

	CONTENTS	INTRODUCTION	CEO MESSAGE	BLUE CITIZENSHIP: NISSAN'S CSR	RENAULT-NISSAN ALLIANCE	CSR DATA	THIRD-PARTY COMMENT
ENVIRONMENT	SAFETY	PHILANTHROPY	QUALITY	VALUE CHAIN	EMPLOYEES	ECONOMIC CONTRIBUTION	CORPORATE GOVERNANCE & INTERNAL CONTROL



# PHILANTHROPY

In addition to delivering innovative, exciting vehicles and outstanding services to customers worldwide, Nissan believes it is important to contribute further to society. When a company provides a range of resources to communities, supporting their development and proactively tackling issues, it is, in part, fulfilling its social responsibility as a good corporate citizen. Such actions also benefit the company's own operations, fostering a better business environment and creating new markets that can grow sustainably.

Nissan works with a variety of stakeholders, including governmental bodies and nonprofit and nongovernmental organizations, to address complex social issues, leveraging mutual strengths to implement effective initiatives. With a common vision, Nissan's regional offices and affiliates also conduct activities to respond to needs everywhere the company operates.

## NISSAN PRIORITIES

### Three Focus Areas

- \_\_\_ p. 55
- \_\_\_ p. 55
- \_\_\_ p. 57
- \_\_\_ p. 59



	CONTENTS	INTRODUCTION	CEO MESSAGE	BLUE CITIZENSHIP: NISSAN'S CSR	RENAULT-NISSAN ALLIANCE	CSR DATA	THIRD-PARTY COMMENT
ENVIRONMENT	SAFETY	PHILANTHROPY	QUALITY	VALUE CHAIN	EMPLOYEES	ECONOMIC CONTRIBUTION	CORPORATE GOVERNANCE & INTERNAL CONTROL

## PHILANTHROPY

### NISSAN CSR SCORECARD

Nissan makes year-round use of the CSR scorecard as a fundamental tool to manage, review and validate its progress in each of the sustainability strategies defined for its CSR activities. The table below shows some of the values behind Nissan's ongoing activities and the indices used in the scorecard to gauge the company's performance.

Nissan Priorities		Nissan Objectives	Indicators of Progress (Scope of Application)	FY2011	FY2012	FY2013	Long-Term Vision
Three Focus Areas	Environment	Clarification of Nissan's philanthropy policy, reinforcement of in-house organization and enhancement of philanthropic activities	Expansion of environmental education program (Global)	Designated officers to head CSR, philanthropic efforts at bases in Japan, Europe and North America; created system for global promotion and cooperation	Started discussion to expand school-visit educational programs globally	<ul style="list-style-type: none"> <li>Expanded school-visit program in Japan</li> <li>Held pilot school-visit program in the U.K.</li> </ul>	Continually implement unique philanthropic programs centered on "environment," "education" and "humanitarian support," balancing global perspectives with the most appropriate activities for each region
	Education						
	Humanitarian Support		<ul style="list-style-type: none"> <li>Response to natural disasters (Global)</li> <li>Activities in partnership with Habitat for Humanity (Global)</li> </ul>	<ul style="list-style-type: none"> <li>Signed global agreement with Habitat for Humanity, a partner to Nissan North America since 2006; set FY2012 course for stronger participation in poverty relief</li> <li>Held talks with more than 10 NPOs active in the March 11 disaster zone to provide maximum support to high-need areas</li> </ul>	<ul style="list-style-type: none"> <li>Started discussion to establish "Natural Disaster Response Policy" among headquarters in Japan/U.S./Europe</li> <li>In cooperation with Habitat for Humanity Japan, organized volunteer tours for employees in the tsunami-affected area in Ofunato, Iwate Prefecture, with special paid holiday for participants; a total of some 100 employees participated</li> </ul>	<ul style="list-style-type: none"> <li>Established disaster-response processes and communicated them to responsible managers in Japan/U.S./Europe</li> <li>Began five-year project in Myanmar in partnership with Habitat for Humanity</li> </ul>	

### KEY FIGURES

Global social contributions (FY2013)\*

Approx. **¥1.5 billion**

\* Worldwide contributions, including donations and monetary contributions



▶▶ GRI G4 Indicators  
▶▶ G4-EC1

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ENVIRONMENT	SAFETY	PHILANTHROPY	QUALITY	VALUE CHAIN	EMPLOYEES	ECONOMIC CONTRIBUTION	CORPORATE GOVERNANCE & INTERNAL CONTROL

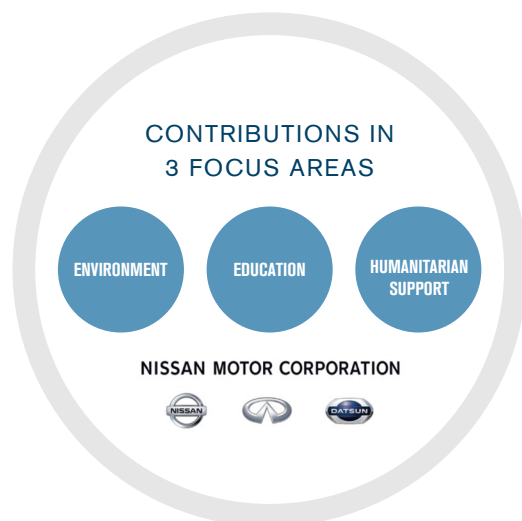
### NISSAN'S APPROACH TO PHILANTHROPY

Nissan's social contribution activities focus mainly on the areas of the environment, education and humanitarian support. The company not only provides financial assistance but also pursues activities that are "distinctly Nissan," making full use of its automotive expertise, products and facilities.

Nissan emphasizes working with specialized nonprofit and nongovernmental organizations that have great expertise in their fields to ensure that its social contributions are effective.

Nissan's local companies support employee involvement in social contribution activities.

#### Contributions to Communities Where Nissan Conducts Business



### FISCAL 2013 PERFORMANCE

- Launched social contribution projects in South Africa and Myanmar in partnership with Habitat for Humanity, an international NGO
- Held Kids Fab CARAVAN workshops featuring advanced digital fabrication machines to support children in areas affected by the Great East Japan Earthquake
- Made social contributions of approximately ¥1.5 billion in fiscal 2013 (global total, including donations and monetary contributions)

#### Breakdown of Fiscal 2013 Social Contributions (Nissan Motor Co., Ltd.)

	Activity costs	Monetary donations	Donations of items (value)	Total
Amount (¥ million)	248	232	30	510
% of total	48.6	45.5	5.9	100.0

### FUTURE MEASURES

- Establish key performance indicators (KPIs) to measure results of important activities
- Provide ongoing support to the areas hit by the Great East Japan Earthquake

### COMPANY ORGANIZATIONS FOR PHILANTHROPY

The CSR Department at Nissan's Global Headquarters in Japan formulates Nissan's policy for philanthropy. A policy discussed and decided by the Executive Committee is shared globally, and each region conducts activities based on this policy.

In January 2014, the Group moved to a six-region structure to address market needs more precisely.

	CONTENTS	INTRODUCTION	CEO MESSAGE	BLUE CITIZENSHIP: NISSAN'S CSR	RENAULT-NISSAN ALLIANCE	CSR DATA	THIRD-PARTY COMMENT
ENVIRONMENT	SAFETY	PHILANTHROPY	QUALITY	VALUE CHAIN	EMPLOYEES	ECONOMIC CONTRIBUTION	CORPORATE GOVERNANCE & INTERNAL CONTROL

**ENVIRONMENT**

Nissan's environmental philosophy is "a Symbiosis of People, Vehicles and Nature." Nissan actively engages in reducing the environmental load on the planet and places priority on the environment in its philanthropic activities. The company carries out educational programs to cultivate a deeper understanding of environmental issues and to promote basic research toward a low-carbon society.

**School-Visit Programs (Japan)**

Since 2007, Nissan has put its manufacturing know-how to work by carrying out three school-visit programs. The programs target older elementary school students, with instructors dispatched from Nissan.

One educational program is the Nissan Waku-Waku Eco School,\* which helps pupils to deepen their understanding of global environmental issues. They learn about Nissan's environmental efforts and experience the latest in environmental technology, including test rides in the Nissan LEAF electric vehicle. Classes are developed in cooperation with the NPO Weather Caster Network (WCN), whose staff members also help to teach the lessons.

This program was so well received that Nissan has increased the number of Eco School classes in Japan. In fiscal 2013, about 6,000 pupils from 51 schools, mainly in Kanagawa Prefecture, attended the program (including visitors to program exhibitions). Since the launch of the Nissan Waku-Waku Eco School, a total of 25,000 children have participated as of the end of March 2014. Classes have also begun outside Japan. In fiscal 2013, Nissan Motor Manufacturing (UK) Ltd. (NMUK) launched a successful pilot activity with children from local primary schools.

**Partnership with Fleet Forum (Europe)**

Nissan has partnered with the Fleet Forum Association, an NPO headquartered in Switzerland, with the goal of helping to reduce the environmental impact of vehicles used in humanitarian activities. In fiscal 2013, Nissan conducted an EV Demonstrator Program with the Fleet Forum Association. A Nissan LEAF has been provided to five organizations, including ones affiliated with the United Nations, to experience the benefits of zero-emission mobility, through a fixed period loan, free of charge.

» website

\*Click here for more information on the Nissan Waku-Waku Eco School (Japanese only).

**EDUCATION**

Nissan believes supporting young people is an investment in the future and generations to come. For the realization of a society where anyone can open the door to a better future, the company is working on several educational programs that utilize its knowledge and technology base, in addition to working to provide primary school education opportunities in emerging countries.

**Youth Literacy Efforts (Japan, Portugal, U.S. and Other Countries)**

Nissan has organized the Nissan Children's Storybook and Picture Book Grand Prix<sup>1</sup> each year since 1984. The award celebrated its 30th anniversary in 2014.

Through March 2014, more than 200,000 copies of published winning works have been donated to public libraries across Japan and kindergarten classrooms near Nissan offices. In 2012, the office in Portugal, Nissan Iberia, S.A. (NIBSA), established a similar program in which the company identifies young talented writers in schools within the country and provides opportunities for book publication in cooperation with local governments.

In Tennessee, the site of the company's U.S. headquarters, Nissan North America (NNA) supports the Governor's Books from Birth Foundation literacy program in collaboration with the Dolly Parton Imagination Library.<sup>2</sup> The program aims to foster a love of reading among preschool children, resulting in improved long-term educational outcomes.

In areas hit by natural disasters, including the Great Sumatra Earthquake and the Great East Japan Earthquake, Nissan supports mobile library projects organized by the Shanti Volunteer Association as part of relief efforts.

» website

<sup>1</sup> Click here for more information on the Nissan Children's Storybook and Picture Book Grand Prix (Japanese only).

» website

<sup>2</sup> Click here for more information on Nissan's support for the Dolly Parton Imagination Library.

	CONTENTS	INTRODUCTION	CEO MESSAGE	BLUE CITIZENSHIP: NISSAN'S CSR	RENAULT-NISSAN ALLIANCE	CSR DATA	THIRD-PARTY COMMENT
ENVIRONMENT	SAFETY	PHILANTHROPY	QUALITY	VALUE CHAIN	EMPLOYEES	ECONOMIC CONTRIBUTION	CORPORATE GOVERNANCE & INTERNAL CONTROL

» website

Click here for more information on the Nissan Monozukuri Caravan and the Nissan Design Waku-Waku Studio (Japanese only).

**Outreach to Pupils to Talk About *Monozukuri* (Japan, U.K., South Africa, Indonesia and Other Countries)**

Through engaging and fun activities, Nissan works to instill in the younger generation the importance of *monozukuri*, Japan's tradition of careful craftsmanship.

In Japan, the message of *monozukuri* is shared through school-visit programs, the Nissan Monozukuri Caravan and the Nissan Design Waku-Waku Studio, which take Nissan employees to visit elementary schools. Some 19,000 children participate in the programs every year. The Nissan Monozukuri Caravan also made its European debut in the United Kingdom, where the Sunderland Plant welcomed local school groups. Other programs with students, such as the U.K. Annual University Engineering Summit with Nissan's R&D Center (NTC-E Cranfield) or contributions to "See Inside Manufacturing" with NMUK entities, enable Nissan to engage with the next generation of automotive professionals.

In addition, the company donates vehicles and engines to universities and vocational schools to be used for instructional purposes in many countries, including the United States, South Africa and Indonesia. Access to real-world vehicles helps students build their skills and practical knowledge.



Pupils visit the Sunderland Plant to take part in the Nissan Monozukuri Caravan (U.K.).

**Education Support for Children in Need (Brazil, China and South Africa)**

In Brazil, where Nissan's new plant launched operations in 2014, the company has established Instituto Nissan. This foundation for the education of children and young people has set the goal of developing in step with the local area. The foundation provides a wide range of cultural, sports and other programs for children in Rio de Janeiro, where Nissan do Brasil Automóveis Ltda.'s head office is based; in Resende, where the new plant is located; and in São Paulo and other locations where Nissan has offices.

Since 2010, Nissan (China) Investment Co., Ltd. (NCIC) has operated the "Nissan Caring for Migrant Children" program in China. To further enhance this program, NCIC launched the "Dream Classroom" program in 2013. Previously the focus was on supporting the children of migrant workers who have traveled from their rural homes to the cities. With "Dream Classroom," the focus has been expanded to target elementary and middle school pupils in economically disadvantaged districts. Through this program, NCIC supported some 3,000 pupils during fiscal 2013.

In fiscal 2013, Nissan South Africa (NSA) provided a mobile eye clinic that screened 6,624 schoolchildren. The Nissan Mobile Child Eye Health Project has been operating for the past four years. This activity helps children from disadvantaged backgrounds gain access to eye care, thus enhancing their ability to see and learn.



Children take part in traffic safety training as part of the "Dream Classroom" program in China.

	CONTENTS	INTRODUCTION	CEO MESSAGE	BLUE CITIZENSHIP: NISSAN'S CSR	RENAULT-NISSAN ALLIANCE	CSR DATA	THIRD-PARTY COMMENT
ENVIRONMENT	SAFETY	PHILANTHROPY	QUALITY	VALUE CHAIN	EMPLOYEES	ECONOMIC CONTRIBUTION	CORPORATE GOVERNANCE & INTERNAL CONTROL

**Academic Efforts**

**Nissan Global Foundation (Japan)**

Nissan recognizes the need to create a sustainable society on a global basis. The Nissan Global Foundation aims to help achieve a society whose members can look to the future with hope and creates opportunities for the fostering of human resources toward this end. Based on this vision, the Foundation provides financial support for training programs, primarily in the field of science education.

One way the Foundation nurtures childhood development is with support for science education that develops critical thinking among young people. In fiscal 2013, the Foundation launched the Science Education Awards in Japan. By presenting awards to schools with the best performance in the course of the two-year program, the Foundation aims to spark fresh interest in science education. The Nissan Global Foundation also provides support for basic research in various fields for the realization of a low-carbon society.

In fiscal 2013, the Foundation contributed approximately ¥45 million to 37 projects. Since the establishment of the Foundation in 1974 through the end of March 2014, a total of ¥6.9 billion has been provided to approximately 2,500 projects.

**Supporting Talented Japanese Artists Through the Nissan Art Award**

In 2013, to mark the 80th anniversary of its foundation, Nissan launched the Nissan Art Award to support the activities of Japanese artists with talent and potential. Aiko Miyanaga received the Grand Prize in the 2013 award, which showcased contemporary art. Among the eight finalists, Tatzu Nishi also earned high praise and received the Special Jury Award. Through this program Nissan aims to contribute to the development of Japanese culture and to stimulate new inspiration in society, presenting awards every other year.



» website

Click here for more information on the Nissan Global Foundation.

» website

Click here for more information on the Nissan Art Award.

**Nissan Institute of Japanese Studies, Oxford (U.K.)**

Founded at the University of Oxford, the Nissan Institute of Japanese Studies is a well-known European center for research on modern Japan that contributes to the promotion of mutual understanding between Japan and Europe.

» website

Click here for more information on the Nissan Institute.

**HUMANITARIAN SUPPORT**

**Nissan has provided assistance around the world to people who have been affected by large-scale natural disasters. The company has expanded its humanitarian efforts to include new initiatives in emerging countries through a global partnership with Habitat for Humanity.**

**Partnership with Habitat for Humanity**

Nissan started collaborating with Habitat for Humanity in the wake of Hurricane Katrina, which struck the American Gulf Coast in 2005. Habitat for Humanity carries out its activities around the globe, building or repairing houses to aid people in need of safe, affordable housing.

Nissan fully endorses the vision behind these activities, which is in accordance with the company's vision of Enriching People's Lives, and decided to expand the partnership in 2012. The area of operations has broadened to include Japan and other countries, and home construction and other related activities have started with Nissan's regional companies and their employees, who contributed their time to volunteer.

» website

Click here for more information on Nissan's partnership with Habitat for Humanity.

	CONTENTS	INTRODUCTION	CEO MESSAGE	BLUE CITIZENSHIP: NISSAN'S CSR	RENAULT-NISSAN ALLIANCE	CSR DATA	THIRD-PARTY COMMENT
ENVIRONMENT	SAFETY	PHILANTHROPY	QUALITY	VALUE CHAIN	EMPLOYEES	ECONOMIC CONTRIBUTION	CORPORATE GOVERNANCE & INTERNAL CONTROL

In fiscal 2013, Nissan began a new housing and local community development project in South Africa, targeting a total of 50 buildings. In Myanmar, where a plant manufacturing Nissan vehicles will be completed in 2015, the company has started working together with the international NGO World Concern on a five-year project with the goal of creating hygienic, disaster-resistant communities.



A school building can double as a disaster shelter in emergencies (construction planned in Myanmar).

**The Kids Fab CARAVAN: Bringing Smiles to Children in Tohoku**

Nissan supports the vision behind the Kids Fab CARAVAN workshop, run by the NPO Hug Japan. The company donated a Nissan LEAF and an NV350 Caravan and provided partial funding for the project. The workshop allowed children in areas affected by the Great East Japan Earthquake to enjoy creating products using 3D printers, laser cutters, digital sewing machines and other advanced devices. A total of 1,689 children took part in workshops in Ibaraki, Fukushima, Miyagi and Iwate Prefectures. The electricity to power the workshops was supplied by the Nissan LEAF.

**Addressing Natural Disasters**

Relief Activities in China's Sichuan Province

On April 20, 2013, a major earthquake hit Sichuan Province in China. Nissan Motor Co., Ltd., Nissan (China) Investment Co., Ltd. (NCIC) and Infiniti Business Unit (IBU) (China) made a combined donation of 3 million yuan (approximately ¥48 million) through the China Foundation for Poverty Alleviation, a Chinese NPO, to support people affected by the disaster. The money was used to repair schools, help children in the area to return to normal daily life and provide an environment where they could resume studying.

Relief Activities in the Philippines

Nissan made a contribution of approximately ¥20 million to support areas in the Philippines hit by the powerful typhoon Haiyan in November 2013. Of this amount, ¥10 million was donated to the NGO Japan Platform to fund immediate emergency activities. The company also donated three Navara pickup trucks to the World Food Programme to assist with recovery operations.



Nissan presents the three vehicles to assist the Philippine region affected by the typhoon Haiyan.

	CONTENTS	INTRODUCTION	CEO MESSAGE	BLUE CITIZENSHIP: NISSAN'S CSR	RENAULT-NISSAN ALLIANCE	CSR DATA	THIRD-PARTY COMMENT
ENVIRONMENT	SAFETY	PHILANTHROPY	QUALITY	VALUE CHAIN	EMPLOYEES	ECONOMIC CONTRIBUTION	CORPORATE GOVERNANCE & INTERNAL CONTROL

**NISSAN AS A COMMUNITY MEMBER**

Nissan aspires to be a good corporate citizen as a valuable member of and active contributor to local communities in every region where it does business. The company provides support locally in a variety of ways by answering local needs, such as by holding a Nissan Egypt blood donation campaign, assisting with community events, sponsoring neighborhood cleanups and other beautification activities near Nissan facilities, and hosting fun and informational activities—including exciting product events with local orphanages or hospitals in Hungary, Russia and France—among other forms of contributions. Many employees actively participate as volunteers.

**Putting Expertise to Work for Society**

The Nissan Technical Center (NTC) and Nissan Advanced Technology Center (NATC), in the city of Atsugi, Kanagawa Prefecture, contribute to the local community by promoting “Nice Wave” activities, which include neighborhood cleanups and cooperation with local events.

In fiscal 2012, the company expanded these activities and launched a new program for community contributions, the Nissan Technical Center School. The purpose is to link the expertise of NTC and NATC, Nissan's *monozukuri* bases, to the community. Nissan's people visit schools and deliver lectures on a variety of topics, including product planning, design and environmental technology. In fiscal 2013, there were 30 lectures for 2,300 participants, with the active involvement of 110 employees. Nissan will expand its activities further in the future to meet community needs.

**Messages from Our Stakeholders**

**Looking Back on 30 Years of Children's Literary Prizes**

The Nissan Children's Storybook and Picture Book Grand Prix was established in 1984. In this same year our International Institute for Children's Literature, Osaka, opened its doors on the grounds of the Expo '70 Commemorative Park in Osaka. It is no exaggeration to say that the contest has gone hand-in-hand with our institution all through its history.

When we first launched the institute, we went to Nissan Motor Co., Ltd.—even then famous for taking names from classic children's literary works, like Cedric or Bluebird, for its vehicle names—and obtained the financial assistance we needed. When Japan's bubble economy fizzled in the early 1990s, many companies reduced their charity involvement, but thanks to Nissan's understanding of and unwavering support for our mission, we have been able to implement the Grand Prix without altering its concept for three entire decades. We are deeply grateful to the company for this.

In the first year of the Grand Prix, we received 2,888 entries in the storybook category and 322 picture book entries. The 30th contest drew 2,321 storybooks and 481 picture books. In all, during the 30 years of the contest we have received more than 100,000 entries. From the very beginning we have been pleased to receive these entries from all over Japan. Entrants come from a broad range of age groups, and the success of the contest owes much to the passion that so many people show with their participation.

The Grand Prix has discovered numerous authors who went on to make an impact in children's literature, such as Hirokazu Miyazaki, whose *Wani-kun no ookina ashi (Little Crocodile's Big Feet)* won the top prize in the first competition and who went on to success with his *Little Crocodile* series. To name just a few of the winners who have gone on to success, in the storybook category there are Miki Ozaki, Mariko Nishimura and Madoka Sato, and in the picture book category there are Hiromi Onishi, Akiko Miyakoshi and Junko Nakaarai. And Tadashi Nagayama, who received the 30th picture book prize in March this year for his *Kii-chan (Little Tree)*, at last found success in his 10th time to enter the contest.

Children are the primary readership for these storybooks and picture books. We have always believed that these books are vital to children's development, although their impact does not show up in visible ways, like their scores on academic achievement tests or records in athletic endeavor. Our goal is to continue presenting the Grand Prix awards into the future in the hope that the importance of reading will slowly but surely take concrete shape and gain recognition among people of all generations.



**Okiko Miyake**  
Chief Director  
International Institute for Children's Literature, Osaka