

Enhancing Value for Stakeholders

# With Society

In line with its vision of Enriching People's Lives, Nissan's desire is to provide attractive products and services to customers worldwide while at the same time fulfilling its responsibility as a corporate citizen to help realize a sustainable society. As a member of the global community, we engage in a variety of social contribution activities supporting the creation of a better world.

**WEB** ::::::::::::::::::::

Please see our website for additional details about our corporate citizenship activities.

<http://www.nissan-global.com/EN/CITIZENSHIP/>

## OUR WORK AS A GLOBAL COMPANY

### Unique Social Contribution Activities

To fulfill its role as a corporate citizen and contribute toward a sustainable society, Nissan carries out social contribution activities, mainly in the fields of education, environmental awareness and humanitarian relief. The Corporate Citizenship Steering Committee, a companywide organization comprising executives and staff in charge of social contribution activities, oversees the development of these activities to ensure consistency, sharing the company's vision across its global network while also fitting the needs and circumstances of each country or region where the activities are implemented.

Nissan is working to build stronger ties with local communities where its offices and plants are located not only through economic measures like job creation, but with various other activities as well. In addressing issues that go beyond country or region, we balance a global vision with the activities best suited to each community where we operate. We believe this enables us to make social contributions that are uniquely Nissan.



### Organization of the Corporate Citizenship Steering Committee



### Our Three Key Approaches

In our social contribution activities, we place great importance on the following points:

- 1. Fostering a spirit of voluntary participation among employees**  
We do our best to support the social contribution activities carried out by individual employees and we encourage as many of our people as possible to get involved in the spirit of corporate citizenship, with the aim of contributing as much as possible to society through such activities.
- 2. Making the best use of our corporate strengths and qualities**  
Some of our contributions are financial in nature, but we also aim to go beyond this by making full use of the resources built up through our business activities, such as our expertise and our facilities, to carry out sustainable activities.
- 3. Cooperating with specialized NPOs and NGOs**  
Nissan continually looks for ways to develop highly specialized programs to work with nonprofit and nongovernmental organizations in order to make its social contributions all the more effective and productive.

**ACTIVITIES AROUND THE WORLD**

**Fostering the Joy of Reading**

Access to quality books from an early age is very important to children's creative and emotional development. Nissan partners with the International Institute for Children's Literature, Osaka, to organize the Nissan Children's Storybook and Picture Book Grand Prix. Started in 1984 to introduce children to richly imaginative storybooks and picture books, this writing competition seeks to encourage the production of creative literature for children by amateur authors. Entries are received from across Japan, and have included numerous outstanding works over the years. A total of 2,666 works were submitted in fiscal 2009 for the 26th Grand Prix. In addition to publishing the prizewinning entries each year, Nissan donates through its dealerships copies of these works to about 3,400 public libraries and around 680 kindergartens across Japan. To date, we have donated upwards of 168,000 books.



Additionally, Nissan North America (NNA) supports the activities of the Governor's Books from Birth Foundation, which provides free books to children prior to their entry into grade school. Established in 2004 in Tennessee, where NNA is headquartered, the foundation seeks to encourage reading and education in the home. NNA provided financial assistance in the amounts of \$140,000 in fiscal 2008 and \$100,000 in fiscal 2009.

**Nissan Volunteers Build Homes**

Since 2006, NNA has been helping to provide low-cost housing to people in need, including those affected by natural disasters and poverty, through its partnership with Habitat for Humanity International. In 2009 Nissan renewed its \$1 million yearly partnership with the organization, sponsoring the construction of 12 new homes for the needy across the United States and Canada. Nissan also donated seven Titan pick-up trucks to help with the transport of building materials. Roughly 2,500 Nissan employees, including company executives, have participated in home building to date, working shoulder to shoulder with the residents of the new homes and sharing their joy when the work is complete.



Nissan Korea Co., Ltd. and Nissan Motor Co. (Australia) Pty. Ltd. have also engaged with local branches of Habitat for Humanity, supporting their activities through volunteering or vehicle donations.

**Enhanced Traffic Safety Awareness**

In October 2009, Nissan Middle East FZE launched a website to help children learn about traffic safety through puzzles, picture coloring and other fun activities. In April 2009, Nissan Korea started the Nissan Kids Safety Campaign to teach children about traffic safety.

Nissan China Investment Co., Ltd. has hosted the Nissan Safe Driving Forum annually since 2005 with the aim of increasing awareness of traffic safety and improving driver skills. (See page 50.)

ACTIVITIES IN JAPAN

**School-Visit Programs**

Nissan continued to carry out three different school-visit programs for children in the upper grades of elementary school during fiscal 2009: the Nissan Monozukuri Caravan, Nissan Design Waku-Waku Studio and Nissan Waku-Waku Eco School.

The Nissan Monozukuri Caravan is an original program designed to provide children with the opportunity to experience the enjoyment of *monozukuri* (crafting things), based on Nissan's experience and know-how as a manufacturer. Since 2008, the program has been expanded outside Kanagawa Prefecture to include schools in Tochigi and Fukuoka Prefectures. In fiscal 2009, 13,456 students from 204 schools participated in the program.

The Nissan Design Waku-Waku Studio is a unique work-experience class developed by Nissan in line with the objectives of the career education program promoted by Japan's Ministry of Education, Culture, Sports, Science and Technology. In this class, which was first launched in elementary schools in Kanagawa Prefecture in 2008, professional designers working at Nissan explain the vehicle-production process as well as their jobs as product designers.

Developed in cooperation with the nonprofit organization Weather Caster Network (WCN), the Nissan Waku-Waku Eco School aims to increase environmental awareness among children, the leaders of tomorrow. (See page 22.)



**Support for Community Activities**

In 2009 Nissan supported the Karuizawa Arts Festival, a classical music festival held in August each year to celebrate the cultural arts. We provided two X-TRAIL FCVs, our latest fuel-cell vehicle, for use in transporting performers during the event, and also exhibited and demonstrated a prototype of our new electric vehicle. Inspired by the organizing committee's aim to host an environmentally conscious event, which fits right in with our environmental philosophy, "a Symbiosis of People, Vehicles and Nature," we have been a supporter of the event for three years running.

In conjunction with the festival, an exhibition of works entered in the Nissan Children's Storybook and Picture Book Grand Prix was held at the Karuizawa Picturebook Museum. Other interesting programs, including a collaborative event involving a saxophone quartet performance at a children's book reading, were also presented.

**Company Backing for Employee Volunteerism**

Nissan supports the proactive citizenship activities of employees. The Nissan Financial Support Program for Volunteer Activities, introduced in 1996, is one way that we do so. With this program, Nissan pledges to match employee donations and to provide financial assistance when there are insufficient funds for employees to carry out volunteer activities or purchase the necessary supplies for such activities. We support a variety of undertakings, including visits to welfare facilities to share a hobby with residents, as well as activities related to environmental conservation or arts and culture. In fiscal 2009 we provided approximately ¥2 million for 15 projects.

**The Nissan Cup Oppama Championship**

In cooperation with local community groups, Nissan hosted the national wheelchair marathon Nissan Cup Oppama Championship 2009 at its Oppama Plant from December 4 to 6, 2009. Participants in the Beijing 2008 Paralympic Games were among the roughly 200 athletes who competed in this year's marathon, which marked its tenth anniversary. Approximately 500 volunteers, including Nissan



employees and local citizens, work together as route marshals and water-station staff for the event, which since its start in 2000 has sought to invigorate the local community, to foster awareness of sports for the disabled and to help competitors further improve their abilities.

Various organizations supporting athletics for the disabled were presented with contributions from the Taiyo Fund, a donation program set up by Nissan employees especially for this event.

### **Aid for Scientific and Technological Progress**

Established in 1974 with the aim of advancing Japan's culture and scientific progress, the Nissan Science Foundation provides grants to a wide range of productive research in various fields of the natural sciences. It strives to "create solutions for social progress" by focusing specifically on research in the areas of the environment, cognitive science and education in science and technology. As of March 2010, the Nissan Science Foundation has provided cumulative assistance of ¥6.6 billion to approximately 2,400 projects. Furthermore, the Nissan Science Prize has been awarded to a promising researcher every year since 1993 in recognition of achievements in basic research related to the global environment.

Much effort is also being put into supporting education. Our Science and Environmental Education Fund, for example, is a grant program that promotes children's interest in and better understanding of science and technology, environmental problems and the like. We provided such grants to 91 schools in Kanagawa, Tochigi and Fukuoka Prefectures in fiscal 2009.

### **Promoting Social Participation**

Nissan seeks to cultivate employees' sense of citizenship and strives to create an environment that encourages active social participation. In 2009, we launched a new webpage concerning social contribution activities on our corporate intranet, offering more detailed information, including notices for recruiting volunteers and calls for collecting various items, such as cancelled stamps, that can be used in fund-raising drives.

As part of our efforts to increase employee awareness of social contribution activities, we hosted a seminar in cooperation with some nonprofit organizations in December 2009. Another aim of the event was to provide a launching pad to get employees involved in grass-roots activities through sales of fair-trade products and introductions to the activities of NPOs. Approximately 270 people, including Nissan employees as well as guests from the NPOs Shanti Volunteer Association and Shapla Neer, the Citizens' Committee in Japan for Overseas Support, participated in the event. Many of the attendees said that they would like to have more opportunities to learn about social contribution activities.

## **ACTIVITIES IN OTHER COUNTRIES**

### **Mobile Eye Clinic (South Africa)**

Many children living in rural villages in South Africa cannot get needed medical checkups and other services due to a lack of medical facilities and transportation infrastructure. Nissan South Africa (Pty.) Ltd. (NSA) provides the Mobile Eye Clinic for vision testing and eye screening of elementary school students in such areas. In addition, the clinic itself—a Nissan Interstar van fully outfitted with optometry equipment—allows for 4,000 pairs of eyeglasses to be dispensed to children each year. Thanks to our partnership with the International Centre for Eyecare Education, a nonprofit organization involved in community healthcare activities in Africa, the first Interstar has served as a mobile clinic in the Province of KwaZulu-Natal since 2007. NSA aims to continue the project and plans to provide assistance in the amount of 4.8 million rand (about ¥58 million) over five years. The Mobile Eye Clinic is an indispensable project for children living in rural villages, not only for the prevention and treatment of diseases that afflict them, but also for improving their learning capabilities.

### Walking the Silk Road to Raise Funds and Awareness (China)

The Nissan Ten-Year International Silk Road Walk is a fund-raising event that covers the whole 7,000 kilometers of the historic Silk Road over the course of a decade. Supported by Nissan China Investment Co., Ltd. since 2005, this walk provides participants with the moving opportunity to experience for themselves the wonders of China's history and art as they travel through different regions, along with fresh insight into China's educational and environmental issues. The event includes fund-raising activities for elementary schools in some of China's poorest regions.

### Race Participants Support Reconstruction Efforts

Nissan Europe S.A.S. (France) supported a sustainable development program in Nicaragua administered by its NGO partner, CARE France. In 2009 a group of 40 Nissan employees participated in La Grande Classique, a race from Paris to Versailles, to raise money to help 1,120 farming families living along the Coco River in northern Nicaragua. Nissan employees collected €1,210 through internal fund raising, to which Nissan provided a matching gift, amounting to a total donation of €2,420. Nicaragua has suffered great destruction in recent years due to a series of large-scale hurricanes and other disasters. Nissan intends to continue cooperating with reconstruction support efforts around the world.

## HUMANITARIAN AID

### Help for Disaster-Stricken Areas

Nissan Motor Co., Ltd. has pledged monetary donations to aid emergency-relief efforts in response to a series of catastrophic disasters that have struck regions around the world. In addition to ¥3 million provided through Japan Platform, a Japan-based international NGO, as emergency relief to help those affected by Typhoon Ketsana, which hit the Philippines in September 2009, Nissan's local sales company Universal Motors Philippines loaned vehicles free of charge to assist in recovery activities.

We contributed ¥1 million through Médecins Sans Frontières Japan for relief efforts in the wake of a tsunami that devastated Samoa, also in September, as well as ¥5 million through Japan Platform to aid victims of the devastating Indonesian earthquake that same month. Out of their concern for the victims of these disasters, employees at Nissan's offices and plants in Japan collected donations in the amount of ¥1.2 million, which have since been put to good use helping reconstruction efforts in Indonesia.

Nissan North America was quick to act after a massive earthquake struck Haiti in January 2010, offering around \$100,000 in financial aid on behalf of the Nissan Group. In response to the devastating Chilean earthquake of February 2010, Nissan Motor Co., Ltd. donated ¥3 million to Japan Platform. This aid was in addition to a total of \$17,000 donated by Nissan companies in North America.