

As the world changes, shifting from the industrial to the intellectual, Nissan's goal is to be a company that transforms with the times—one that helps create social values. Investment in the Future: Nissan's goal of finding people looking to the future and to provide them with the opportunity to help build tomorrow's society.

Supporting Tomorrow's Society



Nissan Children's Storybook and Picture Book Grand Prix

Global Investment

In Japan, Nissan has held the Nissan Children's Storybook and Picture Book Grand Prix contest since 1984. The contest is intended to discover and publicize outstanding works and writers of children's literature. The winning entries are published and donated by Nissan dealers to some 3,500 libraries throughout Japan.

Nissan directly invests in society through its partnership with a number of non-profit organizations (NPOs), particularly in the areas of fostering the creativity of children and of building better understanding of environmental protection. These include storybook contests, concert support, educational



Nissan-NPO Learning Scholarship award ceremony, June 23, 2003

programs, and more. For example, Nissan is the main sponsor of the Hans Christian Andersen Awards, an international program for the creators of children's books. Nissan has also entered the sixth year of the Nissan-NPO Learning Scholarship Program, a program to give young people an opportunity to expand their intellectual capacities through a work experience at a non-profit organization.

The Nissan Science Foundation, established in 1974, provides research grants for cutting-edge research in the fields of environmental and natural science.

International Efforts

Locally, Nissan group companies in North America and Europe are involved in a vast range of corporate citizenship projects, responding to the needs of each country.

In the US, the Nissan Mississippi Scholarship Fund, draws from a US\$1million fund to assist state high school students with college tuition. Nissan is also a sponsor of the Hispanic Scholarship Fund, aiding Hispanic students with college tuition grants. The Nissan Foundation, established in 1992, supports educational programs that celebrate and foster an appreciation and understanding for a diverse cultural heritage as essential for enhancing human potential and building community. The foundation also works to enhance career potentials for young people in the local area in the automobile industry. Nissan is a supporter of United We Stand, has donated \$1 million to the American Red Cross in Washington, D.C. and the Twin Towers Fund, and has further matched



Nissan/Hispanic Scholarship Fund

employee contributions to these funds. To date, Nissan has contributed an additional \$337,000 in direct and matching contributions from Nissan employees. Nissan Neighbors is a company-wide, community-focused initiative supporting organizations that are working to improve communities across the nation.

In France, Nissan is making a donation to UNICEF for every model of the 4x4 range sold between April 1, 2003 and March 31, 2004. The funds will be used to vaccinate children against the six most common illnesses, largely in Mauritania. The donation from every vehicle will allow the vaccination of three children; with an estimated 10,000 units anticipated to be sold in France, this will allow for the vaccination of at



An accelerated school in the US, recipient of a Nissan Foundation grant

least 30,000 children. Nissan is also donating a Patrol equipped with refrigeration units to the local UNICEF office, which will be used to preserve the vaccines during the campaign.

In the UK, Nissan established the Nissan Institute of Japanese Studies at Oxford University in 1981. Throughout Europe, the company and its employees are involved in a wide array of projects, from Christmas gift gathering in the UK to a variety of educational and training programs throughout the region. In May 2003, Nissan made a significant donation including four Paladin SUVs and a bus to China to support the battle against SARS.



Nissan Institute of Japanese Studies, Oxford

Focus on Employees

Nissan's efforts in helping to build a better society for tomorrow are not entirely external; Nissan has consistently worked to raise a spirit of community involvement among its employees, including financial support for volunteer activities. These have included fund-raising and blood donations after the massive Hanshin earthquake in Japan in 1995 and the September 11 terrorist attacks in the US, Afghan refugee relief activities, and more.