

# Philanthropy



Nissan's vision is Enriching People's Lives. In pursuit of this vision, we seek to provide attractive products and services to our customers worldwide, at the same time fulfilling our responsibility as a corporate citizen to help realize a sustainable society. As a member of the global community, we engage in a full range of social contribution activities, taking part in the creation of a better world.

## Pillars of Activity

We make unique contributions to society on a global basis as well as in local communities. Our focus is on three areas: humanitarian aid, support for education and caring for the environment. We work together with NPOs, NGOs and other organizations and promote activities that meet the needs and circumstances of each country or region while helping our employees to develop a mindset of active participation in society.

### 1. Humanitarian Support

Nissan provides relief assistance to areas around the world stricken by major natural disasters. Utilizing our network of group companies and operation sites worldwide, we pursue practical and effective activities, taking the conditions and needs of each country and region into account.

### 2. Environment

Nissan's environmental philosophy of "a Symbiosis of People, Vehicles and Nature" underpins its ongoing efforts to reduce the environmental burden in various ways. In our social contribution activities as well, we prioritize protection of the environment and undertake a variety of programs focused on raising awareness and cultivating deeper understanding of the environment.

### 3. Education

Nissan places great importance on the cultivation of future generations in carrying out its social contribution activities. We have established partnerships with various educational organizations and work together on meaningful activities to nurture the hearts and minds of the next generation who hold the future in their hands.



## Nissan's Approach to Philanthropy

We pursue social contribution activities that are "distinctly Nissan" by sharing a common vision with all our places of business around the world. In these activities, we place great importance on the following points:

### 1. Fostering a spirit of volunteerism 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, facilities and products, 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 more effective and productive.

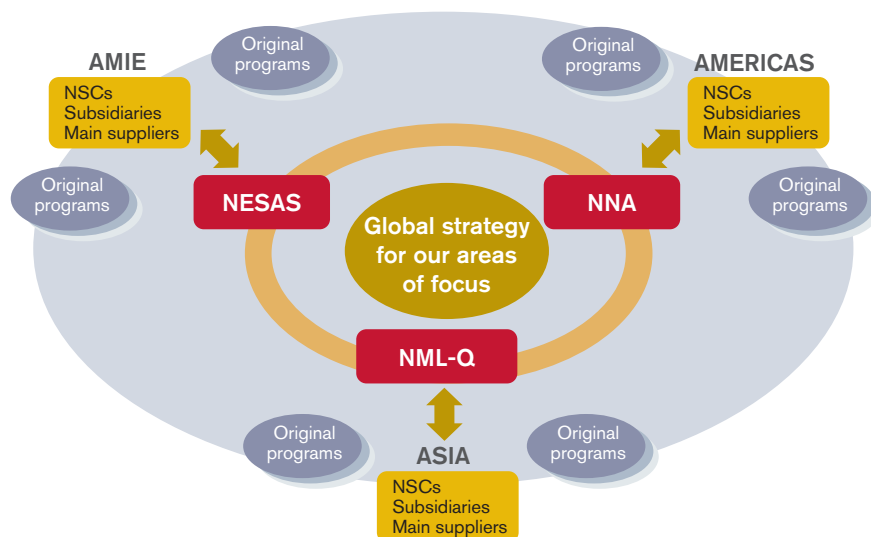
## Promotion Structure

The CSR Department in Nissan's Global Headquarters serves as the “control tower” for all the company’s social contribution activities worldwide. The programs undertaken at each of our bases of operations, meanwhile, are managed by our regional offices.

For activities in Japan, the CSR Department shares information with the company divisions that plan and implement the projects, as well as with the business locations that interface with the local communities in question, and provides the necessary support. Nissan, Nissan Europe S.A.S. and Nissan North America Inc. (NNA) serve as regional centers covering Asia, AMIE (Africa, the Middle East, India and Europe) and the Americas, respectively, exchanging information with the project-implementing local companies and helping to advance the activities. We thus have a system in place for global coordination of our efforts, and we take a cross-functional, cross-regional approach to our social contribution activities as well.

The Nissan corporate intranet features a dedicated page for philanthropic activities, which we use to provide our employees with information on volunteer opportunities. In another step to foster employees' civic-mindedness, we established the Nissan Financial Support Program for Volunteer Activities in 1996.

## A Global Framework for Social Contribution



## Fiscal 2011 Review and Future Tasks

In fiscal 2011, Nissan's activities began with efforts to deal with the aftermath of the Great East Japan Earthquake, which struck the country's Tohoku region on March 11. On the day after the disaster we decided to make emergency assistance funds available; we followed this with donations and loans of free vehicles to assist in transportation of people and goods and a range of other services in the disaster-affected zones. Close cooperation among our plants and offices allowed us to provide Nissan-quality assistance to the people affected by the disaster. These activities also deepened the civic-mindedness of our employees and propelled additional improvements to our disaster preparedness.

In fiscal 2012 we will explore ways to further enhance our systems and frameworks related to volunteer activities. We are also considering rolling out new programs on a global scale to complement our ongoing work with Habitat for Humanity.

## Humanitarian Support

### Aid to Disaster-Stricken Areas

Nissan has provided assistance to regions around the world that are affected by large-scale natural disasters.

In providing aid in response to such disasters, we believe the speed of our decision-making is of key importance. We work swiftly to gather information on the damage conditions from various functional groups and business locations in our organization so that our management can undertake appropriate discussions and make decisions based on an accurate understanding of the situation.

In response to the Great East Japan Earthquake of 2011, we reached a decision on the following day, March 12, to provide ¥30 million in initial aid to the NGO Japan Platform. Four days later our preparations were in place to donate vehicles, match employee contributions to charity and implement relief assistance. The total value came to roughly ¥400 million, including donations from our overseas subsidiaries. We took our stocks of food, mineral water, blankets, surgical masks, disinfectant and other daily-use goods and sent them to the affected regions. We also donated 50 Nissan Patrol vehicles for use by United Nations organizations and other nonprofit groups active in the impacted areas and loaned at no cost 65 Nissan LEAF electric vehicles to local governments in Tohoku. In this way, we sought to take part in aid activities in a way that only Nissan could.

To make it easier for our employees to take part in the relief efforts, we coordinated with our human resource department to establish special leave to be taken for volunteer activities. Nissan employees organized 16 volunteer events taking them to the disaster zone, and 854 people dedicated a total of 1,200 worker-days to their activities there. Donations collected from Nissan employees amounted to ¥31,508,949; the company matched this amount and provided the total to the Japanese Red Cross.

In October 2011 Thailand suffered drastic flooding. We responded with support for employees impacted by the disaster, as well as providing aid to the region in the form of ¥50 million in donations and ¥1.5 million worth of relief supplies.



For more information on our post-earthquake operations and relief activities, please see our website.  
<http://www.nissan-global.com/EN/CITIZENSHIP/SUPPORT-ESTJPN//>

### Humanitarian Aid in Communities

Nissan works together with a number of international NGOs in its engagement in humanitarian relief work in local communities. One of these relationships is with Habitat for Humanity, which provides housing to people who have lost their homes to poverty or disaster. Our collaboration started in the wake of Hurricane Katrina, which struck the American South in 2005. Habitat for Humanity carries out its activities all around the world, providing aid to people who lack safe, clean housing and helping them get back on their feet at minimal personal expense. We fully endorse the vision behind these activities and have chosen to form a partnership with Habitat for Humanity as an ideal means of supporting our employees' involvement in their communities. During fiscal 2011 we expanded this partnership beyond North America, supporting projects in Thailand and Indonesia through the involvement of employees of our local plants and offices.

## Environmental Initiative

### Partnership with Fleet Forum

With the goal of helping to reduce the environmental impact of vehicles used in nonprofit and nongovernmental activities, Nissan has partnered with Fleet Forum, an NPO headquartered in Geneva. We provide Nissan LEAF electric vehicles through Fleet Forum to five UN-affiliated and other organizations for fixed periods, free of charge. During fiscal 2012 we are planning to implement this program in Britain, Italy and Switzerland.

### Community Contribution Activities in Japan

On the 23rd of each month, a date that can be pronounced *ni-san* in Japanese, our facilities in Kanagawa Prefecture celebrate "Nissan Day," and our employees take part in community clean-up activities. Our people at Nissan's Global Headquarters in Yokohama, Kanagawa, have been actively involved in this cleaning since November 2009—just three months after its move to the city—as a part of our community contributions and a way to enhance environmental awareness among our employees.

### Summer Power Saving Campaign

To help Japan to cope with electricity shortages in the summer of 2011, Nissan carried out a campaign urging its employees to do what they could at home to conserve power. We organized a special contest in July and August, inviting employees to report how much their electricity use had fallen from the same months in 2010 and share their conservation hints. Around 700 employees took part in the contest, and the top four finishers achieved electricity use reductions of some 60% compared to the previous year. In all, the contest resulted in power savings equivalent to the electricity used by approximately 7,800 average households in a full day.

In a related event, we organized an art contest for elementary-school-aged children of our employees. The children created paintings during their summer breaks on the theme of energy conservation in the home, portraying what their families had done to save power and what changes they had seen in their lives. Participants grew more aware of what they could do—from unplugging appliances not in use to using fans instead of air conditioning—and reported that they had also seen improved communication within their families through these activities.



One of the first prize-winning works

## Educational Activities

### Support for Educational Programs

Nissan puts its manufacturing knowhow to work by carrying out a number of hands-on educational programs on an ongoing basis. During fiscal 2011 we continued with our three school-visit programs for older elementary school students: the Nissan Monozukuri Caravan, Nissan Design Waku-Waku Studio and Nissan Waku-Waku Eco School.

The Nissan Monozukuri Caravan is designed to give young participants the opportunity to experience the enjoyment of *monozukuri*, or “crafting things.” In fiscal 2011 we dispatched instructors from our Oppama and Tochigi Plants to Fukushima Prefecture, which was hit hard by the March 11 earthquake and tsunami. They taught lessons to students at eight elementary schools in the cities of Fukushima and Koriyama. This program was expanded in October 2011 with its launch at the Nissan Mexicana Aguascalientes plant as “Caravana de Monozukuri.”

In the Nissan Design Waku-Waku Studio program, our professional car designers explain the vehicle-production process as well as their jobs as product designers. The Nissan Waku-Waku Eco School classes, meanwhile, are developed in cooperation with the NPO Weather Caster Network and taught on site at schools to increase environmental awareness among children. Through these three programs, in fiscal 2011 we were able to share the joy of learning on these topics with a total of 22,300 students around Japan. Since their launch in 2007, as many as 83,000 children have taken part in the programs.

An additional event, organized by the Kanagawa prefectural government to foster the workers who will shoulder Japan’s *monozukuri* activities in the future, took place at an industrial high school in the city of Kawasaki in November 2011: the WorldSkills Medalist Career Seminar. One of Nissan’s young engineers who won a Medallion for Excellence in the electronics division at the WorldSkills competition held in London that year was joined by his coach in teaching the seminar. The students paid rapt attention to the skill and speed on display in the soldering demonstration, in which the medal-winner took just 15 minutes to complete a challenging task that had taken them two days to try themselves.

### Educational Efforts in Mexico

Nissan Mexicana, S.A. de C.V. has since 2001 operated the Nissan School in cooperation with the Aguascalientes state government. This education program takes place in the Aguascalientes assembly plant and aims to foster skilled workers among the region’s population. High school and college students from the area take part in Nissan School classes, receiving technical and engineering training. As of fiscal 2011 a cumulative total of 1,400 young people had gone through the program, with roughly 40% of them joining Nissan Mexicana after graduation.

### The Nissan Global Foundation

The Nissan Global Foundation was founded in 1974 to provide grants for significant research and educational activities in the natural science fields. Its financial support is focused on nurturing scientists who can grasp the true nature of the subjects they study and lead sustainable development efforts, as well as on scientific research that leads to deep-reaching solutions to various issues we face. As of the end of March 2012, the foundation had provided cumulative assistance of ¥6.9 billion to approximately 2,500 projects. In fiscal 2011 the foundation forged a technical cooperation program with an academic organization in India and launched an internship program in concert with the Renault Foundation, thus laying the groundwork for it to undertake activities as global as those of Nissan itself.



Visit the Nissan Global Foundation website for detailed information.  
<http://www.nissan-zaidan.or.jp/en/index.html>

### In Support of Young Readers

In partnership with the International Institute for Children's Literature, Osaka, Nissan organizes the Nissan Children's Storybook and Picture Book Grand Prix each year. With the goal of putting high-quality books in the hands of young readers, the contest selects prizewinning works for publication and donates copies of the finished books to about 3,300 public libraries and 700 kindergartens across Japan, as well as to schools for children of Japanese citizens and Japanese-language continuation schools near our overseas business locations. To date, we have donated a cumulative total of more than 185,000 books.

The 28th Grand Prix, held in fiscal 2011, saw 2,450 works submitted for judging. During the spring break at the end of each Japanese academic year, Nissan cohosts the Joyful Storybook and Picture Book Exhibition with the National Children's Castle (Foundation for Child Well-being). This event features exhibits related to the picture books and crafts workshops. Nissan employees and students from Waseda University volunteer at this exhibition, using recycled material from cars and other sources to teach the young participants about the joy of making things with their hands.

Nissan North America (NNA), meanwhile, provides ongoing support to the Governor's Books from Birth Foundation literacy program. This foundation provides free books to children prior to their entry into grade school. Our youth literacy efforts also extend to China, where we donate books to children in poorer communities.

## Community Contributions

Nissan works constantly through its business locations around Japan and its affiliated companies to contribute to local communities as a member of society.

At our Oppama Plant in Kanagawa Prefecture, we held the Nissan Cup Oppama Championship 2011, the 12th in a series of annual wheelchair marathons, in December 2011. Organized in cooperation with local community groups, this competition aims to foster awareness of sports for the disabled and help competitors improve their abilities, as well as to energize the community that hosts the race. In all some 200 athletes from throughout Japan took part.

Each year around 500 Nissan employees volunteer to prepare the course, help out at the water stations and otherwise ensure that the race goes smoothly. Donations collected by the Taiyo Fund, established by Nissan's people especially for this annual competition, go toward several organizations supporting athletics for the disabled.

Also in Kanagawa Prefecture, the Nissan Technical Center and Nissan Advanced Technology Center in the city of Atsugi contribute to the local community by promoting "Nice Wave" activities, which include neighborhood cleanups and flower-planting activities.



## Messages from Our Stakeholders

### Swift Assistance for Disaster Relief Efforts

#### Kazuhiko Yamazaki

United Nations World Food Programme  
Great East Japan Earthquake Emergency  
Support Operations Coordinator



The World Food Programme's mission is to eradicate hunger and poverty. It is the only food aid institution in the United Nations. In response to the Great East Japan Earthquake, the WFP engaged in numerous emergency support projects in close coordination with the central and local governments, regional disaster response headquarters, nonprofit organizations and others. Nissan provided two of its Patrol vehicles, which did a tremendous job of transporting personnel and equipment. In the early days after the quake, some roads were covered in rubble, making it difficult for ordinary vehicles to pass through. The power and durability of the Nissan Patrols allowed us to cover ground without concern.

Thanks to the speed and mobility these vehicles gave us immediately after the earthquake, we were able to carry out our activities efficiently. Nissan's offering was a huge contribution to the activities of the WFP and other organizations. By extension, I think that this also sent a strong message of encouragement to people in the affected regions.

## Area Leaders' Messages

### Putting Our Disaster Relief Experience to Work

#### Yuushi Komota

Manager  
CSR Department



During fiscal 2011 we had to deal with the aftermath of the Great East Japan Earthquake. But there were many more disasters to respond to, including the floods in Thailand, a food crisis in the Horn of Africa, and the typhoon that struck the Kinki region of Japan. I extend my sincere sympathies to all of those affected. Although the accumulation of risk management practices was successful in minimizing the impact to Nissan's operations, the experiences gained this year have taught us that it will be difficult for individuals, society and corporations like Nissan, which are supported by society, to make sustainable progress without giving deeper thought to the impact of natural disasters and their aftermath. As the department responsible for managing Nissan's philanthropic activities, we will be re-examining existing practices, standards and processes with a view to being prepared for future risks.