

# Corporate Citizenship

## Towards a Sustainable Global Society



Nissan is committed to being a sustainable enterprise and a socially responsible corporate citizen. We are engaged in various community programs that focus on education, the environment and humanitarian efforts. Nissan's vision of "Enriching People's Lives" is the foundation for our corporate social responsibility activities dedicated to creating a brighter and better future for the generations to come. Under this shared global vision, we actively support local communities wherever our operations are located.

### Investing in Today's Young Generation

Children's storybooks and picture books encourage the young to dream and be creative. Partnering with the International Institute for Children's Literature in Osaka, Nissan has held the Nissan Children's Storybook and Picture Book Grand Prix since 1984. In 1998, we established the Nissan-NPO Learning Scholarship Program in collaboration with nonprofit organizations to provide financial assistance to students seeking internships at NPOs. The scholarship enables college and graduate students to apply for programs designed to enhance their creativity and motivation.



The closing ceremony for the Ninth Nissan-NPO Learning Scholarship Program

### Environmental Education School Program

In March 2007, Nissan conducted a series of environmental education sessions at public elementary schools in Yokohama. Nissan used the fuel-cell vehicle to demonstrate its green technologies. The program, in collaboration with Honmachi Elementary School, is expected to run throughout the 2007 academic year and will emphasize comprehensive environmental instruction. Nissan also conducted a similar environmental education session with the fuel-cell vehicle at a middle school in Nikko City in Tochigi Prefecture.



Bringing environmental education to a Japanese elementary school

### Aid for Disaster Areas

When an earthquake devastated the coast of Java in May 2006, Nissan contributed 10 million yen in emergency aid through the Japan Platform, a nonprofit organization that provides humanitarian relief. Additionally, Nissan employees in Japan and Indonesia collected nearly 3.2 million yen to provide direct relief to victims of the tragedy. Nissan employees in Indonesia and members of the Nissan owner's club teamed up to survey the disaster-struck areas, and aided in the rebuilding of a Yogyakarta elementary school. By the end of 2006, four classrooms had been rebuilt.



Nissan aided in the reconstruction of this elementary school in Indonesia

### Engaging in Social Development Worldwide

Nissan is engaged in a wide range of social development programs worldwide. In partnership with the World Wildlife Fund, Nissan North America held a program to increase environmental awareness among students. Nissan Europe S.A.S. discontinued its Christmas card mailing and will instead channel the funds to an NGO that supports Romanian orphans. In China, Nissan China Investment Co., Ltd. held the "Nissan Ten-Year International Silk Road Walk" to raise funds for elementary schools in poverty-stricken regions.



The Nissan Ten-Year International Silk Road Walk in China