

RFG Eco Excellence Program Guide



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From the Desk of Jim Coriddi

To our Valued RFG Dealer Community:

We're excited to share with you the details of the 2018 RFG Eco Excellence Program. In our second year, our program continues to recognize and support dealers that are "walking the walk" and are prepared to talk with their customers about sustainability — adding new support materials to make these conversations even easier. This guide contains the complete details of our program, which is unmatched in the industry and coming to you as momentum around sustainability is only increasing. This is a unique moment of market readiness and opportunity.

Customer interest in sustainability can create competitive options in your favor. RFG dealers are in a strong position because of Ricoh's environmental track record and robust portfolio of technologies and programs — which deliver productivity along with many green benefits. We're confident that participation can help you win business as more and more customers include environmental sustainability in their green procurement criteria.

Don't miss this opportunity to differentiate your dealership, get recognition and equip your team to sell more with sustainability. I encourage you to apply, and I look forward to welcoming those dealers who are approved for membership. Please read on.

Sincerely,

Jim Coriddi
VP Dealer Division

Win deals by
selling into
customers'
sustainability
interest



RFG Eco Excellence Program

What is the RFG Eco Excellence Program?

The RFG Eco Excellence Program is a dealer recognition program focused on dealer actions, educating customers and selling more with sustainability. Membership in the program is granted to dealers that apply for membership and meet a sufficient number of program criteria. Any Ricoh Family Group (RFG) dealer can apply, and there is no cost to enroll.

Why did we launch this program?

Customer interest in sustainability is increasing. In fact, according to a recent Ricoh Sustainability Survey, 64% of dealers surveyed say customers are bringing up sustainability workplace business requirements. Customers care enough about sustainability to influence who gets the business, so the time for sustainability differentiation and selling excellence is now. This program is designed to equip, support and celebrate dealers winning business because of their sustainability knowledge and commitment.

Process at-a-glance

Once membership is confirmed, program benefits are available to the dealer. All approved dealers enter the program as members. While a member of the program, dealers may earn Elite Level status by meeting additional criteria.



Exclusive Member Benefits

Differentiation

When customers work with an “RFG Eco Excellence” member dealer, it means the dealer is walking the walk themselves and putting sustainability efforts into practice. It also means they’re prepared to talk about sustainability and to lead the customer through the products, services and solutions that have environmental benefits.

There are many reasons why customers are better off working with our Ricoh, Savin and Lanier dealers than a competitive offering. Sustainability is one important differentiator that our dealers can tap into to demonstrate value.

Ricoh has a long history of environmental sustainability leadership in recycling programs, our own manufacturing and the efficient performance of our products — but some of our leading dealers are carrying an even broader message to their customers. That message is that Ricoh’s portfolio of products and programs can help customers make their organizations more sustainable across many aspects of their operations. Even better, when customers enhance their sustainability, it can contribute cost-effective solutions to the organization.



Get a certificate of program membership for your demo room or lobby

Recognition

The RFG Eco Excellence Program recognizes and supports dealers who are committed to growing their business by solving customers’ sustainability challenges and cultivating this growing interest area into new revenue opportunities.



RFG Eco Excellence Program Certificate

This certificate confirms your membership in the Eco Excellence Program and substantiates your dealership as a capable partner in matters of environmental sustainability. The certificate can be displayed in your showroom or lobby or posted on your website.



Co-branded Case Studies

We’ll help promote your sustainability wins with professionally produced co-branded case studies that you can use for your marketing, in proposals or for social media.

Web resources — Eco Excellence banners

You can use Eco Excellence banners on your website or in presentations, email or social media.




Web resources — Eco Excellence landing page

Use the web to showcase your membership in the RFG Eco Excellence Program without the work of creating your own resources. Eco Excellence Program members will receive a complete tailored file set that can be added to your website.


ABC Company is part of Savin Eco Excellence Program

Savin products, services and programs can save paper and energy – helping you drive sustainability in your workplace while driving down costs.




What is Savin Eco Excellence?

When customers work with an "Savin Eco Excellence" designated dealer, it means the dealer is walking the walk themselves and putting sustainability efforts into practice. It also means they're prepared to talk about sustainability and to lead the customer through the products, services and solutions that have environmental benefits.




How was ABC Company Selected?

Participation in the Savin Eco Excellence Program is awarded to dealers that meet a sufficient number of program criteria, for example, offer environmental sustainability support to customers, use energy saving equipment, and choose environmentally friendly recycling methods for consumables, imaging equipment, parts and non-fibrous packaging.



Benefits to You


Savin has a long history of environmental sustainability leadership in recycling programs, our own manufacturing and the efficient performance of our products. Savin's portfolio of products and services can help customers make their organizations more sustainable across many aspects of their operations.



We Know Green Technology

Your ABC Company sales representatives can walk you through the technologies, services and programs that give you the business productivity you need with environmentally friendly solutions.

ABC Company is your partner in driving sustainability



Modernize Printers

Many Savin devices deliver superior energy performance by adopting unique technologies and features – such as Quick Start-Up (QSU), energy efficient toner and low Sleep Mode electricity consumption. Savin has been a strong supporter of ENERGY STAR®, and we strive for "practical" energy performance to achieve the ENERGY STAR qualification while maintaining ease of use. Savin is a charter member of the EPEAT® (Electronic Product Environmental Assessment Tool) program – a comprehensive environmental procurement standard (IEEE 1680.2) for imaging equipment that helps customers identify greener products through the rating of various environmental attributes. This includes energy efficiency, materials selection, indoor air quality and various take-back programs.

Create a Sustainable Workplace

Savin can help you reduce your overall environmental impact through changes in your workplace – from transforming meeting and conference spaces to reducing discarded handouts with digital presentation technology. Video collaboration between remote offices or with customers can reduce a portion of required travel and its associated CO2 impact. In addition to helping customers meet sustainability mandates and discover ways to conserve energy within their facilities, Savin is delivering data center computing capacity and IT services from facilities that employ sound environmental practices.



Fast Facts



ENERGY STAR Partner of the Year Award, awarded by the U.S. Environmental Protection Agency (EPA), (2016)



Leading Company in Climate Change Disclosure, recognized by the Climate Disclosure Leadership Index, (2015-2014)



Global 100 Most Sustainable Corporations in the World for ten consecutive years, given by Corporate Knights, Inc. (2014-2005)



Recognized by the Dow Jones Sustainability Indices (DJSI) and has obtained the industry best score in three categories: Innovation Management, Product Stewardship and Digital Inclusion.



Charter member of the EPEAT® (Electronic Product Environmental Assessment Tool) program.



Savin and ABC Company can help you recycle and recover resources

Savin and ABC Company can help you recycle equipment and toner and supplies with our unique take-back programs. Based on our "Cornell Circle" concept – which expresses the bigger picture of Savin's environmental impact at all stages of the product lifecycle – we aim for effective use of resources by engaging in recycling with lower environmental impact and higher economic benefits. We also work to reduce the input of new resources in producing smaller and lighter products, extending the life of parts, reusing products and parts, adopting recycled materials and utilizing recyclable resources.



ABC COMPANY

Contact us to learn more

Exclusive training

Take advantage of trainer-led sessions, workshops and interactive discussions to equip your sales team to engage in sustainability conversations with customers.

Learn the Ricoh products that deliver green benefits

Our broad portfolio of printers, multifunction devices, AV products, software and services can save paper, reduce energy consumption and keep reusable materials out of landfills. Educate your sales team and your prospects using customer facing seminar content for topics like these:



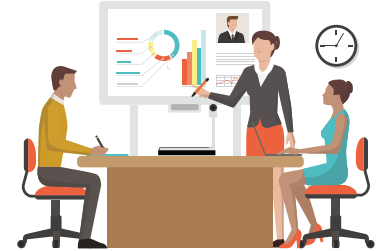
Sustainability 101

Modernize Printers and Print Efficiently



Sustainability 201

Use Digital Processes



Sustainability 301

Create a Sustainable Workplace

Learn how to use the Carbon Calculator

This powerful tool can help you demonstrate potential energy, paper and even financial savings for customers considering optimizing their current fleet of devices.

Carbon Calculator

Home > Calculations > Calculation: EUWE-AE9S4Z

This document is locked to You

Save Save & Close Recalculate Request New Data Generate PDF (Year) Generate PDF (Month) Close Only Delete Unlock

Calculation No: EUWE-AE9S4Z Select Language

Basic Data As Is (Existing) To Be (Proposed) Difference History

	Electricity			Paper				Total CO2 per year (Short Tonnes)	Total Costs per year
	Energy used per year (Kwh)	CO2 from Energy per Year (Short Tonnes)	Annual Cost of Energy (Dollar)	Paper used per year (sheets)	CO2 from Paper per Year (Short Tonnes)	Annual Paper Cost (Dollar)	Average Duplex %		
AS IS	10,712.75	4.189	1,392.69	1,194,032	10.549	5,970.15	74.1	14.738	7,362.84
TO BE	4,538.59	1.775	590.01	1,022,452	9.032	5,112.26	73.86	10.807	5,702.27
Difference	6,174.16	2.414	802.68	171,580	1.517	857.89	-0.23	3.931	1,660.57

Result in PDF

Carbon Balanced Print required? Yes No

Service(incl) 0.00000055
 Total CO2 0.3912
 Za Hung Hydropower project, Vietnam (nr. 4551) price 2.234 (Dollar)
 Solar Cooker project phase I, China (nr. 6125) price 4.412 (Dollar)

Version: CarbonCalc 3.0 Development by Ricoh Lotus Notes Development

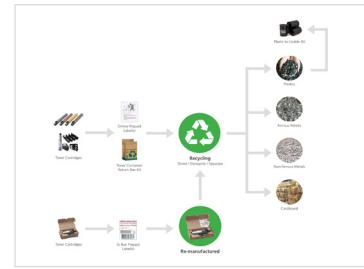
Learn how to use sustainability marketing materials

All RFG Dealers can access and use a growing library of sustainability marketing materials. Eco Excellence Program members, however, can take advantage of exclusive training and instruction opportunities focused on how and when to use these resources effectively.



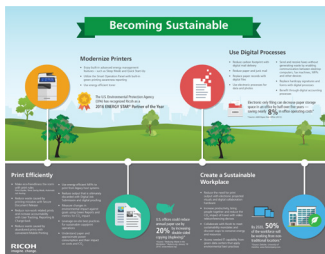
Ricoh Sustainability Overview

Learn how to answer the question: “Why partner with Ricoh?”



Consumables Take-Back Program

Be able to articulate what makes Ricoh’s program unique.



Becoming Sustainable

Learn to educate customers about different ways to improve sustainability — and not just printing.



Sustainability Briefs

Get familiar with Ricoh Technologies that enhance sustainability — like Scanning, Secure Document Release, Rules-based Printing and more.



Targeted Videos

Understand when to use our growing library of videos on topics like timer settings, cost and carbon footprint reduction.

RFG Eco Excellence Program Levels

	RFG Dealer Non-Member	RFG Eco Excellence Program Member	RFG Eco Excellence Elite Level Dealer
			
Description	Any RFG Dealer who does not apply or is not accepted	Everyone starts here if they meet the membership criteria	Earned through standout performance
Requirements	N/A	Meet the requirements for membership	Eco Excellence member who additionally meets supplemental criteria in key areas including: <ul style="list-style-type: none"> • Sales wins and case studies • Energy management customer education • Take-back recycling program advocacy • Sustainability awareness leadership • Eco-Excellence program participation • CSR and other
Benefits	General benefits: <ul style="list-style-type: none"> • Customer facing sustainability marketing materials • Learning and training resources 	All general benefits, plus: <ul style="list-style-type: none"> • Member certificate • Case study opportunities • Web banners • Web landing page • Social media resources • Exclusive training 	All member level benefits, plus: <ul style="list-style-type: none"> • Elite level certificate • Elite demo room signage • Web banners (Elite) • Web landing page (Elite) • Eco Excellence Elite Award • Special recognition at dealer events

Applying for Membership

Procedure

Step 1 — Complete the application on the following pages or request a Word document of the application by emailing the program contacts (see Program Contacts).

Step 2 — Submit a single application, along with requested exhibits, on behalf of the applying dealership to EcoExcellence@ricoh-usa.com.

As you complete the application, email the program contacts with any questions you have. We're here to help.

Acceptance period

Completed applications must be submitted starting now, but no later than September 30, 2018 in order to be considered for the FY'18 program period.

Scoring

Your application will be scored based on your answers, submitted materials and the degree of engagement in the various environmental activities and issues noted. Scoring will be based on a point system, and full or partial point credit for a question will be awarded based upon the answers — so it's important to answer each question as best you can.

Program period

If awarded membership, your program period is for the 2018-2019 year, based on time of acceptance, plus six months.

Approval

Membership in the RFG Eco Excellence Program is extended to dealers that meet a sufficient number of program criteria. Once a dealer has been accepted, they may publicize their membership status in the program and take advantage of all benefits available during the program period.

Conditional approval

You may be approved for membership subject to completion of certain requirements within a defined period of time to remain in the program. Once requirements are met, the accepted dealer enjoys normal membership for the period term plus six months. If requirements are not met within a defined period of time, membership in the program will end on the deadline date for completing the requirements.

Approval not granted

If membership in the program is not granted, you may request knowing which items of your application need to be strengthened to increase the chances of acceptance in the future. Please email the program contacts to request this information.

Applying for membership

The opportunity to apply for membership will be available to all RFG Dealers on a yearly basis. Your membership will start from the day of acceptance, plus six months.

Renewal

It is intended to advance both program benefits and membership criteria from year to year. Renewal applications will be issued approximately annually. Submitting renewal applications and meeting current criteria will be required for continued membership in the program for the upcoming fiscal year. Dealers in the program who do not reapply or do not meet the current criteria are considered in the program for the first 6 months of the new fiscal period, after which program membership ends.

Application

The following is the application for the 2018-2019 term of the RFG Eco Excellence Membership Program. Upon completion, please submit this application and all requested exhibits to EcoExcellence@ricoh-usa.com.

Contact Information

Date:

Dealer Name:

Address:

Contact Name:

Contact Title:

Contact Email:

Contact Phone:

Contact Signature:

(If there is a second contact that helped complete the form, please add their information below. If not, please leave blank.)

Contact #2 Name:

Contact #2 Email:

Contact #2 Phone:

Contact #2 Signature:

Customer

- GM 1. Are the RFG environmental attributes for products and programs part of your Sales activity? (For example: Are you talking to your customers about this? Do you promote your environmental sustainability commitment within your proposals and on your website? Etc.)**
- Yes (Please provide sample or screen shot):
- No

- GM 2. Do you offer environmental sustainability support to your customers that demonstrates your commitment to their sustainability business objectives and goals? (Select all that apply and provide sample customer detail for all checked items)**
- Customer Quarterly Reviews that include Environmental Sustainability
- Green Reports (Please provide an example screen shot)

- RC 3. Do you educate customers on any of the following topics? (Select all that apply)**

Re-manufactured alternatives for equipment

- Ricoh Green Line
- Dealer Re-manufactured Program

Recycling

- Consumables
- Hardware
- Packaging
- Parts
- Paper

Energy

- MFPs are set to Eco Factory Default Settings
- Imaging equipment is tracked and monitored for energy usage

Other (i.e., Environmental CSR) (Please specify):

Please provide website info, a brochure or other evidence of this activity.

.....

- GM **4. Please tell us about a Customer Success Story where Environmental Sustainability was a key part of the requirements. Include details about the Challenge(s), Solution(s) and Result(s). Customer details will not be included in a potential Case Study without your written consent.**
- Customer Success Story or Case Study provided
 - Customer Success Story or Case Study not provided

Operation

- EWWC **5. Do you educate your employees on Environmental Sustainability?**
- Yes (Please provide a URL, course detail, attachment or screen shot detail):
 - No

- RC
E
Bio C **6. Do you have an Environmental Management Policy (EMP) or Environmental Management System (EMS)? (Select all that apply)**
- Yes – EMP (Please provide a URL, attachment or screen shot):
 - Yes – EMS (Please provide a URL, attachment or screen shot):
 - No

- RC **7. In your operation, which materials do you recycle? (Select all that apply)**
- Consumables
 - Hardware
 - Packaging
 - Parts
 - Paper
 - Other (Please specify):

- RC **8. In your operation, do you track and report your recycling activities?**
- Yes – track & report (Please provide a URL, attachment or screen shot):
 - Yes – track only (Please provide a URL, attachment or screen shot):
 - Yes – report only (Please provide a URL, attachment or screen shot):
 - No

- RC **9. Do you have objectives and targets in place to manage your recycling activities?**
- Yes (Please provide a URL, attachment or screen shot):
 - No

- E
EWWC **10. What energy savings do you offer? (Select all that apply and provide a Ricoh Green Report &/or third-party report to demonstrate results)**

Marketing

- MFPs are set to Eco Factory Default Settings (i.e. black-and-white, duplex, etc.)
- Imaging equipment is tracked and monitored for energy usage

Your Organization

- MFPs are set to Eco Factory Default Settings (i.e. black-and-white, duplex, etc.)
- Imaging equipment is tracked and monitored for energy usage

Legend:

GM - Green Marketing E - Energy RC - Resource Conservation Bio C - Biodiversity Conservation EWWC - Eat What We Cook

Program Contacts

If you have any questions, please email us at EcoExcellence@ricoh-usa.com or contact one of the individuals below:

Theresa Rivero

Sustainability Strategy & Communications Mgr.
Product Marketing
Theresa.Rivero@ricoh-usa.com
973-882-5209

Michael George

Accessibility & Green Marketing Mgr.
Product Marketing
Michael.George@ricoh-usa.com
973-808-7503

Kousuke Ito

Director
Environmental Sustainability and Product Compliance
Kousuke.Ito@ricoh-usa.com
973-882-2274

Terms and Conditions

Case studies

For case studies you introduce or assist with, we will help to professionally produce a case study which you can use for your marketing. We may use the case study for marketing purposes and may choose to make the case study generic — including removing the names of one or more companies mentioned.

Use of materials

You may use the materials provided under the program and participate in training during your program period. After the conclusion of the period, if your dealership is no longer a member of the RFG Eco Excellence Program, all downloaded or acquired content or technology may no longer be used or accessed.

General

Ricoh USA, Inc., 70 Valley Stream Parkway, Malvern, PA 19355, 1-800-63-RICOH

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Driving Sustainability for Our Future.

Our Mission, Vision and Values

At the Ricoh Group, we are committed to providing excellence to improve quality of living and to drive sustainability. These ideas are expressed in Ricoh's Mission, Vision and Values — with sustainability as an integral part of each. With these ideals to guide us, we create the Ricoh brand benefits:

- “Harmonize with the environment”
- “Simplify your life and work”
- “Support knowledge management”

Mission Statement

At the Ricoh Group, we are committed to providing excellence to improve quality of living and to drive sustainability.

Vision Statement

To be the most trusted brand with irresistible appeal in the global market.

Values Statement

To be one global company, we must care about people, our profession, our society and our planet. We must dedicate our winning spirit, innovation and teamwork to sharpen our customer-centric focus — and we must also commit to the highest standards of ethics and integrity.

Glossary of Terms

Carbon Footprint — The amount of carbon dioxide or other greenhouse gases emitted by an organization's actions.

Customer Case Studies — Documents that give information about a customer, the challenges facing their organizations, the Ricoh solutions implemented and the results.

Customer Quarterly Reviews — Documents that review customers' needs and support related to their environmental sustainability business objectives and goals.

Dealer Re-manufacturing Program — A program the dealer has in place to support the re-manufacturing process of toner/printer cartridges and devices.

Eco Factory Default Settings — Settings that are determined at the factory and arrive ready-to-go when the device ships. Functions include Energy Saving mode, Auto-Off mode and Default Duplex mode.

Energy Consumption — The amount of energy, electricity or power used as the result of an organization's daily actions.

Environmental Benefits Products — Ricoh hardware that benefits your business while helping the environment, including multifunction printers (MFPs), scanners, projectors and more.

Environmental Benefits Services — Ricoh's managed services portfolio that can help measure an organization's environmental sustainability goals and objectives from the start.

Environmental Benefits Solutions — Ricoh software technologies that enhance environmental sustainability, including Secure Document Release, Rules-based Printing, Advanced Faxing and more.

Environmental Corporate Social Responsibility (CSR) — An organization's initiative to contribute to their community's environmental, as well as economic and social, well-being.

Environmental Management Policy (EMP) — A public statement of an organization's philosophy, intentions and objectives regarding the environment.

Environmental Management System (EMS) — How an organization manages environmental programs, including structure, planning and resources for developing and maintaining policy.

Environmental Sustainability — Using the natural resources we need for today without using up those resources for people in the future.

Fiscal Year Period — An accounting period of 365 days.

Fleet — The collection of networked printers and devices used to meet an organization's scan and print needs.

Green Procurement Criteria — The method by which an organization selects which environmentally friendly products or services to implement.

Green Reports — Reports that track a device's paper usage, power consumption and environmental sustainability impact.

Manufacturer Sponsored Take-back Programs — Manufacturer sponsors a return program(s) that involves sending items such as devices, parts, consumables and packaging to a responsible recycler or back to the manufacturer for proper reuse or recycling.

Recycling Hardware — Devices can be returned to the manufacturer for proper recycling.

Recycling Parts — Toner bottles and toner/printer cartridges sent back to the manufacturer are disassembled, cleaned and inspected using sophisticated testing systems. Components that are not re-manufactured are sent to be recycled into various material streams.

Responsible Recycling Program — A program that maximizes material recovery and minimizes waste. Innovative recycling processes help keep plastic and other materials out of landfills while yielding usable materials, such as re-manufactured toner cartridges, cardboard, metals and oil.

Glossary of Terms (continued)

RFG Eco Excellence — Describes dealers that are taking environmental sustainability action themselves and are proactively driving environmental sustainability awareness with their customers.

RFG Eco Excellence Elite Level Dealer — A further designation awarded to RFG Eco Excellence members who additionally meet supplemental criteria in key areas, including sales wins, energy management customer education, take-back recycling program advocacy, CSR and more.

RFG Eco Excellence Program — A program designed to equip, support and celebrate dealers winning business because of their environmental sustainability knowledge and commitment.

RFG Eco Excellence Program Member — A designation awarded to RFG dealers who apply for membership and meet a sufficient number of program criteria.

RICOH | **SAVIN** | **LANIER**

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