



RICOH RANKS AS A SUSTAINABLE BUSINESS

Ricoh was recognised for its commitment to the environment by being named among the planet's top 100 sustainable corporations at the World Economic Forum in Davos, Switzerland this year. The Global 100, compiled by research company Innovest, compares companies to their industry peers and awards those who are deemed to have the best developed abilities to manage environmental, social and governance risks, and to take advantage of the new business opportunities in the area.

Ricoh has been represented in the Global 100 since the list's inception in 2005 and was awarded with a Gold Medal from the World Economic Council in 2003 for being the world's most sustainable corporation. Importantly, Ricoh Australia business excellence manager, Robi George, credited

the company's ambitious corporate social responsibility programs for its strong hold on the Global 100. "Being a good corporate citizen means striving to be a valued and respected member of society by contributing to its sustainable growth. The Global 100 list is extremely significant as it acknowledges our ongoing efforts towards this end," he said.

Placing sustainability at the core of business strategy, Ricoh's environmental management policies are of highest priority and the company has consistently introduced programs beyond that required by government legislation. Ricoh globally has set itself the long-term goal of reducing its environmental impact to one eighth of its current level and is on target to meet this result by 2050, a bold target that clearly impressed Innovest auditors. ●

SETTING THE RIGHT TONE(R)

Fuji Xerox has a number of ground-breaking initiatives designed to minimise the environmental impact of its activities while at the same time help customers to reduce their own environmental impact.

Some of these key initiatives include the development of new Fuji Xerox products, such as its emulsion aggregation (EA) toner, and the continued expansion of the company's eco-manufacturing centres in Thailand and Zetland, Sydney. Fuji Xerox also follows a company standard to design every device with energy and environmental conservation as priorities. A range of solutions support the company's underlying product development philosophy: to enable maximum reuse through design for the environment. The organisation's Thailand Eco Manufacturing Centre for the disposal of end of life equipment is a critical component of how this environmental vision is achieved. Here, all equipment is stripped down and recycled, resulting in a 99.4 percent resource recovery.

"The environmental benefits of using hardware that can be recycled extend far beyond avoiding landfill," said Amanda Keogh, environment and sustainability manager at Fuji Xerox. "There are major greenhouse gas savings to be had as recycling

resources typically saves 70-90 percent of carbon emissions when compared to creating the resource from new materials."

In addition to reducing carbon emissions, eco manufacturing has significant business benefits. During 2006, Fuji Xerox Australia remanufactured 259,948 parts through its Eco Manufacturing Centre at Zetland, saving approximately \$20 million versus the cost of new parts. The company also exported parts to the value of approximately \$5.7 million in the same year. The company employs 95 people at the centre, which has been transformed from a cost centre to a profit centre, and is held up as a shining example within Fuji Xerox's business units. The Centre remanufactures components to better than new condition as well as putting in place day-to-day practices that reduce environmental impacts.

"As individuals and industry alike face the challenges of sustaining our world, Fuji Xerox has taken seriously our responsibility not only to reduce the environmental impact of our own business, but also the impacts that our products and services can generate outside our premises," said Andy Lambert, managing director of Fuji Xerox Australia. "Our commitment to the cause—in policy and action—applies across the entire organisation, from product design to the production, supply and support of document processing equipment and software as well as internal staff initiatives and education." ●