Kievit”, a foundation that looks after nature reserves near Woerden. They helped to harvest the hay in some of the foundation’s fields.



Volunteers bring in the harvest

- Ricoh Belgium and Ricoh Netherlands published and promoted waste guidelines for Ricoh offices as well as Total Green Office Solutions (TGOS) posters, and checked car tire pressure to reduce fuel consumption and CO₂ emissions. In addition, Ricoh Netherlands organised Ricoh’s Sustainability Thesis contest 2009 and guided lunch walks in the nature reserve.
- Ricoh Portugal organised “Change our habits – each one of us can make the difference” campaign and provided all employees with a CD showing a 90-minute environmental documentary, so that they could share it with their families.

Tree Planting Ricoh UK

In line with its CSR strategy, Ricoh UK developed its employee volunteering programme by organising two events to encourage employees from across the Ricoh Group to contribute their skills and labour to the environment and local communities during working hours.



Charity walk at the Ricoh Arena in Coventry, UK

The first event, a charity walk organised at the Ricoh Arena in Coventry, UK, promoted Ricoh’s corporate commitment to the United Nations Climate Change Conference (COP15) held in Copenhagen in December 2009, aiming to agree on a post-Kyoto Protocol framework. 187 employees walked a total of 5,350 laps around the football pitch perimeter at the Ricoh Arena, one lap as a symbol for each of the 5,350 miles between the cities of Kyoto and Copenhagen. Ricoh UK pledged to plant 5,350 trees in the Forest of Marston Vale, Bedfordshire, UK, as part of a Carbon Offset scheme.

In March 2010, nearly 100 employees took part in a tree planting event held at the Forest of Marston Vale. The day was a brilliant success. More than 2,200 trees were planted in only three hours – more than any other single event has ever achieved. In addition to this, Ricoh UK is also one of the first corporate sponsors to plant any trees on the Bedford River Valley Park site.

**Funding for
Community Projects**

€241,063

Donations to Charities

€442,647

Cycle to Work Campaign

Ricoh Germany

In June 2009, Ricoh Germany launched a three-month “Cycle to work” campaign to encourage employees to go by bike work in order to raise awareness about the environment. It was a part of a health campaign launched by ADFC – German Bicycle Federation and AOK – Germany’s largest health insurance company. Thousands of people across Germany cycled to work instead of commuting by car for at least 20 days during the campaign, including 79 Ricoh employees. In total, they covered a distance of 23,000 km cycling from home to work. Thanks to their participation, Ricoh Germany reduced CO₂ emissions by 3.5 tons.



Uwe Jungk, CEO & Linda Lemke, campaign coordinator

“Not only did the environment benefit from this campaign, but the employees also saved money by saving fuel”, said Linda Lemke, campaign coordinator and TQM Assistant in TQM & CSR Office, Ricoh Germany.

As part of the “Cycle to Work” campaign, a bicycle maintenance and safety check took place at the Ricoh Germany headquarters in Hanover. At the end of August 2009, 15 Ricoh employees participated in a bicycle tour in Hanover and the surrounding region, which brought to a close the “Cycle to Work” campaign.

Reforestation Project

Ricoh Switzerland

In September 2009, Ricoh Switzerland employees from different Swiss branches participated in the first CSR project following the merger of three subsidiaries. The employees worked with Bergwaldprojekt (Mountain Forest Project), a non-profit organisation that supports nature conservation and works with volunteers to preserve, foster and protect forests in order to sustain the natural habitat.



“Back to life: Ricoh Reforests”

The chosen site was around 1,400m above sea level, where the volunteers were guided by project leaders experienced in preventing deforestation in mountainous terrains. Ricoh volunteers built mesh wire and wooden fences to protect young trees against wild animals, such as deer. They removed wild ferns and cleared the area around the trees to allow them to grow. They also paved routes and tracks to allow easier access and assembled metal tripods to prevent avalanches or landslides.

The project has contributed to the stabilisation of the ecological system in the region and benefited the local community in terms of improved accessibility and safety.

Case Studies: Supporting Education

Apprenticeship Programme

Ricoh Germany

Ricoh Germany has 164 apprentices, which is nearly 8% of the workforce. Ricoh offers four apprenticeship programmes: technical, sales, business administration and logistics, all of which contribute to the reduction of specific skills shortages and give young people perspectives for the future. The apprenticeship is a combination of theoretical knowledge and practical work in the company, lasting three and a half years.

At the Ricoh Academy in Hanover, trainees acquire not only profound knowledge of products and networks, IT topics and international manufacturer-independent certifications, but also important soft skills which are essential for their future business life.



Apprenticeship Open Day

“Over 90% of our apprentices finish the programme successfully and stay at Ricoh as our employees, which shows that our apprenticeship concept is successful. By offering fundamental knowledge transfer and independent certifications, we ensure that the apprentices of Ricoh are qualified accordingly”, says Uwe Jungk, CEO, Ricoh Germany.

The apprenticeship programme has been recognised by the Institute of IT Training (IITT) and received a Bronze Award 2009 in the category “Staff Development Programme of the Year”.

PC Solidarity

Ricoh Belgium

In 2009, Ricoh Belgium extended its cooperation with Close the Gap by initiating and implementing a “PC Solidarity” project. Close the Gap is a charity organisation with the mission of closing the digital divide in developing countries that Ricoh has supported since 2004.



HRH Prince Philippe at the opening of the new centre in Leuven

“PC Solidarity” seeks to increase access to computers and the Internet to unprivileged communities within Belgium. Ricoh launched the project with the donation of multifunctional digital copiers (MFPs) to vzw Arktos in Leuven, an organisation supporting people with disabilities, which was opened by HRH Prince Philippe in March 2009. Ricoh Belgium has also provided training and donated 48 used desktop computers, 61 laptops and 15 screens to support the project.

Copiers for Kabul

Ricoh Netherlands

The project “Copiers for Kabul” was initiated by Ricoh Netherlands in support of an employee who wanted to provide support in Afghanistan.

Since 2003, the company has donated 150 copiers to schools in Kabul to replace learning materials destroyed in the war. To help boost the local economy, Ricoh Netherlands supported the formation of a local dealership, Nashuatec Kabul, in 2007. Their headcount has now increased from 6 to 36 employees.

The “Copiers for Kabul” project is recognised and highly regarded by the Afghan government and local communities. Mr Ayam, Senior Engineer, Nashuatec Kabul, says: “The Copiers for Kabul project is really contributing to the Afghan society. I have been working with Nashuatec Kabul since it was set up. We take pride in the success of our company. The level of confidence is manifested in the fact that governmental and UN organisations are among our key customers. Working for Nashuatec Kabul gives me a great sense of pride.”

Ricoh Netherlands is currently working with NGOs and Kabul University on a potential implementation of projects designed to help eliminate the digital divide.



A school in Kabul receives its new copier

“Copiers for Kabul” has been internationally recognised as an aspiring project. Mohammed Wasseli, the initiator and project leader of “Copiers for Kabul”, is now a respected guest speaker at conferences on social sustainability in The Netherlands.

School Governors

Ricoh UK

In the United Kingdom, there is currently a shortage of people volunteering as School Governors. All Boards of Governors need representation by members of school staff and parents of pupils at the school, but they also usually have an obligation to include representatives from the local community as well, so-called “Community Governors” who help with the administrative and legislative running of schools. Many people assume that to be a School Governor you either have to be a teacher or a parent of a pupil and it is this common misconception that is contributing to the current shortage of Community Governor representation.

Ricoh UK is working with School Governors One Stop Shop (SGOSS), to support more employees in becoming School Governors. SGOSS is a non-profit organisation that provides advice to prospective School Governors, helps identify which local schools currently have vacancies close to the candidate’s home or workplace, and also assists candidates with their application.

In 2009, Ricoh UK held several open days at its offices during which SGOSS offered advice to employees who wanted to know more about becoming a Governor. Ricoh UK allows any employee volunteering as a School Governor to be entitled to up to two days permitted absence from work per year.



School Governors One Stop Shop open day in Ricoh UK

Case Studies: Supporting Underprivileged Children

Every Child Has Right to Fresh Drinking Water

Ricoh Belgium

Ricoh Belgium supports the WASH programme of Unicef Belgium that provides clean water, sanitary facilities and hygiene for children in West Africa.

The project was launched on 8th December 2009 with the sale of freshly squeezed orange juice to all employees. With winter approaching and the threat of flu and colds, the idea of selling fresh orange juice as a source of vitamin C, with the profits going to Unicef Belgium, proved to be popular amongst employees. Another fundraising initiative in support of Unicef was “Hot Dogs & Mulled Wine for Unicef” which included preparing and selling hot-dogs and mulled wine to colleagues in the office.



Eric Gryson, CEO, enjoys orange juice

Both actions were initiated and executed by Ricoh Belgium employees. The total of €2,000 raised is enough to provide 250 children with clean drinking water for a year through the Unicef WASH programme.

Toy Collection

Ricoh France

In December 2009, Ricoh France worked with Secours Populaire, a non-profit organisation to organise a toy collection for those most in need at Christmas.

The aim of Secours Populaire is to fight against poverty and exclusion in France and throughout the world. In line with the Universal Statement of Human Rights, Secours Populaire helps people who are victims of social injustice, poverty, natural disasters and war.



Some of the gifts donated by employees

Employees from five Ricoh France offices participated in the collection by donating toys appropriate for the children's age and needs. Their generosity helped to make Christmas special for over 100 children who received gifts, but would otherwise have nothing to look forward to at Christmas. The employees were proud to have supported the fight against social exclusion and poverty by allowing disadvantaged children to celebrate Christmas with dignity.



Results Summary



Results Summary

Key Sustainability Indicators

The following results are the key indicators used by Ricoh Europe to measure the progress of our sustainability strategies and the initiatives described in this report.

Integrity in Corporate Activities	Source	2006	2007	2008	2009	GRI
Turnover (€ Billion)	Internal	-	3.5	3.3	3.4	EC1
Committed customers	TNS Survey	-	47%	51%	-	PR5
Customers who would repurchase from us	TNS Survey	-	65%	68%	-	PR5
Customers who would recommend us	TNS Survey	-	68%	68%	-	PR5
Overall customer satisfaction	TNS Survey	-	65%	63%	-	PR5

NB – TNS Customer Survey to be run in June 2010 to align with Strategic Planning Process

Harmony with the Environment	Source	2006	2007	2008	2009	GRI
Total recycled & reused items (parts + toners)	Internal	190,936	210,427	228,692	247,576	EN26
Paper used at RE offices (Reams)	Internal	181,913	137,340	161,578*	147,005	EN1
General waste (tons)	Internal	3,611	1,247	1,288*	1,291	EN22
Toner cartridge – recycling ratio	Internal	93.0%	94.0%	94.3%	95.26%	EN2
Copiers / MFPs – recycling ratio	Internal	98.0%	97.0%	97.8%	93.53%	EN2
Total CO ₂ emissions (tons)	Internal	59,469	56,530	63,819*	53,423	EN16
Year on year reduction of CO ₂ (tons)	Internal	7,959	2,939	2,130	10,899	EN18

* 2008 figures have been updated following the integration of Infotec

Respect for People	Source	2006	2007	2008	2009	GRI
Employees satisfied working for Ricoh	TNS Survey	-	-	70%	68%	-
Employee resignations	Internal	7%	12%	2%	6%	LA2
Staff receiving appraisal	Internal	75%	91%	56%	64%	LA12
Training days per FTE	Internal	3.7	4.4	3.6	2.8	LA10
Accident rate per FTE	Internal	0.009	0.015	0.385	0.915	LA7
Number of registered WICE users (direct)	Internal	4,392	4,614	5,259	5,889	LA11
Number of WICE exams passed (direct)	Internal	17,847	22,545	25,916	18,724	LA11
Training departments with IITT accreditation	External	6	8	8	8	-

Harmony with Society	Source	2006	2007	2008	2009	GRI
Number of employees involved in community volunteering	Internal	-	-	1,660	2,861	-
Total volunteer hours spent in the community (during working hours)	Internal	-	-	6,702	9,983	EC8
Total charitable donations	Internal	-	-	€424,715	€683,737	EC8

GRI Assessment

This report has been self-assessed by Ricoh Europe's CSR Steering Committee and meets the "GRI B" criteria, as it includes more than 20 relevant indicators. Full details of this assessment are available in the CSR section on our website, www.ricoh-europe.com.

	Level C	Level B	Level A
Self-Declared		Yes	
Third Party Checked		No	
GRI Checked		No	

About Our Brand

When we understand that everything is connected, we can make the link between everyday actions and their impact on the wider world. Understanding how two points are connected, and sharing that knowledge, is what inspires us. This understanding helps us to move ideas forward – and creates re-appraisal of our capabilities.

We continually find new ways to inspire those around us – and to be aware of how our actions will shape the future. This is connected intrinsically with our holistic and sustainable approach to business which combines economical, social and environmental strategies. We offer new opportunities to our customers using innovation and the creation of true business value through shared expertise. This in turn helps them achieve their goals by Moving Ideas Forward.

If you want to learn more about our brand, please visit the www.ricoh-europe.com

Your Feedback

If you have any comments, opinions or suggestions regarding this report, please contact Ricoh Europe's CSR Division at csr@ricoh-europe.com

About Ricoh

Ricoh Company, Ltd ("Ricoh Company") is a global technology leader, specialising in the office and production printing markets. Ricoh works with organisations around the world to modernise work environments and optimise document efficiency. With over 108,500 employees worldwide, it operates in Europe, the Americas, Asia Pacific, China and Japan.

Ricoh Europe Holdings Plc is a public limited company and the EMEA headquarters of Ricoh Company with operations located in London, United Kingdom and Amstelveen, the Netherlands.

In the fiscal year ended 31 March 2010, revenues from Ricoh's EMEA operations totalled over YEN 458.5 billion (\$4.5 bn). Ricoh Company's worldwide sales totalled over YEN 2,016 billion (\$21bn) during the year ended 31 March 2010.



RICOH

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