

Corporate Citizenship

Creating a More Bountiful Society Through Good Corporate Citizenship



As a member of the global community, Nissan firmly believes it has a shared responsibility in developing the next generation of society. In keeping with our role as a good corporate citizen, we provide substantial support for education, the environment, and the arts and humanities. Nissan businesses around the world share in this common vision, implementing consistent activities in each country and region. We provide various educational grants as well as support environmental efforts to ensure that earth and society continue to co-exist harmoniously. We also provide assistance in times of natural disasters, to support relief and rebuilding activities, and respond to other social issues in an equally supportive and humane manner. Nissan believes this support represents a wise investment in the future.

Helping in the Wake of Hurricane Katrina

When Hurricane Katrina struck the southern part of the United States at the end of August 2005, Nissan North America quickly joined in local emergency disaster relief activities. We provided a total of 50 vehicles, including both trucks and large SUVs, to support the distribution of emergency aid supplies and rebuilding efforts. In addition, Nissan employees contributed to a special fund that was matched dollar-for-dollar by the company. The final contribution, totaling about \$500,000, was donated to the American Red Cross Society.



In response to the Hurricane Katrina disaster, Nissan gave some half a million dollars to the U.S. Red Cross Society

Nissan Cars Benefiting Society

Nissan UK, in cooperation with a local guide dog association, held a "blind driving" charity event. Visually-impaired individuals rode in and drove Nissan vehicles with instructors on a special course. Nissan Europe helped Romanian orphans in the CARE France program, donating a small bus and also supporting in the production and mailing of Christmas cards.



Nissan held a driving event in England for the visually-impaired

Disaster Relief for Asian Tsunami Victims

When a large earthquake struck off the coast of Sumatra in December 2004 and triggered a devastating tsunami on the Indian Ocean, Nissan immediately participated in inspections of the stricken area. Nissan employees were involved in the initial emergency response, and soon after put together a long-term rebuilding program. In Thailand, we donated a mobile library to assist the children that survived the tragedy. In Indonesia, we donated vehicles to help deliver goods and materials under the United Nations World Food Programme's disaster relief efforts.



Nissan donated vehicles to transport supplies for the World Food Programme's disaster relief efforts in Indonesia

Support for the Next Generation

Storybooks and picture books are precious to children because they have the ability to spark their imagination and dreams. Since 1984, the Nissan Children's Storybook and Picture Book Grand Prix, held in cooperation with the International Institute for Children's Literature in Osaka, has recognized amateur authors of these magical books. In partnership with several NPOs, we also established the Nissan-NPO Learning Scholarship Program in 1998. The program provides financial assistance for students hoping to work for NPOs in various internship programs.



Nissan has also held "Nissan Joyful Storybook and Picture Book Exhibition" in Tokyo every year since 1992