

Our Efforts to Improve Our Report

In environmental communication, ensuring the credibility of the information involved is an essential requirement. In order to actually achieve such reliability, the two primary demands include verifying the materiality of the contents, and the credibility of the data.

The first requirement, verifying the materiality of the contents, means checking whether the issues covered in the report are really important to both Nissan and its stakeholders. In our judgment, however, no truly competent scheme for this verification has been established as yet. In view of this, the method adopted at Nissan is to establish a process to gather opinions directly from experts and stakeholders, utilizing such input to achieve the appropriate information disclosure.

SustainAbility, a UK think tank and consultancy, is well known for its excellent work in evaluating corporate reports on sustainability and environmental issues. In assessing the Nissan Environmental Report 2004, SustainAbility indicated that our selection of three key environmental issues gave real focus and coherence to the report. Among suggested points of improvement, meanwhile, it pointed out the need to provide mention of the approaches being taken to achieve sustainable mobility, as well as to provide more extensive information on management activities relating to future objectives and issues across the economic, social and environmental impacts of our business.

From Japanese experts, meanwhile, the report earned recognition for its willingness to clarify key internal themes and the thinking applied to them, and steps taken to enhance understanding of the contents. On the improvement front, remarks included the need to better explain and analyze performance data.

Since 2003, an "Environmental Report workshop" has been convened annually. These sessions bring together Nissan customers, shareholders, suppliers and dealers, along with NPO representatives, students and other stakeholders to share valuable opinions on how best to improve our overseas activities, the quality of communication with dealers and customers, and other essential improvements.

Based on these indications, we have devoted special attention in this latest report to spelling out the Nissan thinking on issues that will help realize the goal of sustainable mobility, while adding pertinent commentary on the performance data disclosed. With regard to future objectives, we are in the process of preparing new Nissan targets to be reported in the next report.

The second aspect of maintaining information credibility (verification of the data itself) refers primarily to the process of sustaining accuracy in the process of measuring and computing environmental data. From 2005, Nissan is moving to enlist the cooperation of an outside professional organization in working to further enhance our scheme of measuring and computing environmental data. Also under study in this area is the proposed introduction of "third-party data verification."