

Communities

Approach to relationship with local communities

In addition to delivering innovative, exciting vehicles and outstanding services to customers worldwide, Nissan believes it is important to play an active role as a community member, applying its special characteristics 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 fostering a better business environment, creating new markets that can grow sustainably and leading to growth for both the company and the local communities.

We work with a variety of stakeholders, both governmental and nongovernmental, pooling our respective strengths to address increasingly complex social issues. In line with Nissan's corporate social contribution policies, regional offices and affiliates work on initiatives that address issues relevant to their operations and the communities in which they operate.

Community engagement initiatives

Nissan focuses on activities in the areas of providing learning opportunities and living aid in local communities with the goal of solving social issues through "Nissan-ness" as well as to empowering youth and children in communities by 2030. We will not only provide financial assistance in these areas but also ensure that those activities are highly original making full use of our automotive heritage, expertise, products, and facilities.

In addition to cooperating in local events, Nissan conducts activities to improve the environment around its business sites, such as cleanup events, and opens its own facilities to the public. Employees also proactively join local activities as volunteers.

Community engagement management

Nissan has production sites globally, increasing the company's engagement with local communities through its businesses. Nissan is active in promoting social contribution activities and recognizes that contributing to the development of communities by sharing its own management resources in each local community also enhances the business environment and promotes market growth. In such activities, common policies and targets are decided at the global level and implemented in each region. We have developed a wide range of activities to meet the needs of regions centered on the two focus areas of providing learning opportunities and living aid in local communities that were set forth in our approach revised in 2023.

Company organization for community engagement

The Global Sustainability Steering Committee*¹ discusses and determines Nissan's approach to the community engagement and global goals. The person in charge of community engagement in each country or region plans activities in line with global direction and reports the progress at GSSC.

*1 Click here for more information on the Global Sustainability Steering Committee. [>>> P010](#)

Two focus areas for Nissan's social contributions program

Providing learning opportunities

Nissan believes in the importance of empowering youth and children to realize a more inclusive society and is working to provide them with more learning opportunities. Nissan offers a variety of educational programs, for example, eco school to deepen understanding of climate change, *Monozukuri* lessons to leverage the creativity and technology that Nissan has cultivated since its founding, and so on.

Living aid in local communities

Nissan respects the rights of all stakeholders and provides a wide range of support around the world to help solve social issues. This includes financial and material support to the socially and economically disadvantaged, psychological care and other intangible support, and emergency aid to victims of natural disasters and humanitarian crises and the like in accordance with the needs of local communities.

Contributing to local communities: Achievements

Social contribution achievements in FY2023

Cumulative number of employees participating in global social contribution activities: Approximately 46,000

Cumulative number of beneficiaries from global social contribution activities: Over 1.2 million

Global social contributions: 2.46 billion yen

Social contributions include:

- Expenses for implementing philanthropic activities (excluding labor costs)
- Monetary donations and NPO membership fees for philanthropic purposes
- Cash equivalents of in-kind donations
- Sponsorship fees for philanthropic initiatives

<Other humanitarian support>

Support for the 2024 Noto Peninsula Earthquake:

As an emergency response to the affected regions and people, Nissan provided support equivalent to 50 million yen, including financial aid and relief supplies (including the amount made available by Nissan to match donations from its employees).^{*1}

Breakdown of FY2023 global social contributions

	Amount (¥ million)	% of total
Philanthropic activities	828	33.7
Monetary donations	1,166	47.5
In-kind donations (cash equivalent)	109	4.4
Sponsorships, etc.	354	14.4
Total	2,458	100

^{*1} Click here for more information on Support for the 2024 Noto Peninsula Earthquake <https://global.nissannews.com/en/releases/240112-02-e>

Social contribution achievements *1

Nissan has conducted environmental and STEAM*2 education for children in Japan and various countries to meet the diverse needs of local communities. Moreover, we have contributed to local societies through collaboration with NGOs and local governments. The followings are representative activities in each region in fiscal 2023.

School-visit Program for Environmental Education: Nissan Waku-Waku Eco School (Japan)

The program has promoted understanding of global environmental issues, and introduced Nissan’s environmental initiatives. It also has provided participants with experience of the latest green technologies through test ride in the Nissan LEAF and other activities.

Achievements

Number of schools visited: 138 (Fiscal 2023)

Total number of employee participants: 849 (Fiscal 2023)

Cumulative number of students participating: 138,590



Partnership with Habitat for Humanity (U.S. and Canada)

Since 2005, we have continued to partner with the NGO Habitat for Humanity (Habitat), an international aid organization that has a vision of “a world where everyone has a decent place to live”. The nonprofit works to build homes and support self-sufficiency in more than 70 countries around the world. NNA and NCI employees have volunteered at Nissan-funded build sites.

Achievements U.S.

Cumulative number of hours of employee participation: Over 112,000

Total number of employee participants: 778 (Fiscal 2023)

In 2023, participated in 12 house build projects.

Cumulative donations: Over \$21 million



Support for Forest Fire Rescue (Thailand)

To prevent forest fires, which are a cause of air pollution in Thailand, Nissan Motor Thailand (NMT) has been providing support activities in collaboration with Chiang Mai Province since 2021, providing vehicles and supplies for fire prevention activities. In February 2024, employees of NMT and dealers volunteered in building a dam to prevent forest fires.

Achievements

Total number of employee participants: 20 (Fiscal 2023)



Educational Support for Children and Youth: Nissan Dream Classroom (China)

Nissan Dream Classroom, an educational program to support elementary school students, has been implemented since 2013. The program has gradually expanded its content and regions of operation, and now offers a wide variety of lessons including the environment, manufacturing, design, painting, intelligent driving, and the fundamentals of automotive culture and engineering.

Achievements

Cumulative number of students participating: Over 2.2 million

Total number of employee participants: 100 (Fiscal 2023)

In 2023, winner in 3 organization 4 divisions



Providing Educational Opportunities to Children: Nissan Skills Foundation (U.K.)

Established in 2014, the Foundation has provided school children with Nissan’s own environment and *monozukuri* programs, as well as supported local teams in schools through three external international education programs: VEX IQ Robotics, FIRST LEGO League, and F1 by providing equipment, funding, and knowledge.

Achievements

Cumulative number of students supported: Over 90,000

Total number of employee participants: 1,385 (Fiscal 2023)



*1 Click here for more information on social contribution activities in each country. <https://www.nissan-global.com/EN/SUSTAINABILITY/SOCIAL/CITIZENSHIP/>

*2 STEAM :Science, Technology, Engineering, Art, Mathematics

Contributing to local communities and stakeholders

Proof-of-concept experiment for community development using new mobility

In 2021, Nissan signed the Collaboration Agreement for Community Development Utilizing New Mobility in the Hamadori Region of Fukushima Prefecture together with the three municipalities of Minami Sohma City, Namie Town, and Futaba Town as well as seven corporations. It has been working on proof-of-concept experiments to build a new mobility service that will serve as a transportation infrastructure to support regional activities.

The activities of the agreement, which have been undertaken with the aim of enriching the lives of residents, creating new service, and increasing the number of people interacting with each other mainly in the Hamadori Region, have given rise to Namie Smart Mobility, an on-demand vehicle hailing service designed to allow anyone to freely move around the community, and Sumamobi Kids, a transportation service for children.*1

In addition, proof-of-concept experiment on energy management use of electric vehicles that started in Namie Town has begun in earnest as Nissan Energy Share. On February 14, 2024, in the third year of the project, the third Hamadori Collaboration Agreement Summit in Namie Town -A town where future life is budding, was held in Namie Town, Fukushima Prefecture, to review past activities and discuss future prospects under the concept of moving from validation to implementation. The event was attended by approximately 200 people from a wide range of fields, including not only local officials, but also government agencies, partner companies, and students.

Blue Switch Program: Contributing to Sustainable and Resilient Society with EVs

Launched in Japan in 2018, Blue Switch*2 is a program to promote the use of electric vehicles (EVs) to address local issues, such as disaster relief, energy management, tourism, and other points, in collaboration with local governments and companies.

Since Nissan launched the Blue Switch initiative in Japan, 254 cooperations have been realized with local governments and private companies to collaborate on projects as of the end of March 2024, and many more regional partnerships are planned.

In response to the Noto Peninsula Earthquake that occurred on January 1, 2024, Nissan worked to supply electricity to the affected areas. Based on the agreement with the Ishikawa Prefectural Government, Nissan, in collaboration with its sales companies in the prefecture, provided a total of eight Nissan ARIYA and 100 Portable Batteries from LEAF, which are repurposed from used Nissan LEAF batteries, to the towns of Anamizu and Suzu in times of power outages. As a pioneering EV company, Nissan is committed to promoting new ways to use EVs and their batteries to realize a cleaner world and a sustainable society.



*1 Click here for more information on Namie Smart Mobility. (Japanese Only) <https://www.smamobi.jp/>

*2 Click here for more information on Blue Switch Program. (Japanese Only) <https://www3.nissan.co.jp/first-contact-technology/blue-switch.html>