



## Community

### Post-3/11 NISSAN's Support Activities

#### Iwate Mobile library and Beauty Bus

One year has passed since the Great East Japan Earthquake on March 11, 2011.

In addition to the initial support, Nissan continuously provides support to the area and people affected by the disaster.

Nissan agrees to NIHON L'ORÉAL's earthquake reconstruction assistance project, "Biyoshi no Chikara / Hairdressers for Hope / Coiffeurs de l'Espoir"<sup>1</sup> and provides Nissan Civilian. Its been used as a mobile beauty salon in Miyagi Prefecture and Iwate Prefecture. The company also offers Nissan Atlas to Iwate Mobile Library Project<sup>2</sup> launched by Shanti Volunteer Association and will provide one more unit in the summer 2012. Both projects also create employment for people in the area.

#### "Iwate Mobile Library" by Shanti Volunteer Association



The Mobile library running the disaster area.



Community center was constructed in the area of temporary housing. There are also books space here.

#### "Biyoshi no Chikara" - Earthquake reconstruction assistance project by NIHON L'ORÉAL



Beauty Bus



Beauty Bus has almost the same as beauty salons equipment.

Nissan sought opinions from employees about “continuous support that a car company should give” from autumn 2011. These opinions will serve for continuous support for the affected area.

At the end of March after one year had passed since the earthquake, we visited Rikuzentakata city, Iwaki prefecture to conduct an interview on “Iwate Mobile Library”. We heard from Mr. Koga, the head of Iwaki Office, Shanti Volunteer Association, who has actually been working in the field. You can see the video: <http://reports.nissan-global.com/EN/?p=3708>

#### Related Links

- » \*1 “Biyoshi no Chikara” Project:  
<http://www.nissan-global.com/EN/CITIZENSHIP/REPORT/110927/>
- » \*2 “Iwate Mobile Library” Project (Japanese Only):  
<http://sva.or.jp/iwate/>
- » Blue Citizenship video:  
<http://www.nissan-global.com/EN/BLUECITIZENSHIP/>

We will share information on Nissan CSR “**Blue Citizenship**” through NISSAN CSR NEWSLETTER.

**Next issue**

· **The report of Blue Citizenship will be published in June!**