To realize a Low-Carbon Society

A Low-Carbon Society
- Society in which the environment and development are coexistence (Sustainable Society)
- The society which has minimal GHG emissions and would allow dynamic activities even under the global resource constraint

A Green Economy
- Economy which recognize the value of reducing GHG emissions

To realize a sustainable Low-Carbon Society
- Start with the transition to a Green Economy
- Proactive investments in growth areas based on Green Economy (Green Growth)

This is not easy, but it is an unavoidable challenge.
Essential conditions for Building a Low-Carbon Society

- Understanding for building a Low-Carbon Society by the people
  - Sharing a sense of crisis

- Policy direction setting and infrastructure building by the political leadership
  - Development of a National Vision (low-carbon society vision and goals)
  - Development and implementation of legal systems for the transition to a Green Economy
  - Development and promotion of a Green Growth strategy

- Responsible proactive approach of the Business sector

Responsible proactive approach of the Business Sector

- Responsibility as a driver for building a Low-Carbon Society
- Setting of responsible ambitious self-targets
- Three tasks
  1. Corporate internal activities for energy and resource conservation
  2. Provision of energy-saving and resource-efficient products and services to customers
  3. Participation in infrastructure development beyond the existing business
- Stimulate innovation through technological innovations
- Implementation of Sustainable Environmental Management
- Utilization of the market system
Movement towards a Low-Carbon Society in Japan

Efforts of the government sector

[Outcome]
- Discussion for “Reduction Scenario”, Discussion for “Policy Effects”, Accumulation of research results
- Policy implementation such as feed-in tariff and global warming tax
- Activation of Industry-Academia-Government collaboration such as Smart City Pilot Project
- Improvement of environmental awareness by environmental education and enlightenment of the public

[Issues]
- Enactment of “Basic Act on Global Warming Countermeasures” that is put off for long time (Vision, Target value)
- Delayed “Green economic policy” and un-implemented “Green growth strategy,“
- Energy policy review in disarray

Movement towards a Low-Carbon Society in Japan

Efforts of industry and corporate

[Outcome]
- Acceleration of technological innovation and diffusion
  (Use of materials such as carbon fiber, Fuel efficiency improvement, and Battery performance improvement etc.)
- Activation of infrastructure development and overseas expansion through Industry-Government collaboration, such as Smart City
- Spread of corporate sustainable environment management

[Issues]
- Conservative stance against the Green Economic Policy
  <Reason>
  - Mandatory target setting without fairness
  - Emissions trading that may not be proper carbon price
  - Carbon tax which becomes corporate and consumer burdens

Old mindset of the industry and corporate would be drag on green economic policy of the government
Ricoh’s Sustainable Environmental Management

- Essential Principles
  - Three Ps Balance
  - Non Regret Policy
  - Comet Circle Concept
- Sustainable Environmental Management

- Setting of responsible ambitious targets
- Environmental Action Plan and Strategic Management by Objectives
- Earning a high reputation from society

Ricoh's Three Stages of Sustainability

The three stages of environmental conservation: from passive, to proactive to responsible stages

<table>
<thead>
<tr>
<th>Passive Stage</th>
<th>Proactive Stage</th>
<th>Responsible Stage</th>
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</thead>
<tbody>
<tr>
<td><strong>Purpose</strong></td>
<td><strong>Carrying out its mission as a global citizen</strong></td>
<td><strong>Simultaneously achieving environmental conservation and profits</strong></td>
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</tbody>
</table>
| Coping with external requirements  
  - Laws and regulations  
  - Competition  
  - Customers | Self-imposed responsibility  
  - Voluntary planning  
  - Voluntary activities |
| **Activities** | 1. High-aiming, aggressive activities to reduce environmental impact  
  - Energy conservation  
  - Resource conservation and recycling  
  - Pollution prevention  
  - Improved awareness of all employees | 2. Improved awareness of all employees |
| Passive measures to meet laws and regulations, competing with other companies, and satisfying customer needs | 1. Environmental conservation activities (QCD activities*)  
  - Reduced number of parts  
  - Reduced number of process steps  
  - Improved yield and operation rate  
  2. Environmental technology development  
  - Activities to improve quality, control costs, and manage delivery times. |
The role of Japan for the Asia-Pacific Ocean region

Japanese government
• Initiating role towards a Green Economy
• Proposing a low-carbon society model which harmonizes environmental conservation and growth
• Support for policy-making, system implementation, finance, etc in the green economy and green growth.
• Support for green infrastructure development

Industry, Corporations
• Proposing a coexistence model for improving environmental conservation and corporate profits (corporate value) by implementation of sustainable management
• Provision and transfer of the low-carbon related technology
• Support for establishing a sustainable management system

Strengthening and active operation of business leaders’ partnership organization
• Information exchange
• Development of technology and system through corporate collaboration
• Active recommendations and deployment of support activities to promote "green economy" and "green growth"

Thank you very much for your attention.